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approved to administer
BIIAB QUALIFICATIONS

course directory

The single most important factor for the success of a business is the capability and performance of the people within it.

Sir John Harvey -Jones

- If you want to employ the right people, develop them to their full potential and keep them employed at peak performance or if you want to develop your own skills even further then we can help
- We have designed, delivered and evaluated a whole range of training programmes over the last twenty years and understand that your people are your greatest asset. Using a focused, common sense approach we can ensure that our training is effective, fun and relevant to your business.
- We are from real business backgrounds and have experienced the real business problems that you face, which means we understand and can offer the very best solutions.
- Working with a team of experienced associates who have a proven track record & expertise in their chosen field we can supply whatever you need.
- With over 20 years experience working with some of Britain's leading companies we have the ability to inspire and motivate staff at all levels to grow talent throughout your organisation.
- We passionately believe in providing affordable training and down to earth advice.
- Let us diagnose and understand the issues that you face, we can identify your training needs and come up with a tailor made package to suit any area of your business.

COURSES AVAILABLE

The following list of courses that we currently provide is by no means exhaustive. We are happy to provide a bespoke service to suit the needs of your business. It is often necessary to diagnose before you can prescribe and we believe that by understanding the issues you face and listening to you we can then clarify your needs in order to design and deliver the solutions you require.

Licensed Trade and Hospitality Courses

National Certificate for Personal Licence Holders (NCPLH)

Who is it for?

The qualification is nationally recognised and is designed for anyone involved in the sale of alcohol in licensed premises.

What does it cover ?

- The roles, responsibilities and functions of licensing authorities within the framework of the licensing objectives
- The application process for a personal licence
- The role and legal responsibilities of the personal licence holder and staff relating to failure to comply with the law
- The premises licence
- The content and purpose of operating schedules
- The role and duties of the designated premises supervisor
- Unauthorised licensable activities
- Permitted temporary licensable activities
- Rights of entry to licensed premises
- Police powers with regard to suspension and closure of licensed premises
- The strengths of alcoholic drinks and the effects
- The protection of children from harm
- The responsible retail sale of alcohol

How long is the course ?

The course lasts for one day with a 40 question multi choice exam at the end of the day. You will be provided with a handbook to study all the information before the course.

On completion you will receive a BII certificate

Bar Staff Development Day

Are all your staff working to their full potential?
Are they fully aware of the changes in licensing law?
Are they really selling or just taking orders?
Do they care about your customers or are they putting them off?
Are your staff actually making you money?

Develop your business by developing your staff, they really can be your greatest asset if you unlock their potential or your weakest link if you don't!

We are offering by popular demand a one day staff development day that really will make a difference.

Who is it for?

All retail staff, new or experienced, this session will revitalise them all

What does it cover?

- Key points of the new licensing laws
- Key points of food hygiene laws
- Establishing how to sell up and on
- Telephone skills
- Winning customers and keeping them
- Identifying why we lose custom
- Selling the whole package
- Minimising waste
- Maximising profit

How long is the course?

One day with workbooks to take back to the pub to continue on site.

Door Supervisor's National Certificate

Who is it for?

Anyone who wishes to become a registered door supervisor, the DSNC provides door supervisors with the knowledge and skills required to do the job professionally.

What does it cover?

Stage one is a knowledge based qualification that covers:-

- Licensing law
- Health and safety
- Arrest procedures
- Admission Policies
- Refusing Entry
- Dealing with Emergencies
- Report Writing

Stage two includes skills training in:-

- 1st Aid
- Conflict management
- Physical interventions
- Acting proactively
- How to resolve and learn from conflict

How long is the course?

This is a 3 day course which is assessed by multi choice exam

Specially designed handbooks are provided which contain all the information required for the exam

National certificate for licensee's drug awareness

Who is it for?

It is a legal obligation to prevent drug problems on licensed premises so this course is a must for licensees, managers or key staff that need to be aware of how to prevent drug problems arising and how to deal with any problems that do occur.

What does it cover?

- General drug trends and who to approach for regional information
- Drugs legislation which affect licensed premises
- Law and procedures concerning revocation of licenses
- Drug problems peculiar to licensed premises
- How to implement and monitor drugs strategy
- Recognition of misuse and dealing
- Guidelines for dealing with customers suspected of misuse or dealing
- Guidelines for dealing with searches and confiscation of drugs

How long is the course?

The course lasts for one day with a multi choice exam at the end of the day. Handbooks will be provided to study all the information before the course.

On completion delegates will receive a BII certificate

Professional Barpersons Qualification

Who is it for?

Any barperson who wishes to become more professional and to achieve a recognised qualification

What does it Cover?

This qualification is in 2 parts;

- Part 1 is the national certificate which is designed to equip you with a clear understanding of the law and the responsibilities associated with serving alcohol, underage customers and dealing with trouble. The following topics are covered:-
 - Licences and licensing hours
 - Young people
 - Dealing with trouble
 - The drinks you serve
 - The strength and effect of drinks
 - Drugs
 - Preventing and dealing with violence
 - Social responsibilities

- Part 2 is the customer and drinks service which will develop the skills you need to work professionally in the bar.
The following topics are covered:-
 - Preparing the bar for service
 - Service procedures
 - Cleaning and closing
 - Maintaining customer care
 - Maintaining working relationships
 - Selling skills
 - Payments and security

How long is the course?

Part 1 is a workbook completed by you on site followed by a telephone test.
Part 2 is a one day course followed by a multi choice exam

On completion of both units delegates receive a BII professional barpersons qualification.

Essential Food Hygiene

Who is it for?

This is a legal requirement for anyone who is involved with the preparation and service of food and drink, it is considered valid for 3 years after which it should be renewed.

This is vital for proving due diligence in the business.

What does it cover?

- Highlighting causes of food poisoning
- Identifying a wide range of bacteria
- Establishing safe practices for cleaning and hygiene
- Eliminating pests
- Understanding H.A.C.C.P(hazard analysis critical control points)
- Understanding the penalties for failure to comply with legislation

How long is the course?

This is a one day course with a short multi choice exam paper at the end of the day

On completion delegates will receive a Royal Institute of Public Health and Hygiene certificate

Introduction to your First Successful Pub

This unique 2 day course will equip you with all the key points you need to know before taking on that all important first pub. We can give you a wealth of information including the pitfalls to watch out for!

Who is it for?

Anyone thinking of going into the industry for the first time or just starting out in a new venture. Get all the information you need and make sure you get it right from the beginning.

“failing to plan is planning to fail”

What does it cover?

- The key points of setting up in business:-
- what you need and why
- Licenses and leases
- Insurance
- Tax, NI
- VAT, Customs and excise
- Working capital
- First days in business
- Managing and motivating your Staff
- Understanding your business
- Understanding your Customers
- Health and Safety
- Stock Control
- Building up your Business
- Profit

How long is the course?

This course lasts for 2 full days with a wealth of information to take away with you for future reference.

This course can be adapted for managers in a multi lease operation please ask for details.

Financial Management

Who is it for?

We offer courses in financial management for people that find figures scary. Designed for people with no financial background we will help you to take control of your business and develop the skills you require to manage your business more profitably.

What does it cover?

- Gross Profit
- VAT
- Retail Pricing
- Profit and Loss
- Principles of profit generation and management
- Highlighting areas of waste, fraud and theft
- Budgets and budget controls
- Assess the financial health of your business

How long is the course?

This course lasts for 2 full days with a wealth of information to take away with you for future reference. Most of our candidates have also gone on to complete the BII advanced finance course as a result.

Responsible Retailing for Licensees

This is a brand new course designed to help licensees to understand the legal and moral obligations of running a pub. The government is committed to cracking down on antisocial behaviour as a result of binge drinking and is keen to target alcohol related harm without interfering with the pleasure enjoyed by millions of people who drink responsibly.

The priority for the drinks industry is to ensure the safety of their staff and customers and to limit the nuisance caused to local communities.

Prove you are serious about fulfilling that role by getting your key staff trained in their key areas of responsibility.

What does it cover?

- Government Strategy
- Policy and Guidance
- The facts about Alcohol
- Managing conflict and aggression
- Drugs

How long is the course?

One day

Making Food Work For You

Who is it for?

Anyone who is considering providing a food offer, this course will help you to make more of your food business and increase your profit margin.

What does it cover?

- Establishing your target market
- Menu development
- Matching the offer to the resources
- Pricing and portion control
- Suppliers
- Food safety and hygiene

How long does it last?

One day

Improve Your Wine Sales

Who is it for?

Anyone who wants to de-mystify the wine market and capitalise on the growth in this area of the business.

What does it cover?

- Introduction to wine
- Tasting wine
- Buying and storing and serving wine
- Choosing and pricing wine
- Merchandising and promoting wine

How long does it last?

One day

Marketing and Merchandising

Who is it for?

Anyone who wants to market their pub and increase sales through effective merchandising

What does it cover?

- The principles of marketing
- Identifying and targeting new customers
- Communicating with customers
- Implementing merchandising techniques to increase trade
- Creative use of chalkboards to boost sales

How long does it last?

One day

Excel in Customer Service and Care

Who is it for?

Anyone who has day to day contact with the customer

What does it cover?

- Understanding the need for excellent customer care
- Improving the level and speed of service
- Learning how to exceed customer expectations
- Creating a lasting impression
- Attitudes
- Analysing customer needs

Duration

One day

Generating Sales

Who is it for?

Any one who is employed to sell a product, this course is designed to change your staff from order takers to sales professionals generating improved sales.

What does it cover?

- Understanding the role
- Identifying customer buying patterns
- Highlight higher GP products and how to improve sales mix
- Understand how to sell the whole package

How long does it last?

One day

Managing Conflict Situations

Who is it for?

Anyone who may have to deal with difficult behaviour, awkward customers or who needs to handle situations in a confident professional manner.

What does it cover?

- Difficult and aggressive behaviour
- Understanding incidents
- Causes of conflict
- Tactics to diffuse situations
- Actions and responsibilities after an incident
- Handling complaints

How long does it last?

One day

Pre – opening Training Packages

If you are planning a refurbishment and investing money into your pub then why not make sure it succeeds by also investing in your staff. Whether new or existing they need to be on top of the job and ready to take your pub to new heights. We can offer you a professional personalised package ranging from short energising sessions, through to a full pre opening plan that is tailored specifically to your team. Please call for more details

Pub Doctor

Have you been asking yourself any of the following questions:-

- What is wrong with my pub?
- Why do some businesses fail?
- Why am I not making a profit?
- Should I be getting a better return for my investment?
- Where have all the customers gone?
- Why is it leaking money?
- Shall I invest more money?

Maybe you would benefit from a visit from the pub doctor who will carry out a full diagnosis and with the benefit of a wealth of trade experience over many years experience at all levels prescribe a detailed action plan with recommendations designed to improve profitability and efficiency.

Our experienced consultants will give you an independent unbiased view on the following:-

- Current management procedures;
- staffing levels;
- marketing policies;
- competitors;
- staff efficiency;
- machine controls;
- gross profits and margins;
- customer expectations,;
- promotional activity;
- merchandising;
- pricing policies, security stock control and much more.

Management Development Courses

We offer a full range of management training programmes personalised to meet the needs of your business. These courses have been designed for managers, supervisors and key staff who want to develop their management skills.

“Learning how to work smarter not harder”

Our dedicated management consultants are here to help you to unlock the potential of your business.

Leadership and Personal Development

Team leaders are vital in any organisation, this course has been designed to help them build a better team and lead them more effectively. It will provide you with the skills to delegate tasks with confidence, be more assertive and improve communications. Motivate the team for better results, handle problems, plan time and identify your own leadership style.

Time Management

Learn to save time and become much more effective. Stop running about like a headless chicken and tackle the problem. This course helps you to find the time management techniques that really work and put them into practice.

Beginners Guide to Employment Law

This course will help you to establish a fair policy within the framework of the law for all your staff. We will help you to compile contracts, conduct disciplinary meetings and make sense of your rights as an employer. Working time regulations, maternity rights, minimum wage, discrimination, redundancy, and all the other policies you need to be aware of are included.

Staff Training and Development

Discover proven training techniques that will help you to train your staff and unlock their true potential. Make sure your staff are your greatest asset who continually develop your business not your weakest link who bring it down. Learn how to design a staff training programme, become a creative trainer, give constructive feedback, develop meaningful questioning techniques and evaluate your success.

Manage People to improve Profit

Take a step back and look at what really motivates people, if you can unlock the key to really motivating your team, developing them to their full potential and keeping them employed at peak performance then you really will drive your business forward. This course can help you to do just that.

Managing the Disciplinary and Grievance Procedure

Mistakes can be very expensive and embarrassing, this course takes an in depth look at the whole disciplinary process and how to implement a reliable system in your organisation. Avoid tribunal situations which could put you out of business.

Recruitment and Interviewing skills

Recruiting the right staff is vital if your business is going to succeed, here we concentrate on the important skills needed to attract and retain key people. All too often we don't pay enough attention to the interview process, but so much time, effort and hard cash can be saved at this stage.

Developing Your Business

Once your business has been established its too easy to sit back and wait for the profit to continue to come in, however we all know that in today's market we have to fight for a bigger share of the leisure £. This course will help you to sharpen your entrepreneurial focus and develop your business profitability. We achieve this by providing you with underpinning knowledge, the skills you require and the motivation to make it happen. Plan for the future and make it happen !

Stress Management

Stress is now a fact of life and managing it successfully in the workplace will help you to reduce potentially damaging situations for both yourself and your staff. Excessive stress can reduce effectiveness and therefore profitability. We can't ignore it we have to find effective solutions to it. This course looks at a range of practical ways of reducing stress and improving performance. Helping everyone to work more efficiently and effectively without increasing stress levels.

To be successful your mind has to be 100% behind you