



WELLS & CO
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Pub Partner Learning Directory

Supporting your development for 2023

YOUR LEARNING DIRECTORY

In this directory you'll find everything you need to know about our development offer at Wells, for you and for every member of your team. In the first half are our qualifications and technical workshops – Designed to keep you, your team, our business and your guests safe, in this section you'll find everything from Emergency First Aid, to the Award for Personal License Holders, and much more besides.

We then have our Personal Development & Wellbeing programmes. Whether you are looking to expand your knowledge of Social Media, work on your own personal resilience or learn more about Mental Health, you'll find them all in here!

Last but by no means least is our Leadership and Management programmes, whether you are taking your first step into Line Management or are further into your career as a Leader, there's something for everyone.

All our training programmes are all either accredited or industry aligned to ensure you receive relevant, up to date, engaging and useful training.

Not seeing what you want?? Let us know, we have availability of many other topics and programmes, if it's important to you, we'd like to know?

Rather have the training delivered at your site? Train all of your team in one go? Contact us for a quote on a tailored training programme delivered onsite at your pub.

Any questions or queries please either get in touch with your RDM or reach out to our training team at training@wellsandco.co.uk

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HOW TO BOOK YOUR SPOT?

Simple, speak to your RDM or email our training team to confirm the date you'd like to attend, for some workshops and webinars there maybe a waitlist, so just sign up and we'll let you know as soon as a date becomes available.

CANCELLATION POLICY

Any Pub Partner that cancels a course within 7 working days before the course date will incur a charge of £100 per place, irrespective of the agreed course price.

Any Pub Partner that doesn't turn up on the day of a course without notice will incur a charge of £100 per place, irrespective of the agreed course price.

If you have any questions or queries, please contact the training team at training@wellsandco.co.uk

Enjoy



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Qualifications & Technical Skills

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EMERGENCY FIRST AID AT WORK

Who is it for?

This course is designed for anyone who wants to receive training in emergency first aid, it will enable you to recognise the scale of an emergency, prevent loss of life and send for first aid help if necessary. The course complies with HSE 1981 "First Aid at Work" legislation for "Appointed Persons". The course covers first aid protocols for adult casualties only.

What is this workshop about?

The course contains a minimum of six practical, hands on hours, where you will be continually observed and assessed by your trainer, there is no final practical assessment.

To attend Emergency First Aid at Work you should be physically able to cope with all emergency situations (such as CPR).

Delivery method:

Face to face workshop

Course Details:

- **Location:** Brewpoint (Cut Throat Lane, Bedford, MK41 7FY)
- **Start time:** 8:45am
- **Finish time:** 4:30pm
- **Refreshments:** Refreshments & lunch will be provided on the day
- **Please note:** If you arrive late or leave early you will not be able to pass the course and a certificate will not be issued.
- **Dress code:** Due to the practical nature of the course please wear comfortable clothing & sensible shoes.



On completion of the training, successful candidates will receive a First Aid certificate, valid for three years & will be able to:

- Understand the role of the first aider including the use of available equipment and the need for recording incidents and actions.
- Understand the importance of basic hygiene in first aid procedures.
- Assess the situation & circumstances in order to act safely, promptly and effectively in an emergency
- Administer first aid to a casualty who is unconscious and / or in a seizure.
- Administer cardiopulmonary resuscitation.
- Administer first aid to a casualty who is wounded or bleeding and / or in shock.
- Administer first aid to a casualty who is choking.
- Provide appropriate first aid for minor injuries.

Topics Covered:

- Adult resuscitation (CPR)
- Burns & scalds
- Choking adult
- Communication & casualty care
- Defibrillator prompts & pad placement
- Minor and severe bleeding
- Role of the first aider (including knowledge of health and safety regulations)
- Seizures & Shock

RRP £175 00 – Discounted Partner rate £99.00

Price based per place/ per course



FIRE MARSHALL

Who is it for?

This course is designed to equip attendees with the knowledge and skills needed to become a competent Fire Warden (Also known as Marshal).

What is this workshop about?

The course will help you to understand all your duties as detailed in the latest Fire Safety Legislation (under the Regulatory Reform (Fire Safety) Order 2005). This interactive training allows you to relate your learning to real-life scenarios.

Proof of identification - Please note in line with Ofqual requirements for qualifications, all candidates will need to provide proof of photo identification (e.g., passport, driving license) on the day. Please do ensure that you bring one of these forms of identification with you. Failure to produce photo identification on the day will exclude you from sitting the assessment and therefore you will be unable to pass the course.

Delivery method:

Face to face workshop

Course Details:

- **Location:** Brewpoint (Cut Throat Lane, Bedford, MK41 7FY)
- **Start time:** 9:00am
- **Finish time:** 4:30pm
- **Refreshments:** Refreshments & lunch will be provided on the day
- **Please note:** If you arrive late or leave early you will not be able to pass the course and a certificate will not be issued.
- **Dress code:** Due to the practical nature of the course please wear comfortable clothing & sensible shoes.



On completion of the training, successful will receive a Fire Marshall certificate, valid for three years and will be able to:

- Understand the role of the fire Marshall including the use of available equipment and the need for recording incidents and actions.
- Understand fire regulations, standards & procedures.
- Understand how to safely protect people and property, including how to restrict the spread of smoke and fire.
- Understand how to safely support, guide and aid escape.

Topics Covered:

- Understanding Fires in the workplace.
- How fire and smoke spreads.
- Protecting people and property
- Fire Classifications and procedures.
- Fire Safety Standards.
- Different types of extinguishers (Including practical use of extinguisher).
- The role of the fire marshal.
- Defining legal duties.
- The process of fire risk assessment

RRP £155 00 – Discounted Partner rate £99.00

Price based per place/ per course



AWARD FOR PERSONAL LICENSE HOLDERS



BIIAB
Accredited

Who is it for?

Partners, Managers and Assistant Managers (Anyone who is to be the personal licence holder for the pub, known as the Designated Premises Supervisor (DPS)).

What is this workshop about?

Ensuring your pubs operate within the licensing law is a fundamental requirement of working with the licensed trade. As part of the Management team you will also be responsible for ensuring your Team Members also work within the law to protect your Premises License. On this course you will learn about the essentials of licensing law and gain the necessary qualification to apply for a Personal Licence.

Proof of identification - Please note in line with Ofqual requirements for qualifications, all candidates will need to provide photographic proof of identification (e.g., passport, driving license) on the day. Please do ensure that you bring one of these forms of identification with you.

Failure to produce photo identification on the day will exclude you from sitting the assessment and therefore you will be unable to pass the course.

Pre-course reading:

A handbook will be sent out prior to the course, which must be studied to ensure exam success.

The exam:

This course involves a multiple-choice question paper, externally marked by the BIIAB.

The exam is closed book, containing 40 multiple choice questions, of which 32 must be answered correctly. If you require any assistance for the exam, please let us know when booking.

Course Details:

- **Location:** Brewpoint (Cut Throat Lane, Bedford, MK41 7FY)
- **Start time:** 9:00am
- **Finish time:** 5:00pm
- **Refreshments:** Refreshments & lunch will be provided on the day
- **Please note:** If you arrive late or leave early you will not be able to pass the course and a certificate will not be issued.
- **Assessment:** Multiple Choice Test
- **Dress code:** Comfy Casual

Topics Covered:

- Licensing Act of 2003
- Licensing Policy
- Personal Licences
- Application for a Personal Licence
- Duties of a Personal Licence Holder
- Licensable Activities
- Premise Licence
- Operating Schedules
- Designated Premise Supervisor (DPS)
- Temporary Event Notice
- Sale and Supply of Alcohol and Exemptions
- Unauthorised Licensable Activities
- Prohibitions for the Sale of Alcohol
- And more...

RRP £150.00 – Discounted Partner rate £99.00
Price based per place/ per course





BEER EXPERIENCE (BIIAB – ABCQ)



BIIAB
Accredited

Who is it for?

Partners, Managers, Assistant Managers & Supervisors (Anyone who is directly responsible for beer quality and cellar standards within the pub)

What is this workshop about?

This course provides the theory behind the skills practiced in the cellar, so previous cellar experience is essential. The course also includes a Brewery Tour to view how our own ranges of cask ales and larger are brewed at our Bedford Brewery. You will then learn about the brewing process, how to ensure your business serves only the finest quality products and how to maintain cleanliness and hygiene within the cellar.

Proof of identification - Please note in line with Ofqual requirements for qualifications, all candidates will need to provide photographic proof of identification (e.g., passport, driving license) on the day. Please do ensure that you bring one of these forms of identification with you.

Failure to produce photo identification on the day will exclude you from sitting the assessment and therefore you will be unable to pass the course.

Course Details:

- **Location:** Brewpoint (Cut Throat Lane, Bedford, MK41 7FY)
- **Start time:** 9:00am
- **Finish time:** 5:00pm
- **Refreshments:** Refreshments & lunch will be provided on the day
- **Please note:** If you arrive late or leave early you will not be able to pass the course and a certificate will not be issued.
- **Dress code:** Comfy casual, due to the brewery tour please wear sensible shoes.

Topics Covered:

- Driving profit Through Quality
- The Cellar
- Deliveries
- Cask & Keg Beer
- Line Cleaning
- Bottled and Canned Beer
- Bar and Personal Hygiene
- Glass Washing
- Perfect Serve
- Safety

Session Objectives:

- To gain the BIIAB ABCQ qualification in Cask & Keg quality
- To understand how beer is made.
- To understand how to look after keg and cask-conditioned beers
- To use equipment effectively.
- To consistently deliver the best quality beers to our guests.

RRP £150 00 – Discounted Partner rate £99.00

Price based per place/ per course



BAR EXPERIENCE

Who is it for?

Any & all front of house team members

What is this workshop about?

This course provides the fundamentals of bartending and service, we cover everything from product knowledge to the art of creating great drinks.

Consistency of drinks service is key to driving repeat sales, every drink should taste as good on the last sip as it did on the first gulp! Whether it's a cool crisp Sauvignon Blanc or a piping hot coffee, we'll help give you bar tending confidence and service with style.

Delivery method:

Face to face workshop

Course Details:

- **Location:** Various locations
- **Start time:** 9:30am
- **Finish time:** 4:30pm
- **Refreshments:** Refreshments & lunch will be provided on the day
- **Assessment:** Multiple-choice test.
- **Dress code:** Comfy Casual



Session Objectives:

- To gain confidence in bar service
- To understand wine basics.
- To understand spirit basics.
- To understand the importance of soft and hot drinks.
- To use bar equipment effectively.
- To understand the importance of bar hygiene
- To consistently deliver the best quality drinks to our guests.

Topics Covered:

- Types and styles of wine
- How to store and serve wine
- Making wine recommendations
- Spirits and premiumization
- Soft & Hot drinks
- Bar merchandising
- Bar Hygiene
- Glass Washing
- Ice machines
- Safety

RRP £125 00 – Discounted Partner rate £75.00

Price based per place/ per course





WINE CONFIDENCE

Who is it for?

Partners, Managers, Assistant Managers & Supervisors (Anyone who is directly responsible for the purchasing, selling, recommending & Pairing of wine)

What is this workshop about?

A beginner level introduction to wine suitable for those starting a wine career or pursuing an interest in wine.

You'll explore the main types and styles of wine through sight, smell, and taste, while also gaining the basic skills to describe wines accurately and make food and wine pairings.

Delivery method:

Face to face workshop

Course Details:

- **Location:** Various locations
- **Start time:** 9:30am
- **Finish time:** 4:30pm
- **Refreshments:** Refreshments & lunch will be provided on the day
- **Assessment:** Multiple-choice test.
- **Dress code:** Comfy Casual

Topics Covered:

- The main types and styles of wine
- Common wine grapes and their characteristics
- How to store and serve wine
- The principles of food and wine pairing
- How to describe wine using the Systematic Approach to Tasting Wine® (SAT)

RRP £125 00 – Discounted Partner rate £75.00

Price based per place/ per course



Session Objectives:

- Know the key stages in grape growing and winemaking.
- Know the types, characteristics and styles of wines made from the principal grape varieties and other examples of wines.
- Know the key principles and practices involved in the storage and service of wine.
- Understand the basics of wine tasting & Pairing.



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Personal Development & Wellbeing

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MANAGING CONFLICT IN HOSPITALITY

Who is it for?

Anyone working in hospitality who deals with conflict.

What is this workshop about?

Conflict within hospitality is inescapable. We serve products that change people's behaviours, limit their inhibitions and in some cases remove all sense of boundaries, however when properly trained frontline employees can overcome conflict in a safe and confident manner. Whilst it's often easy to see how conflict happens, it's not always so simple to address. Left unresolved or badly dealt with, conflict can lead to poor customer service and a negative reputation, and you don't want that!

That's why Conflict resolution is an essential part of any hospitality manager's arsenal. From ensuring that challenging customer has the ultimate experience to smoothing over that rift in the kitchen, maintaining a welcoming ambience demands conflicts are resolved quickly and discreetly.

Delivery method:

Face to face workshop

Topics Covered:

- The main risks to staff from workplace violence
- The risk reduction measures available to improve staff safety
- Recognising human responses
- Triggers of aggressive behaviour
- The interventions that can defuse a conflict situation.
- Reporting and recording an incidence of workplace violence
- The importance of learning from incidents and sharing best practice with colleagues.



Session Objectives:

- Defining the specific risks and the main violence related hazards faced by employees.
- Understanding the importance of anticipating and responding proactively to problems.
- Confidently demonstrate interventions that can defuse a conflict situation
- Understand the law regarding the eviction of customers from licensed premises
- Confidently demonstrate appropriate strategies to manage unacceptable behaviour
- Understanding the effects of workplace violence on victims, the importance of victim support and the reasons for reporting violent incidents

Course Details:

- **Location:** Brewpoint (Cut Throat Lane, Bedford, MK41 7FY)
- **Start time:** 9:30am
- **Finish time:** 4:30pm
- **Refreshments:** Refreshments & lunch will be provided on the day

RRP £125 00– Discounted Partner rate £75.00
Price based per place/ per course



MENTAL HEALTH AWARENESS

Who is it for?

Anyone & everyone who is a Leader or Manager of people.

What is this workshop about?

How do you and your teams handle mental health support or are the really difficult conversations avoided?

As the stigma around mental health dissipates in our communities, more than one third of employees now expect more mental health and wellbeing support from their employers. Of course, not all stress and mental health issues are caused by work and it's not an employer's job to fix or diagnose people, but employers can do so much more than signposting to employee assistance programs. Work pressure and workloads can intensify issues, but strong managerial support raises resilience and ensures issues don't get to critical levels before action is taken.

Delivery method:

Face to face workshop



Session Objectives:

- Recognise the early signs of poor mental health in yourself and others, including; stress, anxiety and depression
- How to have a conversation about mental health and poor wellbeing (exploring best practice around listening skills and common concerns like 'saying the wrong thing')
- Signposting towards professional support (internal and external)
- How to look after your own wellbeing and build personal and team resilience
- Helpful and unhelpful coping strategies
- How to create an environment where people feel supported

Course Details:

- **Location:** Brewpoint (Cut Throat Lane, Bedford, MK41 7FY)
- **Course Timings:** 3 hours
- **Refreshments:** Refreshments will be provided on the day
- **Dress code:** Comfy Casual
- **Preparation:** There is no pre-work or preparation needed, please just come with an open mind and a willingness to be open and honest.

Topics Covered:

- Common conditions
- How to support someone
- How to look after yourself
- How to challenge the myth and stigma
- Practical tips on mental Health and Wellbeing

RRP £65.00 – Discounted Partner rate £45.00

Price based per place/ per course



PERSONAL RESILIENCE

Who is it for?

Anyone & everyone who wants to be better equipped to boost their own resilience, manage their personal wellbeing and adapt positively to change

What is this workshop about?

Resilience (or resiliency) is our ability to adapt and bounce back when things don't go as planned. Resilient people don't wallow or dwell on failures; they acknowledge the situation, learn from their mistakes, and then move forward.

In this workshop we'll help you to understand resilience, what it is and how to develop it. We'll look at helpful coping mechanisms and unhealthy patterns and habits as well as giving you some helpful tools and tips to take away.

Delivery method:

Face to face workshop & Online

Course Details:

- **Location:** Brewpoint (Cut Throat Lane, Bedford, MK41 7FY) or Online
- **Course Timings:** 3 hours
- **Refreshments:** Refreshments will be provided on the day
- **Dress code:** Comfy Casual

Topics Covered:

- Self-Awareness
- Growth V's fixed mindset
- Positive language
- Learning from failure
- Bouncebackability



Session Objectives:

- **Understand what personal resilience is and why it matters.**
- **Recognise the characteristics of particularly resilient people.**
- **Barriers to personal resilience**
- **Dispel the common myths surrounding resilience**
- **Build your own Personal Resilience action plan.**

RRP £65 00– Discounted Partner rate £45.00

Price based per place/ per course



EFFECTIVE CONVERSATIONS

Who is it for?

Any Managers who want to be better equipped, trained and confident to use structured language on a consistent basis to improve day to day interactions with peers, managers and colleagues in order to improve efficiencies and business results.

What is this workshop about?

This course provides a scientifically based methodology to host conversations more skillfully – even where there is tension. It enables conversations to be more productive, create greater commitment and get better results.

This methodology is achieved through a combination of the latest neuroscience combined with a simple set Dos & Don'ts that enable you to arrive at a better outcome in every conversation.

Delivery method:

Face to face workshop

Course Details:

- **Location:** Brewpoint (Cut Throat Lane, Bedford, MK41 7FY)
- **Start time:** 9:30am
- **Finish time:** 4:30pm
- **Refreshments:** Refreshments & lunch will be provided on the day
- **Dress code:** Comfy Casual

Topics Covered:

- The value of impactful conversations.
- Our brains and thinking processes and the impact they have on the quality of conversation we have.
- Enhancing relationships internally and externally – based on understanding others.
- A simple, methodology to interact with others in a way that minimizes tension while maximizing efficiencies.



Session Objectives:

- Define what constitutes an **EFFECTIVE** conversation
- Create an awareness of how people react & make decisions **under pressure**
- Develop better strategies in moments of **tension & complexity**
- Change the way we communicate specifically in the areas of:
 - **Avoiding honest feedback**
 - **Having difficult conversations**
 - **Being clear around purpose**
- Have learned through practice and feedback how we can develop **Effective Conversation skills**

RRP £125 00 – Discounted Partner rate £75.00

Price based per place/ per course



SOCIAL MEDIA MASTERCCLASS

Who is it for?

This practical workshop is aimed at the person responsible for driving your presence online.

What is this workshop about?

Are you ready to up your social media game?

In recent years, social media has become a crucial marketing tool for the hospitality industry. We eat and drink with our eyes, so the ability to visually display your offer along with the strong possibility that customers will take photos and share this visual content with their social media following, making it very powerful to your business.

Implemented correctly, social media marketing can bring benefits to your business. It can generate dedicated brand enthusiasts, faithful followers, and a community that actively promotes you to their own online and offline networks. Taking this into account, you need to understand how to use it efficiently, and can be aided through our Social Media Masterclass.

Delivery method:

Face to face workshop

Course Details:

- **Location:** Various
- **Duration:** 3 hours
- **Refreshments:** Refreshments will be provided on the day



Session Objectives:

- To increase knowledge and confidence in driving online presence
- To understand the importance and impact of a well planned, well orchestrated social media strategy.
- To understand key times and days to maximise views and interaction.
- To know what great looks like.
- To take away a clear set of actions for your pub.

Topics Covered:

- Tone of Voice
- Social Platforms
- Content
- Imagery Styles
- imagery
- Post Ideas
- Social Campaign Support
- Creating digital imagery

RRP £65 00– Discounted Partner rate £45.00

Price based per place/ per course



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BEDFORD

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Leadership & Management

POINT

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LEADING THE PERFECT SHIFT

Who is it for?

Team members that are working towards leading a shift including new and existing supervisors or assistant managers, as well as Chef de Partie and Sous Chefs.

What is this workshop about?

Becoming a leader for the first time is often the hardest and steepest learning curve we experience. This one-day workshop will introduce delegates to what it takes to effectively lead their team from the front and build their confidence in managing the resources around them in order to deliver the perfect shift.

Delivery method:

Face to face workshop

Course Details:

- **Location:** Various
- **Start time:** 9:30am
- **Finish time:** 4:30pm
- **Refreshments:** Refreshments & lunch will be provided on the day
- **Dress code:** Comfy Casual.



Session Objectives:

- Explain the importance of effective shift leadership and the value it can create to the guest, the team and the success of the shift including revenue.
- Apply the shift leadership model – preparing the shift, engaging the team and communicating effectively.
- Establish effective communication, pre, during and post shift.
- Define key shift success criteria and choose appropriate measures to measure shift success.
- Understand the importance of Leading the Six Steps of Service with your team
- Understand how to helicopter on Shift, to oversee the whole business.

Topics Covered:

- Introduction to leadership
- Time management
- Effective planning & preparation
- Delegation
- Effective Communication - pre, during and post shift.
- The impact of positivity and mindset
- Health & Safety

RRP £125 00 – Discounted Partner rate £75.00
Price based per place/ per course



BE THE BEST, RECRUIT THE BEST

Who is it for?

This course is for members of the management team. Every manager should be confident when it comes to recruiting people to their team.

What is this workshop about?

We are always recruiting and trying to attract new talent to our teams. However, not everyone is confident or knows the best ways to do it.

This workshop gives you best practice advice to help you engage with candidates and spot the behaviours and values we look for in our people.

The workshop focuses on the candidate journey and how we engage with everyone from when they apply, to the day they join the team. We want everyone to have a positive experience, even if they are not successful.

Delivery method:

Face to face workshop

Course Details:

- **Location:** Brewpoint (Cut Throat Lane, Bedford, MK41 7FY)
- **Course Timings:** 3 hours
- **Refreshments:** Refreshments & lunch will be provided on the day
- **Dress code:** Comfy Casual



Session Objectives:

- Understand how to attract candidates effectively.
- Understand the law and etiquette surrounding recruitment.
- Understand best practice in recruitment and how to utilize your time effectively when sifting, assessing & Interviewing

Topics Covered:

- Great recruitment behaviours
- Recruitment best practices
- Practical interview skills and questioning techniques
- Getting to know the candidates beyond their CV and fairly assess suitability
- How to be compliant and fair

RRP £65 00– Discounted Partner rate £45.00

Price based per place/ per course



BUSINESS PLANNING – GROW YOUR PUB

Who is it for?

Partners, Managers and Assistant Managers (Anyone who is directly involved in increasing sales & service of the pub)

What is this workshop about?

This workshop is designed specifically to deal with today's crowded marketplace, putting you and your team in the driving seat, ready to capitalise on opportunities, help us nurture our first-class service professionals and secure our target market before the competition!

Delivery method:

Face to face workshop

Course Details:

- **Location:** Brewpoint (Cut Throat Lane, Bedford, MK41 7FY)
- **Course Timings:** 3 hours
- **Refreshments:** Refreshments & lunch will be provided on the day
- **Dress code:** Comfy Casual

Topics Covered:

- S.W.O.T
- Understanding your Demographics
- Action Planning & Execution
- Driving ROI
- Community Involvement



Session Objectives:

- Business development and sales training based on understanding who your customers are
- Provide you with the tools and skills to develop and grow your business
- Make the topic of local marketing less daunting, but critical in the current climate
- Understand the difference between strategy and tactics and how they are used to grow sales
- Defining the importance of diagnosing before prescribing, understanding our customers
- Developing a plan to beat the competition and executing it brilliantly
- The critical role social media plays in marketing the business

RRP £125 00 – Discounted Partner rate £75.00

Price based per place/ per course



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Thank you