

Star Pubs & Bars Star Programme

Star Pubs & Bars Star Programme is designed to give lessees the very best opportunity to get their new business launched.

Star Programme comprises five elements. The first two must be completed prior to entry to your pub:

“Inside Knowledge” workshop. A five day residential programme concentrating on you and your business plan. As well as an introduction to Star Pubs & Bars and the wider Heineken business, the workshop will give you the opportunity to:

- Compare and contrast your ideas with those of other lessees
- Examine and evaluate your management style
- Meet new suppliers who can provide services for your business
- Revise and clarify details of your business plan
- Devise an implementation strategy for your business plan

E-learning. Star Pubs & Bars e-learning platform provides access to over 20 modules covering:

- Your responsibilities as a lessee and employer (such as Health & Safety, Food Safety, Drugs Awareness)
- The development and upskilling of both you and your team (such as Conflict Management, Staff Appraisal Skills, Customer Service, Cellar Excellence)
- Two mandatory modules for all new lessees prior to entry to their pub: Starting a Leased Pub Business – What you need to know; Pubs and the Law

Which other modules you will need to complete will be agreed as part of the Inside Knowledge workshop. Actually it may not be you; using e-learning allows the most appropriate person in the business to complete the appropriate modules.

Once you are in the pub, Star Programme can provide:

Innsitu. Beer quality training provided by Innserve, delivered at your premises, for up to three members of your team. The training is tailored to your needs and to the products and dispense equipment in your premises. It will help you by:

- Reducing beer wastage and maximising profits through improved quality
- Improving the confidence of you and your team in operating the beer dispense equipment

Follow up support from one of the Inside Knowledge coaches. The level of follow up support will be discussed and agreed with you during the Inside Knowledge course. Designed to give you feedback and advice on implementing your business plan, the support usually takes place 6/8 weeks after you take over your pub and can either be over the phone or in person. Some lessees may be involved in a new trial programme of pre-entry phone support called Countdown to Launch.

Passion for Quality. One day courses held at various venues regionally and open to you and your team members. This programme looks at drinks quality, from cellar to customer. The workshop discusses how each stage of the process impacts on the others, and how to achieve consistent product quality.

Costs

The cost of the Star Programme is £1000 (+VAT). This includes: all meals and accommodation on the residential workshop; first year’s subscription to the e-learning platform; Innsitu training; in-house visit if required; and Passion for Quality for up to three of your team. To confirm your place the full fee is payable in advance of the workshop. Additional places on the workshop are charged at £500 (+VAT), also payable in advance of the workshop.