



# Brakspear

## Training Diary 2017

### NEW!

- Introduction to Cellar Management
  - Stock Control
- Glass Act – Pint Perfection
- 6 New Online Courses

FREE courses for all  
Brakspear pubs!

# THE BRAKSPEAR TRAINING DIARY 2017

All our training courses are free for any Brakspear tenants or lessees, and any managers, head bar staff, head chefs or staff members working in those pubs. Places are limited so book early to avoid disappointment. Whilst some courses are scheduled to run once, we are happy to re-run the course if there is demand for it.

We have made courses for half days so tenants, lessees and staff can attend without too much disruption to the pubs, we also have 6 new online courses.

**Please contact Gill at Brakspear on 01491 570214 or [gill@brakspear.co.uk](mailto:gill@brakspear.co.uk) to secure your place or if you have any suggestions for courses you'd like to attend.**

As mentioned all courses are free but there is a charge of £75 per person if you don't attend, or fail to let Gill know by 5pm the Thursday before the course takes place. You can substitute someone else from the pub to attend. Please note, substitutions cannot be made on the wine courses.

Anyone who signs up for a training course will be asked for their mobile phone number. This is so we can text details of the course directly. The mobile number will not be used for any other purposes, and won't be passed onto any third parties. It's just our way of trying to improve communication.

  
**Brakspear**

# AT A GLANCE...

MONTH	DATE	COURSE	VENUE
January	30 <sup>th</sup> to 31 <sup>st</sup>	High Five*	Woodstock, Oxfordshire
February	1 <sup>st</sup> to 3 <sup>rd</sup>	High Five*	Woodstock, Oxfordshire
	7 <sup>th</sup>	ABCQ Cellar Course	Bull on Bell St, Henley
	22 <sup>nd</sup>	10-11am Glass Act	Bull on Bell St, Henley
	22 <sup>nd</sup>	11-12Noon Glass Act	Bull on Bell St, Henley
	28 <sup>th</sup>	AM: Service With A Smile	Bull on Bell St, Henley
	28 <sup>th</sup>	PM: Money, Money, Money	Bull on Bell St, Henley
March	8 <sup>th</sup>	WSET Wine (beginners)	Bull on Bell St, Henley
	14 <sup>th</sup>	Chalkboarding	Bull on Bell St, Henley
	21 <sup>st</sup>	ABCQ Cellar Course	Wychwood, Oxfordshire
	27 <sup>th</sup> to 31 <sup>st</sup>	High Five*	Woodstock, Oxfordshire
April	4 <sup>th</sup>	AM: Platters, Profits & Portions	Bull on Bell St, Henley
	4 <sup>th</sup>	PM: Stock Control	Bull on Bell St, Henley
	25 <sup>th</sup>	AM: Social Media – Facebook, experienced	Bull on Bell St, Henley
	25 <sup>th</sup>	PM: Social Media – general overview, Instagram etc	Bull on Bell St, Henley
May	3 <sup>rd</sup>	AM: Cellar Management – quick guide	Bull on Bell St, Henley
	9 <sup>th</sup>	ABCQ Cellar Course	Wychwood, Oxfordshire
	15 <sup>th</sup> to 19 <sup>th</sup>	High Five*	Woodstock, Oxfordshire
	23 <sup>rd</sup>	AM: Service with A Smile	Bull on Bell St, Henley
	23 <sup>rd</sup>	PM: Marketing, Merchandising & Selling	Bull on Bell St, Henley
June	6 <sup>th</sup>	WSET Wine (intermediate) – day 1 of 3 day course	Bull on Bell St, Henley
	13 <sup>th</sup>	WSET Wine (intermediate) – day 2 of 3 day course	Bull on Bell St, Henley
	20 <sup>th</sup>	WSET Wine (intermediate) – day 3 or 3 day course	Bull on Bell St, Henley
	27 <sup>th</sup>	ABCQ Cellar Course	Wychwood, Oxfordshire
July	10 <sup>th</sup> to 14 <sup>th</sup>	High Five*	Woodstock, Oxfordshire
September	5 <sup>th</sup>	WSET Wine (beginners)	Bull on Bell St, Henley
	13 <sup>th</sup>	ABCQ Cellar Course	Wychwood, Oxfordshire
	18 <sup>th</sup> to 22 <sup>nd</sup>	High Five*	Woodstock, Oxfordshire
October	3 <sup>rd</sup>	WSET Wine (Intermediate) – day 1 of 3 day course	Bull on Bell St, Henley
	10 <sup>th</sup>	WSET Wine (Intermediate) – day 2 of 3 day course	Bull on Bell St, Henley
	17 <sup>th</sup>	WSET Wine (Intermediate) – day 3 of 3 day course	Bull on Bell St, Henley
	26 <sup>th</sup>	ABCQ Cellar Course	Bull on Bell St, Henley
November	7 <sup>th</sup>	WSET Wine (beginners)	Bull on Bell St, Henley
	20 <sup>th</sup> to 24 <sup>th</sup>	High Five*	Woodstock, Oxfordshire
	28 <sup>th</sup>	ABCQ Cellar Course	Wychwood, Oxfordshire

\*The High Five course carries an additional charge to attend as it is run by an external training company and not refunded by Brakspear

10

# CELLAR MANAGEMENT

11

The Award in Beer and Cellar Quality is a BII accredited training course and is designed to help you improve yields (by up to 7%), increase sales (3%) and decrease wastage. Packed with advice, tips and hints to help you grow your beer sales and improve your beer quality.

12

13

## WHERE?

14

It's normally held at Wychwood Brewery, The Crofts, Witney, Oxfordshire OX28 4DP. To make life easier for those who can't travel to Witney, we are holding it twice at The Bell St Brewery, at the back of the Bull on Bell St, Henley on Thames, Oxfordshire RG9 2BA as noted below.

15

## WHEN?

16

Starts at 9.30am, finishing at 5pm with lunch provided.

17

7th February, 26th October at the Bull on Bell St, rest of the dates held at the Wychwood Brewery 21st March, 9th May, 27th June, 13th September and 28th November.

18

To book your place on a course please contact Janet on 01491 570205 or [janet@brakspear.co.uk](mailto:janet@brakspear.co.uk)



# INTRODUCTION TO CELLAR MANAGEMENT

## – QUICK GUIDE

The Cask Marque 'Introduction to Cellar Management' course is an ideal starter course for team leaders and supervisors who are already doing some cellar work but want to learn more about the process of cask ale handling, keg dispense systems, line cleaning and glasscare. Using a blend of presentations, workbooks and practical exercises, learners will understand how to look after draught beer in the cellar and on the bar to get the best possible quality with minimum wastage, and achieve pint perfection.

Learners will be assessed throughout the session, and a pack of instructional documents will be supplied to take back to site.

### WHERE?

The Bull on Bell Street, 57 – 59 Bell Street, Henley on Thames, Oxon RG9 2BA. Parking at the Brakspear offices is limited but there is plenty of parking in the Waitrose car park.

### WHEN?

Starts 9.30am, finishing at 1pm on 3rd May.

NEW



# GRAPE EXPECTATIONS

Ever wanted to know more about wine, what the different grape varieties taste like, and matching the right wines with the right food? Then sign up to our free beginners or intermediate awards in wines course from the Wine & Spirit Education Trust.

This is a nationally recognised qualification. Please note the cost is £150 if you do not attend the course, and we need at least one month's notice if you cannot attend. You cannot substitute other members of staff in, as the name and date of birth has to be confirmed one month before. Please note, these are the rules of the WSET, not Brakspear.

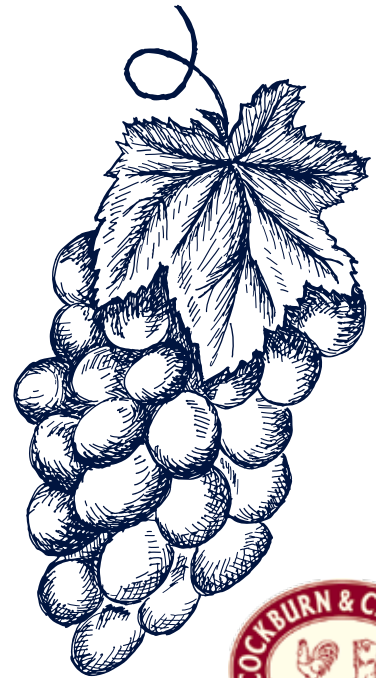
## WHERE?

The Bull on Bell Street, 57 - 59 Bell Street, Henley on Thames, Oxon RG9 2BA. Parking at the Brakspear office is limited but there is plenty of parking in the Waitrose car park.

## WHEN?

Starts at 9.30am, finishing at 5pm with lunch provided.

Beginner's course (single day) 8th March, 5th September and 7th November. Intermediate course (three days to attend) 6th, 13th & 20th June and 3rd, 10th and 17th October.



# BRAVING SOCIAL MEDIA

Have Facebook but not sure of your next steps, learn more about how social media can help to grow your business. Our Braving Social Media workshops will give you the knowledge to develop and manage your social media strategy...

## WORKSHOPS:

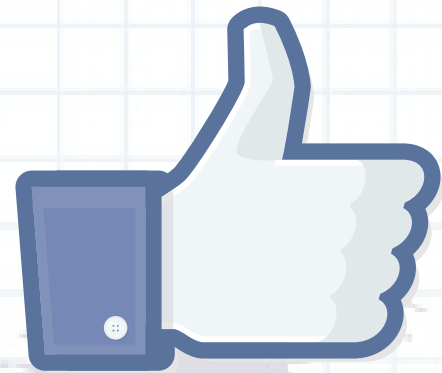
1. Currently using Facebook but need to make it more effective?  
Our half day Facebook workshop will help you.
2. Have you heard of Instagram and Snap Chat but aren't sure how they can boost your business?  
Our introduction to other social media platforms will help you.

## WHERE?

The Bull on Bell St, 57 - 59 Bell St, Henley on Thames, Oxon RG9 2BA. Parking at the Brakspear office is limited but there is plenty of parking in the Waitrose car park.

## WHEN?

AM 25th April - Facebook for experienced users  
PM 25th April - Other social media - an introduction  
AM session starts at 9.30, finishing at 1pm and  
the PM session starts at 1.30pm, finishing at 5pm.





# STOCK CONTROL

## - IMPROVING WET GP'S

NEW

### MYTHS?

- "I can count"
- "We're all family"
- "My staff are all really trustworthy"
- "Can't afford it"

Sadly, the above can just be myths so attending this course will show you how to interpret stock reports, help you to prevent stock loss, and maximise your profit.

What does the day involve?

- Understanding the stocktaking process
- How to use stocktaking as a tool to control and improve business profitability
- How to minimise loss
- Analysing and interpreting stock results to establish surplus or deficit

Please bring a calculator with you.

### WHERE?

This course is held at the Bull on Bell Street, 57 - 59 Bell St, Henley on Thames, Oxon RG9 2BA. Parking at the Brakspear office is limited but there is plenty of parking in the Waitrose car park.

### WHEN?

Starts at 1.30pm, finishing at 5pm on 4th April.





# MARKETING, MERCHANDISING AND SELLING

This course is designed to help you make the most of your offer, by using effective promotional techniques to influence and increase customer spend.

## WHAT WILL YOU GET OUT OF IT?

Knowledge of promotional techniques including:

- Identifying your market
- Use of back bar and fridge displays
- Hot spots
- Key messages for chalkboards and posters
- Sales techniques



## WHERE?

The Bull on Bell St, 57 - 59 Bell St, Henley on Thames, Oxon RG9 2BA. Parking at the Brakspear office is limited but there is plenty of parking in the Waitrose car park.

## WHEN?

Starts at 1.30pm, finishing at 5pm on 23rd May. This course is scheduled once but we are happy to re-run the course if the demand is there.

# PLATTERS, PORTIONS AND PROFITS

## – IMPROVING FOOD GP'S

This course will give you the knowledge on key financial calculations, a practical costing exercise to demonstrate the importance of accurate costings and portion control to achieve profit required.

### WHAT DOES THE DAY INVOLVE?

- Introduction
- The cost of losing 2% on GP
- Calculations refresher – activity
- Practical costing exercise – activity
- Portion control
- Profit leakage and how to prevent



### WHERE?

The Bull on Bell St, 57 – 59 Bell St, Henley on Thames, Oxon RG9 2BA. Parking at the Brakspear office is limited but there is plenty of parking in the Waitrose car park.

### WHEN?

Starts at 9.30am, finishing at 1pm on 4th April. This course is scheduled once but we are happy to re-run the course if the demand is there.

# SERVICE WITH A SMILE

## – CUSTOMER SERVICE

Improve your customer service and customer rapport building within your team. Designed to encourage you to look at your pub through the eyes of your customers and explore the difference between satisfied customers and those whose expectations are exceeded.

### WHERE?

- ‘Customercraft’ – what is it?
- The silent customer reports – areas for improvement
- Why customers leave a business – dealing with complaints
- The service profit chain
- Customer occasions – why they come to the pub
- Meeting needs, wants and expectations
- The customer service path
- Course review

The Bull on Bell Street, 57 – 59 Bell Street, Henley on Thames, Oxon RG9 2BA. Parking at the Brakspear office is limited but there is plenty of parking in the Waitrose car park.

### WHEN?

Starts at 9.30am, finishing at 1pm on 28th February and 23rd May.



# MONEY, MONEY, MONEY

## – ENHANCING THE PROFITABILITY OF YOUR BUSINESS

Get to grips with your profit and loss accounts and maximise your profit. The course offers a straightforward view of profit and loss accounts to help identify how to control costs and improve profitability.

### WHAT DOES THE DAY INVOLVE?

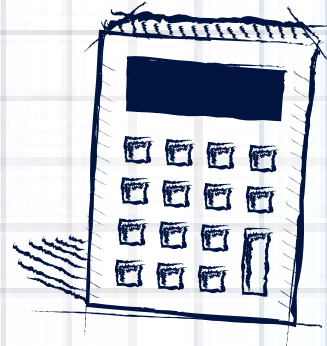
- Introduction
- Performing common calculations – activity
- Identifying cost controls and improving GP% – activity
- Interpreting profit and loss accounts – activity
- Developing budgeting and pricing skills – activity

### WHERE?

This course is held at the Bull on Bell Street, 57 – 59 Bell St, Henley on Thames, Oxon RG9 2BA. Parking at the Brakspear office is limited but there is plenty of parking in the Waitrose car park.

### WHEN?

Starts at 1.30pm, finishing at 5pm on 28th February.



# CHALKBOARDING MADE EASY

This course is designed for absolute beginners when it comes to writing on chalkboards. The day will consist of some theory of where to place boards, what to write on them, how to produce pictures (if being used) and how to use “power” and “sizzle” words effectively. Mostly, however, the day will consist of delegates practising their new skills and producing a fantastic board to take back to your pub. You will be provided with an A3 chalkboard and pens on the day.

## WHERE?

The Bull on Bell st, 57 - 59 Bell st, Henley on Thames, Oxon RG9 2BA.  
Parking at the Brakspear office is limited but there is plenty of parking in the Waitrose car park.

## WHEN?

Starts at 9.30am, finishing at 4pm with lunch provided.  
14th March.



# GLASS ACT – PINT PERFECTION

NEW

Let our team of Heineken 'Draught Masters' who have been globally accredited, train your team, behind your bar, in your bar...

## WHAT'S INVOLVED?

Pint perfection training will be an hour session and will be informal and interactive and include:

- A brief overview of the programme including the importance of training and glassware management
- Our brand stories
- Glassware management
- Three pint challenge - taste test
- Waste Management
- Perfect serve training



The programme will provide a category and interactive approach to training and will help:

- Improve consumer experience
- Reduced wastage
- Gain a higher throughput per tap
- Repeat purchases, driving up the rate of sale and footfall

## WHERE?

The Bull on Bell Street, 57 – 59 Bell Street, Henley on Thames, Oxon RG9 2BA. Parking at the Brakspear office is limited but there is plenty of parking in the Waitrose car park.

## WHEN?

10 – 11am and 11 – 12Noon. 22nd February.

# CASK BEER UNCOVERED

## – FREE E-LEARNING COURSE ON CASK BEER

NEW

Cask Beer Uncovered is a free e-learning programme designed as an easy informative guide to cask beer for both bar staff and anyone who loves beer. The content is delivered by brewers, publicans, bar staff and beer lovers, and is intended to help bar staff understand why cask beer is so unique and important to British pubs using fresh, natural ingredients.

*“Cask Beer is now the biggest selling draught product in pubs after standard lager. A great reason to train your bar staff on this growth area of beer sales.”* Paul Nunny, Cask Marque

Cask Beer has becoming an increasingly important category for pubs, clubs and restaurants in the UK and yet there are still many misconceptions about what it is, who drinks it, how it should be kept and how to serve it.

There are five short films to view, each covering a different aspect of cask beer. These films cover the following topics:

- Brewing Beer
- Perfect Serve
- Conditioning Beer
- Promoting Beer
- Range

Each of the films will be followed by a set of multiple choice questions to test the user's understanding of the topic.

To access the course go to [www.cask-marque.co.uk/info-for-pubs/courses/categories/cask-beer-uncovered/](http://www.cask-marque.co.uk/info-for-pubs/courses/categories/cask-beer-uncovered/)





# ONLINE COURSES FOR TENANTS, LESSEES AND STAFF

NEW

Here are some extra courses we thought you might find of interest:

## WE ARE OFFERING:

- Social media
- Bar Excellence Award
- Cellar Management
- Customer Service
- Stock Management

## HOW TO?

Each tenant will have a login and be able to complete one or all of the courses, Brakspear will automatically pick up the cost. Each course takes approximately 45mins to 1hour to complete.

Please contact Amanda Windows for your free login details on 01491 570275.



# HIGH FIVE - THE ESSENTIALS FOR ENTERING THE HOSPITALITY INDUSTRY

A five day course perfect for anyone new to the pub industry, or just as a great refresher course. Please note, this course is not funded by Brakspear, but we have negotiated a reduced price of £700 (plus VAT) or you can attend days 2, 3 and 4 for just £370 (plus VAT),

## WHAT'S INVOLVED?

- Day 1 – Award for Personal Licence Holders (£130 plus VAT for the APLH day on its own)
- Days 2 to 4 – Award in Licensed Hospitality Operations (covers marketing, customer service, health & safety, financial management, cash control, responsible retailing, food hygiene, recruitment, employment law and staff training and much more)
- Day 5 – Award in Beer & Cellar Quality (ABCQ) and Award in Food Safety in Catering

## WHERE?

The Duke of Marlborough, Woodleys, Woodstock, Oxfordshire, OX20 1HT  
To book email [info@arrochar-associates.co.uk](mailto:info@arrochar-associates.co.uk) or phone 01869 343640.

## WHEN?

Starts 9am.

30th January to 3rd February, 27th to 31st March, 15th to 19th May,  
10th to 14th July, 18th to 22nd September, 20th to 24th November.



# OTHER USEFUL COURSES

Here are some extra courses that Brakspear don't fund, but we thought you might find of interest:

## PERSONAL LICENCE

CPL – a one day course held monthly at over 50 locations across the UK.

To book call Richard Forster on 0151 650 6911 or 07909 968106. Approx £135 (plus VAT).

NEW

## CPL OFFER A LARGE RANGE OF ONLINE COURSES:

ALPH Award for Personal Licence Holders

ADPS Award for Designated Premises Supervisors

AUASP Award for Underage Sales Prevention

Drug Awareness for Licensed Premises Staff Level 2

CCTV Award in CCTV Public Space Surveillance

Door Supervision Award in Door Supervision Level 2

SIA Award in Security Guarding Level 2

UDS Upskilling for Door Supervisors Level 2

Emergency First Aid at Work

Fire Marshall Award

First Aid At Work

First Aid at Work Refresher

Food Safety Level 3

Food Safety Level 2

HACCP Hazard Analysis Critical Control Point

Health & Safety in the Workplace Level 2

Manual Handling

Cellar Management

Conflict Management

Effective Call Management

Engaging and Motivating Your Team

EPM Essentials of Pub Management

Exceeding Customer Expectations

Marketing & Merchandising

Train the Trainer

WSET Level 1 Wine & Spirits Education Trust

WSET Level 2 Wine & Spirits Education Trust



All of the above are available to Brakspear tenants, lessees and their staff at an annual per site fee of £250.00. This payable by the pub directly to CPL, please contact Ian Forrest at CPL on 07826 850659.

10

# SECURE YOUR PLACE

11

To book on any course, please call:

12

Gill on 01491 570214 or Janet 01491 570205

13

Email [gill@brakspear.co.uk](mailto:gill@brakspear.co.uk) or [janet@brakspear.co.uk](mailto:janet@brakspear.co.uk)

14

Places are limited, so book your place(s) now.

15

16

17

18





“It’s all to do with the training:  
you can do a lot if you’re properly trained.”

QUEEN ELIZABETH II



**Brakspear**

The Bull Courtyard, Bell Street,  
Henley on Thames, Oxon RG9 2BA

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

T 01491 570200