



**GREENE KING**  
PUB PARTNERS

# Induction & Beyond

  
**Learning & Development  
Team**

**Every partnership  
begins with you.**

## Beginning your journey

# The training when you join us

Once you have found the right pub with us, we want to ensure you have the best possible start in your pub business. **Our Pub Power welcome programme and essential training will ensure your transition into a Greene King Pub Partners pub is a success from the start.**

To start your journey with us we provide three training elements: The Essential Training; Online Learning and The Pub Power Welcome Programme, including continuous help in your first 100 days.



### Essential training:

Before you are able to enter into an agreement with us you will be required to undertake the following training:

#### Pre-entry awareness training (PEAT)

This will provide you with everything you need to know about taking a pub tenancy or lease agreement. This is vital for you and is required as part of the Pubs Code Regulations to ensure you understand your and our obligations within a tied agreement. You will need to access and pay for this module directly from the British Institute of Innkeeping (BII) by visiting [www.bii.org/industry-advice/peat](http://www.bii.org/industry-advice/peat)



#### APLH (England) SCPLH (Scotland)

The Award for Personal Licence Holders (England) and the Scottish Certificate for Personal Licence Holders provide a personal licence which is required by anybody authorising the sale of alcohol to the public and includes:

- Roles and legal responsibilities
- The premises licence
- The roles and duties of a designated premises supervisor
- Temporary Event Notices
- Operating Schedules
- The responsible retail sale of alcohol
- BII Level 2 Award for Personal Licence Holders exam

This training is widely available and we can support you with either virtual or face to face options.



#### Safe start

This Greene King E-learning Module will guide you through all the safety checks required in your pub and advises you on the responsibilities for both you and Greene King Pub Partners before you move into your pub.



#### Pub Power Welcome

Our 4 day programme designed to set you up for success before you take over your pub.



#### First 100 Days Support

Once you've settled in your pub, one of our Learning & Development Partners will visit and discuss any ongoing training needs for you and your team.



# Pub Power Welcome

This four day course includes accommodation throughout and your evening meal on the first and third nights. It's an inspirational four days where you get to know Greene King; our history, our purpose of "Pouring Happiness into Lives", our famous beers and our business strategy. **It provides a great foundation to run a successful pub business by up-skilling in digital marketing, market trends, operations and business finance.**



## Day 1



Welcome to Greene King – develop the vision for your pub and making it a reality.

- Greene King heritage, values & vision
- People –support & resources
- People –what makes a successful team
- Digital marketing
- Social media & Rep.com

### Study Tour

Hosted meal with Greene King and overnight stay.



## Day 2



Learn about customer segmentation and the importance of market insight, marketing tools and trends.

- Study tour re-cap
- Food and drink trends
- Segmentation
- Pubs Code
- Meet the experts
- Safe and legal
- iDraught

### Overnight Stay



## Day 3



Learn how to manage your cellar effectively so draught products are consistent in quality and gain the highest yield from every barrel and keg, and your customers receive the perfect pint every time, including:

- VIP brewery tour
- Temperature - cellar and dispense
- Hygiene
- Cask ale
- Keg beer, gas systems, legal requirements
- Products - presentation, brands and range

### Pie & Pint

Hosted meal with our Brewery & Brands team and overnight stay.



## Day 4



Get to understand the financial controls for your business and how you can drive profitability and sustain financial fitness.

- Business finance
- Setting business targets
- Driving profitability and controlling costs
- Making it happen

**This four day workshop, held at our Brewery and Training Centre in Bury St Edmunds, Suffolk is designed to help you develop the vision for your pub and make it a reality.**

## Ongoing learning & development

# Achieve your personal goals

We want to ensure you have the right skills to be successful in running your own pub business and we'll agree with you what support will help you achieve your personal goals. Any essential training can be funded by your Training Fund or charged to your Trade Account when you enter your pub.



### Online training



We partner with training providers Flow/MapalOS to offer you access to agile and engaging E-learning solutions for you and your team at supervisory or management level.

#### Management

There are a variety of modules available that focus on Management & Leadership including:

- Bar Stock Control
- Employment Law
- Food Safety for Managers
- Introduction to Management
- Leadership
- Recruit the Right Person
- Safeguarding Young Workers

Click [here](#) to access more information on the suite of modules available. Modules are available via a payable annual licence, contact the training team for more information.

### Workshop training



Classroom based training courses delivered by our award winning training team regionally or at our dedicated training centre in Bury St Edmunds.

#### Management to Leadership Programme

This two day interactive programme is ideal for everyone who has supervisory, management or leadership responsibilities. It includes:

- The differences between management and leadership
- Capabilities of a leader
- Situational leadership
- Coaching for performance

#### Pub Power Key Events Workshop

We run regional workshops at key times in the year designed to share effective strategies to help you maximise sales opportunities through key event planning. We'll communicate dates and locations via our regular Pub Partners emails.

#### Improving your digital presence

This one day workshop will give you the foundations to begin to have a social presence that works for your business. We'll provide you with the tools and skills to start making social media part of your digital marketing strategy.

### In-pub training



No need for your team to travel, we can train you at your own pub! Our expert Learning & Development Partners will visit your pub at a time that suits and works with you to develop your business. Training can be split into bite size sessions of three/four hours.

#### Pre & Post Investment Support

As part of the investment support from Greene King Pub Partners, we offer vital front of house training support to ensure that you and your team have all the skills to be successful in your newly launched pub. For investments over £100,000, this training support comes as part of the investment cost.

#### Upselling, Customer Service & Complaint Handling

This 3 hour in-house session will coach your team through up-selling techniques, how to deliver a great customer experience as well as tools on how to deal with customer dissatisfaction. This session aims to drive sales for your business by providing a great customer experience.

#### Perfect Serve, Licensing & Cellar Management

This 3 hour in-house session will explore the importance of drink service, provide the team with knowledge around licensing and coach the team to look after your beer. This session aims to improve your team's knowledge and confidence and ultimately increase your yields.

#### Conflict Management

Learn how reducing conflict can help to improve employee engagement, retention and productivity. Helping manage teams, customer expectations and limit conflicting situations.

## Team training

# Developing your people

Your team needs to reflect your business values and everything that makes your pub unique and special. We'll develop a training plan with you to support your team, and help you create a motivated and successful team to deliver your offer.



## Online learning



We partner with training providers Flow/MapalOS to offer you access to a range of agile E-learning solutions for your team that can be completed anytime on their choice of device.

Compliance includes 17 key modules including – Health & Safety, Food Safety, Food Allergens, First Aid, Diversity Inclusion and Equity and many more.

**Wellness** – 4 modules including Mental Wellness and Spiking

**Service** – 8 modules including Cask Ale, Creating Cocktails, Customer Service and Wine

**Hotel** – 9 key models

**Management** – 11 modules covering Management & Leadership

**Personal Licence Holder**

**Kitchen** – 6 modules

Click [here](#) to access more information on the suite of modules available. Modules are available via a payable annual licence, contact the training team for more information.

## Workshop training



These courses are delivered at our award winning training centre in Bury St Edmunds. Some courses are also available at different locations throughout the UK.

### Beer Quality and Cellar Management

Just like you, when entering your pub business, your team can also complete this course. It ensures that your team can manage your cellar effectively so your draught products are consistent in quality, you gain the highest yield from every barrel and keg, and your customers receive the perfect pint every time.

### Management to Leadership

This two day interactive programme, highlighted in the Ongoing Learning & Development section, is also available for members of your team who have supervisory, management or leadership responsibilities. This is an ideal development programme for members of your team who already have some experience of managing people.

### Management to Leadership for Junior Managers

Whether you are a supervisor, assistant manager or kitchen manager, this one day workshop has been designed to give you the foundations to begin to adapt your management style to get the best out of your team.

## In-pub support



There's no need for your team to travel for training, we can train them in the very pub they work in.

### Onsite Team Training

Our expert Learning & Development Partners will visit your pub at a time that suits and work with you to develop your business. Training can be split into bite-size sessions of 3-4 hours. We can train the full team, part of the team or small or large groups. We can even create training that is specific and bespoke to your business and team's needs.

### Topics Offered:

- Perfect serve & upselling
- Customer service & complaint handling
- Licensing
- Conflict management

### Apprenticeships

An Apprenticeship takes a minimum of 12 months to complete. Your Apprentice will be supported by a dedicated Lifetime Training Regional Trainer.

See our Apprenticeship guide on [www.pubpartners.net](http://www.pubpartners.net) call Lifetime Training (our Apprenticeship provider) on 0845 12238510 or email: [greeneking@lifetimetraining.co.uk](mailto:greeneking@lifetimetraining.co.uk)



# All about Pub Partners training

Greene King Pub Partners is based in Bury St Edmunds, Suffolk. **We operate around 1,000 leased, tenanted and franchise pubs with independent operators.** We are part of Greene King which was founded in 1799 and has 225 years of heritage in brewing and pubs. All our Learning & Development support is designed to set you and your business up for success.

Every partnership  
begins with you.



**Finalists & Winners of the  
BII NITAs awards**



**Our training has been recognised by the  
BII as industry leading.**

Our training is innovative, not one size fits all. We are also very flexible and offer classroom/workshop based training, in-pub training, management to leadership training and e-learning via a desktop and mobile. So whatever your preference as to how you best learn, we've got it covered.

We want our business partners who run our pubs to be the very best, to be successful and so our training and development provides everything that is needed to make that happen. After all our whole purpose is to Pour Happiness into Lives.

**Every Partnership Begins With You.**



*"Greene King Pub Partners have given me the confidence and backing I needed to step-up from working in this pub to running it as my own".*

**Leva Bartrum,**  
The Golden Star, Norwich  
pictured with **Sarah Ryan-Andrews,**  
Learning & Development Partner



## What our partners think:



**Maria Harris**  
The Stag, Lyndhurst

*"All of the people we have met from Pub Partners care about what they're doing and that shows in their training. The Pub Power Toolkit they provide is really easy to use, it's a great framework for your business. I refer back to it every two months".*



**Marc & Jess Edmunds**  
The Futurist, Liverpool

*"There are a great range of courses available that provide different benefits. Quite a few of our employees have been to the Social Media courses and it has made them feel more valued because we've shown that investment in them".*



**Sachin Singh**  
The Six Bells, Shinfield

*"All the training we receive from Greene King gives us an extra mile in our business. After receiving the training there have been so many positives. My team's attitude has changed. I don't think anybody else could support us at that level".*



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[www.greenekingpubs.co.uk](http://www.greenekingpubs.co.uk)

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