



Best Tenanted
and Leased Pub
Company (200+)

ENTRY



Overview

Please find enclosed the Punch Taverns written submission for Best Tenanted and Leased Pub Company (200+) in the Publican Awards 2013.

To support this, we have included Supporting Information on the seven areas we are especially proud of from a long list of achievements in 2012.

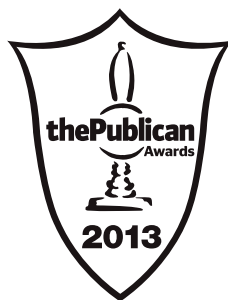
We hope that these help form a picture of a company seeking to lead change in the sector in what are challenging times.

One of our key commitments is 'Transparency.'

The Punch Buying Club website is normally only open to Partners, however to allow you a transparent look into our world, we have set up a log-in facility on **www.punchbuyingclub.com** for you to browse at your leisure.

If you have any queries, please call **Andy Slee** on **07976 113 113** or email **andy.slee@punchtaverns.com**





Publican Awards 2013

Award entered **Best Tenanted and Leased Pub Company (200+)**

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1. What are the best initiatives you have launched to support tenants/lessees in the past year?

The best 7 initiatives in this past year have been:

New Core investment programme of £40m
New Regional Launch Managers
New Punch Franchise Tenancy
New Mystery shopping programme
New Partner events and communication
New free WiFi programme
New Features on www.punchbuyingclub.com which delivered 1600 new members

A description of all these initiatives is provided in the relevant sections below.

2. Please detail the main types of support offered to tenants/lessees?

The support offered to our licensees breaks down into four key areas:

2.1) PDM – leading the sector in BII accredited training

Our Partnership Development Managers (PDM) are the first point of call for our Partners. Their role is the lynchpin of Punch's relationship with our Partners and covers recruitment to the pub as well as working with them to maximise their business. We aim to have the best in the sector with all being level 4 accredited. In 2012 we were the first Pubco to gain self accreditation status with the BII and will have all 66 PDMs accredited by financial year end.

2.2) Specialist support – New Regional Launch Manager role

Punch is developing the most comprehensive team in the sector of in-field specialists to support pubs alongside our PDMs. We have created in house teams of:

14 Qualified surveyors conducting all valuations

8 Catering Development Managers providing field support to Partners to maximise the food opportunity

8 Territory Dispense Managers providing support on quality, cellar management and in outlet training.

In 2012 we concluded a successful pilot for the role of Regional Launch Manager to provide specialist support to Partners launching their new pub business. Results in the pilot pubs were so encouraging that we will recruit a full team of 8 by Christmas 2012.

2.3) Investment – New Core Investment Programme

We aim to have 3000 of the best leased and tenanted pubs in the UK – so we are investing more than any other Pubco in the sector to fulfil that ambition. As a purely Leased and Tenanted business we have launched an investment programme focused on our 3000 core pub estate. We want them to be the best of their type and so this year we have doubled average investment spend per pub to £100,000 and in another industry first have started investing in pubs in advance of letting them to new Partners. This year we have successfully invested in launching 400 new pub businesses.

2.4) Business development – Record growth in Punch Buying Club activities

The Punch Buying Club website this year grew at record levels, reaching 3000 online members and it now accounts for over 50% of Punch's total drinks turnover. It is now the largest online ordering business in the sector.

As well as ordering, www.punchbuyingclub.com provides a wealth of resources to help Partners run their business. Amongst a wealth of development on the site this year has been; Brulines information by Pub, a Pub Resources section which includes advice on marketing and food, information on legal compliance issues, access to online training modules and regular Groupon type deals under a "BuyInn" banner. All of these support our blog which creates a community who share ideas about issues relating to all aspects of running a Pub and their thoughts with Punch directly – 90% of which receive a response from us.

Our highest profile Business Development programme with Partners are the Punch Buying Club Autumn Roadshows, this year attended by over 55% of the estate. These nine events showcase 120 suppliers in venues nationwide. As well as a host of business building ideas, our "£5m Giveaway" programme where each Partner receives a voucher book entitling them £1200 of goods and service, was hugely well received.

This year presented a unique opportunity for pubs to position themselves at the heart of the community with the Diamond Jubilee, Euros, Torch Relay and the Olympics themselves.

To help our pubs maximise the opportunity, we created a "Summer of Our Lives" campaign, open to every pub in the estate, where Partners were encouraged to create a week by week plan of events, supported by Punch marketing activity.

These plans were augmented by a network of Spring Fairs and Partner Forums attended by over 1500 people. Everyone attending these events received a comprehensive interactive memory stick full of tips about the summer to come as well as the opportunity to network with peers.

An important feature of the campaign was Partners sharing their plans for the chance to win a "Dray of Beer". The winner, The Bell at Kesgrave received extensive press coverage and ideas were shared via www.punchbuyingclub.com homepage throughout the summer. In total over 20,000 Pub nights were generated as part of the programme.

3. How many new tenants have you taken on in the past year?

In the last year we have recruited 379 new Partners. Pleasingly, this year the majority of these joined us on Lease agreements, taking the number of Punch Buying Club Leases to over 200.

Results of our raising the standard of Partner applications are highlighted later in the submission.

4. What have been some of the most effective initiatives introduced to support BDMs?

All of our development in this area is aimed at helping PDMs spend as much time as possible in field to recruit high calibre Partners then providing support to enable them to succeed.

In 2012 our Core Estate BRMs became Partnership Development Managers. This role was trialled last year when pub numbers per PDM were reduced and the roles of Regional Valuation Surveyor and Territory Dispense Manager were created. The latter helped to drive beer quality in the estate and allowed PDMs to focus on working with the Partner to build their business.

We didn't rest there. We use online and our contact centre to deliver initiatives outside a PDM's core role. An example is WiFi rollout which is being entirely handled centrally as are things like legislation changes. In the past these would have been BRM tasks, taking them away from building business.

BII Qualification - All of our core PDMs will go through the Level 4 Multiple Licensed Premises Management qualification by the end of our financial year, taking part in a series of modules including interviewing and negotiation. Punch was the first pub company to be accredited by the BII as an assessment centre for this qualification. The pilot scheme and the subsequent rollout has clearly demonstrated the value of the qualification to the business and to the individuals involved.

Technology - Visit management is our new web based system for the recording of business meetings with our Partners, saving our PDMs time by automatically downloading essential documents and support material for those meetings, capturing and allocating actions, and creating instant electronic copies of those meeting notes.

The introduction of smart phones through the Operations team has allowed field teams to access more information on the move and respond on the go to emails and this will support our impending workflow rollout. Both workflow and smartphones seek to make life easier for PDMs whilst delivering consistency to our Partners.

5. What marketing support is offered to tenants/lessees?

We are in the third year of a strategy which focuses our efforts and the investment of our suppliers behind fewer things done well. We challenge ourselves to deliver activity "Only Punch can do" that reflects the quality and size of our estate and provides a "wow" factor for our Partners.

In 2012 we have made the following progress:

New Mystery Shopping programme - The Punch Quality Service Awards were launched this year to help our pubs raise retail standards. Initially the scheme saw pubs self-nominate for an assessment of all aspects of their pub (both front of house and back) by an independent assessor.

Of the 700 taking part, 300 passed our test with successful pubs performing 7% in volume sales better than the remainder of the Core estate. Action plans are in place for all other pubs.

The next stage of this programme is the launch of a National Mystery Shopping Programme, which will involve two mystery visits per pub every year. These visits will again be carried out by trained independent mystery shoppers with the results used by the PDMs and Partner to produce a development plan of improvement.

The scheme represents an investment by Punch of £200k and the first visits under the new scheme are already underway.

- a. **Food** - Our 8 Catering Development Managers have the goal of growing Partners' food share of total turnover to 35%. The team are heavily involved in the investment programme leading the design from a catering perspective of layouts, menu offers and supplier sourcing. Food participation in the year rose from 24%.

Cask ale - We aim to provide the best Cask Ale support of any Pubco. As well as pubs having access to 120 Cask Ales in our core range, another 120 as part of our Finest Cask rotational scheme and SIBA for our busiest sites. This year we grew our Cask Marque membership to 1100, bettered only by Mitchells & Butlers in the sector.

For the first time we had over 1000 Partners on "Finest Cask", before 800 of which took part in a promotion which offered CAMRA members and readers of the Sunday Telegraph a free pint during Cask Ale week. In total, 15,000 consumers took part in this activity, which was free to Partners.

- c. **Bar games** - Punch offers all our licensees the opportunity to get involved with two of Britain's biggest Bar Games competitions – exclusive to Punch. The Punch Quiz runs over eight weeks, driving traffic into pubs on quieter nights and saw more than 600 pubs take part. Regional finals, followed by a National final at Aston Villa, saw the winners pick up £2000 and a 'Money Can't Buy' prize of a celebrity quiz team visiting the pub to compete against the winning Punch team. The quiz has become so popular that a team from Ullapool in the North of Scotland took a 1000 mile round trip to Birmingham to take part.

The Punch Darts Classic was this year the Biggest Darts tournament in the World with more than 1200 teams taking part. The winning team takes home £1000 and the opportunity to be filmed by Sky TV as warm up to a PBC Premier League Darts event in Blackpool.

- d. **Partner Events** - We have already highlighted the impact of our Autumn Roadshows and Partner Forums to support our Summer of our Lives programme. Overall these events have seen our highest ever attendance.

e. **Wines, Spirits & Soft Drinks.** This year we invested margin so that all Partners now pay the same price for wines, spirits, premium packaged drinks and packaged soft drinks regardless of whether they are tied for these products or not. To highlight our competitiveness in the market we track our prices v two Cash & Carry chains every two weeks and publish the results, come what may. www.punchbuyingclub.com is an important vehicle for this, supported by Punch Design & Print, a part of our team that provides pubs with a portfolio of printed marketing materials from wine lists and menus through to banners and vouchers. In 2012 the Design & Print team doubled the size of their service to Partners, completing over 10,000 pieces of work for 3,000 Partners at very competitive prices with the service operated on a self-funding basis.

f. **Technology – Free WiFi programme**

We believe that Punch is the first National Pubco to install WiFi across all of its pubs. "The Cloud" will install and supply WiFi free of charge to Partners and their customers into all of our core pubs. The installation programme is underway and will be completed by the Spring of 2013.

In this increasingly mobile age, we want our Partners to be able to compete on an even footing with managed operators of all types who see WiFi as a critical part of their retail offer.

6. What have been your most successful methods of recruiting new tenants/lessees?

We have identified three target audiences for applicants, namely experienced pub professionals, those currently employed in the leisure and hospitality sector and broader business entrepreneurs.

This has allowed us to create a very focussed recruitment campaign, using key titles like the Caterer, The Grocer and events including the MA250 and SIBA to reach those prospective Partners.

In November we launched a new recruitment website in Partnership with Caldes, a property website specialist.

In addition we supported our 2011 iphone app launch with an Android version, which between them have 4500 downloads.

Local networking still remains one of the most effective recruitment tools for our PDMs with this becoming appreciably easier with the changing perception of Punch Taverns in the market place. This is illustrated by the fact that applicants to Punch were 25% up v prior year with over half of these coming from our new target markets of Leisure and Business Professionals. Pleasingly, funding levels of these applicants significantly improved as well.

New Punch Franchise Tenancy - In 2012 we launched our new Franchise Tenancy aimed at new entrants to the sector. It is an open book agreement with enhanced levels of support to make sure new entrants get off to the best possible start for their business.

Supported by a dedicated Franchise PDM, our trial has lifted these sites into like for like growth v last year.

This new agreement comprises 11 operational modules, six of which are profit building (ie Pubwise Accountant and EPOS till system) and five of which are business building (ie Marketing support and pricing).

We are confident of franchise accreditation and national roll-out is underway.

7. What are your most effective methods of communicating with tenants/lessees?

Our PDMs are a pivotal point of contact for our Partners and are vital in communicating to our Partners and taking feedback from them. They work closely with the other field teams and the support teams at head office to ensure a smooth flow of communication with our Partners as well as the resolution of any issues.

New Partner Events and Communication Programme - However, in the current age, a reliance on this approach is outdated, so a review of Partner Communications has been undertaken. We found that we sent more than 300 pieces of mail to our pubs each year, an 'overload' of information which meant that key messages and important information was often lost.

The review resulted in a more focussed strategy with a number of new initiatives:

The most efficient and effective communication is on-line through www.punchbuyingclub.com. This is then supported by:

- the Punch Buying Club Blog where members give us and each other feedback on pub operations. This has grown rapidly this year with Partner postings more than doubling v last year.
- Punch polling where we ask Partners views on forthcoming events and initiatives has helped us gain invaluable feedback on a number of issues including whether or not we list new brands.
- New Punch Post email which we know is read by over 50% of the estate and covers 4 or 5 key issues every fortnight.

Supporting this we have introduced new Adobe software enabling us to target emails to relevant Partners only. As an example we used it to help recruit 800 Partners to our "Free Pint" activity in support of Cask Ale week.

- 2) We do not rely entirely on electronic communication and have two publications that go out three times a year:
 - "Marketing Your Pub" is packed with free POS kit offers and features on how to build business. Over 3,000 Pubs participated in deals featured in the last edition.
 - "Punch Insider" is a **new** publication and provides examples of current Partner success in a format that can easily be copied. Ideas are as varied as effective use of social media to a Sausage Festival! It is edited by former PMA Editor Paul Charity.
- 3) Nothing beats face to face communication and Punch continues to invest more than any other Pubco in Partner events to bring people in the Punch Buying Club together. New for this year have been **the Spring Fairs** in support of our Summer Of Our Lives initiative and, more recently, our CEO Roger Whiteside hosted **a National Partner Forum** at Punch Head Office with volunteer Partners drawn from all parts of the UK. We aim to run two of these events p a.
- 4) Things don't always work according to plan. All Partner complaints are channelled through our Partner Complaints Manager and ultimately cross Roger's desk. Operating Board accountability is assigned and specific issues are a regular agenda item at the Operating Board Meetings. A Partner First culture is at the heart of our ambitions and at this year's Business Conference we re-launched our core values as an independent business based on PROUD where P leads with Partner First.

8. Please detail training support available to tenants/lessees?

We have developed our licensee training programme for all new Partners, which follows the Pre-Entry Awareness Training recommended by the BII for all entrants to the licensed trade.

Our Ready for Business programme begins with a one week foundation programme which covers licensing, responsible retailing, how to run a profitable business, health and safety and retail standards, which result in two qualifications, the BIIAB Award in Beer and Cellar Quality and the BIIAB Introduction to Licensed Retailing Operations. To date, 99.5% of all new starters have completed this course in line with our Code of Practice.

The classroom based training is five days, with further training taking the course beyond paper qualifications and into the delegates' own pubs.

The second stage is a pub based cellar training visit, followed by a Development Planning Visit five weeks later, all designed to ensure the best possible start for the pub and the Partner. This training is then followed up by intense visiting in the first six months from our PDMs to ensure learnings are applied on the ground in the pubs.

On line training - Through the Punch Buying Club licensees can access a wide range of training resources which have been brought together under the banner of Punch Progress, including on line videos, details of apprenticeships and information about training workshops. This is a resource we will be developing with more content throughout the coming months.

Bespoke training - Our team of Catering Executives offer bespoke training for Partners introducing or developing a food offer. The Food Team will help Partners devise a menu, an order management system or staff training depending on their requirements. Our territory dispense managers can also provide bespoke training for licensees on cellar management and beer quality and dispense.

Investment training - The PDM, Catering Development Managers, Territory Dispense Managers, Supplier Relationship Managers (providing gaming machine and entertainment support), suppliers and independent training providers all form part of a dedicated team which work with licensees when investments take place. The focus is on making sure that the pub opens with the highest possible retail standards. These training packages will move into the remit of the Business Launch Manager when the role becomes active.

9. What are your plans for developing further tenant/lessee support in the future?

PDM - As highlighted elsewhere, every Core estate PDM will have completed BII Level 4 accreditation and as such we will be the first Pubco to achieve this standard.

Investment - Our programme will be launching 400 new pub businesses in the next year. Our investment programme goes beyond just the physical building, it is about repositioning the pub and its offer to make it the very best of its type in the community. Regional Launch Managers play a key role here.

Punch Franchise Tenancy (PFT) - Highlighted elsewhere we are about to roll out this concept aimed at those new to Pubs. The pilot has delivered above our expectations in terms of licensee support and business performance. Our full PFT will be accredited by the British Franchise Association.

Food - The development of food throughout our pubs remains a priority for Punch, as we believe where possible food is an essential part of a successful pub. We have committed to increasing the food mix in our pubs to 27% over the next year and our Catering Development team will continue to work closely with our Partners to support them in developing this part of their business.

The evolution of Punch Buying club - The Punch Buying Club has become embedded providing valuable resource to Partners to help them run better pubs.

Our vision is to have a portal to offer Partners access to everything they need to run a pub and this will provide access to supplier offers on goods and services which have been negotiated centrally by Punch to benefit our Partners and give them access to pricing that is better than they as individual Partners can gain e.g. kitchen equipment, utilities, bar and cellar equipment, indoor and outdoor furniture and equipment to name a few. Following feedback from Partners this year we will introduce a labour planning tool, to help pubs plan their staffing levels more efficiently.

In addition, on the back of the WiFi rollout, we are providing a brokerage service for utilities for Partners that is currently supporting in excess of 1,000 of our Partners, introduction of a "Pubcare" service scheme for cellar cooling and boiler as well as the 'Best in Glass' initiative to drive the quality of drinks served in our pubs.

10. What do you feel are your main strengths as a tenanted/leased company?

Best Pubs - We have made a clear and public commitment to become the highest quality, best value and most trusted pub company in the UK and to have the best invested estate of pubs in the sector. We have identified the pubs we believe have a long term future in the estate and have a planned programme of investment, to create the best of type pubs in their community.

Clear Plan - The Company has a five year plan, which clearly identifies our priorities to deliver growth for us and our Partners. This widely communicated plan informs of everything we do and gives all our stakeholders clarity about what we are doing to achieve our goals.

Industry leading support - We have continued to develop our Partner offer to ensure that our Partners have access to support to help them drive footfall in some of the toughest trading conditions many of them will have operated in. The fact that we have over 50% of our Partners registered on www.punchbuyingclub.com and the positive comments it solicits means we have a foundation unique amongst Pubcos to improve our communication with a disparate estate as well as helping them run better pubs.

Innovation - As a company we are constantly looking at innovative ways to build business and increase retail standards at our pubs, whether it's the introduction of a new lease model, like the Punch Franchise Tenancy or the introduction of free WiFi to our core pubs. Programmes like the mystery shopper scheme gives our pubs access to the same resources as managed houses, without them having to absorb the costs.

Behaving Responsibly - Punch is aware of its responsibilities on a number of levels. It is active on Industry issues to promote responsible drinks retailing and last year generated £1.8m worth of value in kind media coverage for Why Let the Good Times Go Bad.

Community Commitment - As well as supporting Pub is the Hub through funding and Management time, we also financially support The Licensed Trade Charity's volunteer visitor programme and promote the Punch Community Promise through our Head Office in Burton where, as well as financial support to things like the local scanner appeal, every employee has one day a year allocated to work for a local charity.

11. What achievements by the company within the last year are you most proud of?

The submission is full of progress and the best 7 initiatives in this past year have been:

- New Core investment programme
- New Punch Franchise Tenancy
- New Regional Launch Manager
- New Mystery shopping programme
- New Partner events and communication
- New free WiFi programme
- New Features and a step change in membership on www.punchbuyingclub.com

12. What do you feel are the main areas for improvement?

One of our core values as an organisation is “Restless Dissatisfaction” and our record in recent years, supported by the breadth of initiatives in this submission, is testimony to the fact that we are looking to improve daily.

In 2013 our areas for improvement are as follows;

People - We are a people business. This year the calibre and breadth of our Partners has improved, but we will look to improve them further through the support highlighted in other questions

Property - Over 60% of our estate has not received meaningful investment over the last 5 years. Our £45m investment programme will improve that and help launch over 400 new Pub businesses with long term spends

Punch Support - We are confident that we have programmes of support which work. Our challenge is to get even more of our Partners to engage in them. In some areas, like retail standards, we are taking the element of choice out of the equation and remain passionate about improving the experience of the customers in our Pubs.

Finally, getting our industry heard in Government remains tough. As a leader in the sector, we are committed to actively supporting industry bodies in any way we can.

13. Please tell us in less than 500 words why you believe you should win the Best tenanted/leased pub company (200 plus sites)?

We take our role as one of the biggest companies in the sector very seriously and strongly believe that we have done more than any to help move it forward during what have been difficult times for all.

With Government we have worked constructively to help deliver Industry Framework Code and self regulation and have actively supported campaigns on Beer Duty escalator and Jacques Borrel's "5% Club"

We play an active role in working with a wide range of Trade Bodies, principally with the BBPA, but also with ALMR, the MA 250, SIBA and in Partnership with CAMRA on several campaigns.

With Partners we lead the way on agreement transparency via our Punch Buying Club Lease and our Franchise Tenancy which is alone in aiming specifically at helping people new to what is a challenging industry.

Our openness and improving relationships with Partners is best illustrated by the 1600 extra Partners now on www.punchbuyingclub.com, the growing importance of Punch Buying Club blog and the fact that despite having 1000 less pubs than a year ago, our Autumn Roadshows are on course for record attendances.

We have the biggest pub investment programme in the sector with average investments now over £100,000 per pub. Helped by our new Regional Launch Managers we can legitimately claim to have helped launch over 400 new pub businesses in the year.

Beyond those sites, we are improving the retail offer in our pubs through our programme of free WiFi and mystery shopping – both sector firsts – and are on course to have every Partner Development Manager Level 4 accredited by year end to ensure the benefits of these programmes are delivered with Partners.

We believe our support to Partners is industry leading with "Something for everyone", but above all a willingness to foster a community of Licensees who can develop and grow together. Not just online and Roadshows, but at local Partner events, training sessions, publications and through our National Partner Forum.

A telling proof point for this rapidly improving reputation is that despite smaller numbers of pubs to let, applicants to join Punch grew by 25% and included some leading Multiple operators and SIBA brewers in the country.

We were encouraged by our "Highly Commended" last year and have worked tirelessly across many fronts to make the next step this year. Be assured, that if successful, none of this drive for improvement will stop! We are passionate about the industry and above all a winning long term sustainable Partnership with our Licensees.

Investment Programme

Punch's **£40 million investment programme** is the biggest in the sector, with average investment now reaching £100k.

In 2012 we have launched over **400 new pub businesses**.

Examples follow of invested sites (including those we invest in without a Partner).

In addition, we have included a sample press release, now issued as standard for our investments.



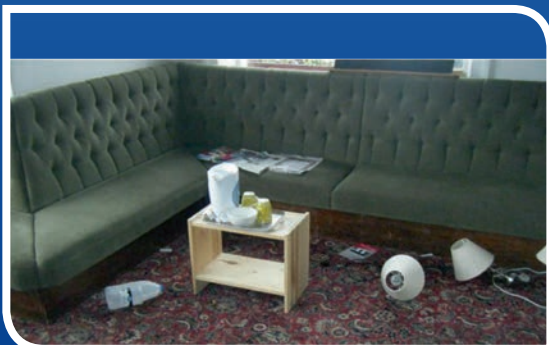
INVESTMENT PROGRAMME

THE DOLPHIN, WHITBY

BEFORE



AFTER



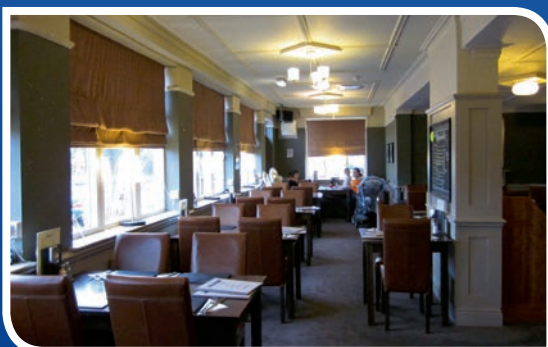
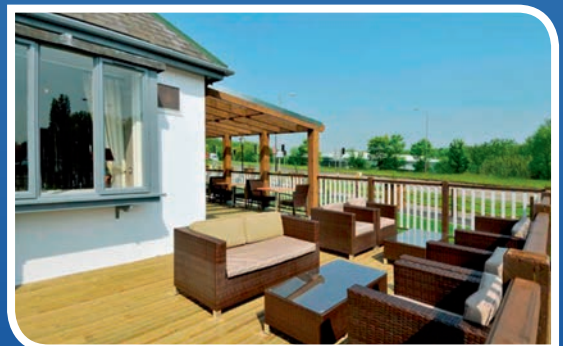
INVESTMENT PROGRAMME

► NUTHALL, NOTTINGHAM

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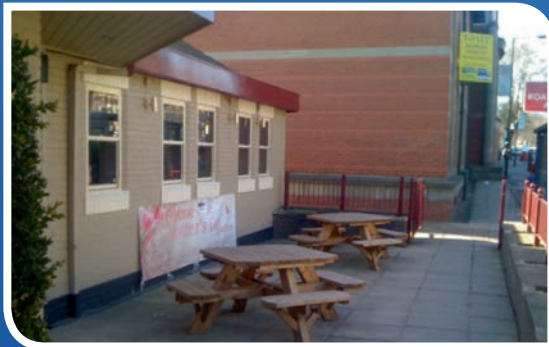
INVESTMENT PROGRAMME

► CHAMPS, SHEFFIELD

BEFORE



AFTER



Regional Launch Manager

Regional Launch Managers are **a new innovation** to ensure that both Punch and Partners maximise the benefit from their investment programme.

The **promotional programme** from each site is developed with the Partner and is provided via an **in-house Design and Print team** (which run on a cost neutral basis).

The **mood boards** are replicated in every site and form the basis of the pub offer.

Here is an example of the **Two Lifeboats in Sheringham, Norfolk**.
Post-investment takings peaked at £35,000 a week in this seasonable pub.



Punch Franchise Tenancy

The Punch Franchise Tenancy is alone in being **aimed at people** rather than hard to let property.

For those new to the sector, it adds **sales building** and **cost management** disciplines in the critical first 24 months of their life with us.

Enclosed is a **brochure** and **DVD** of our first site, **The Griffin in Rugby**.



Mystery Shopping Programme

Our '**Quality Service Award**,' launched in 2011, mushroomed this year.

Initially a self-nominating scheme named the 'Quality Service Awards,' the programme saw the **300 successful sites** perform **7 percentage points better** than the rest of the substantive estate.

This scheme is now national and receives a **significant six figure investment** from Punch. Our aim is simply to raise retail standards across the estate and as a result, generate more business for us and our Partners.

Enclosed is an example of the **first territory report produced** and a copy of the **Quality Service Award brochure**.



WiFi Programme

To allow our Partners to compete with Managed House operators, we have used our scale to negotiate a **free WiFi installation in every pub.**

Information on the roll out is included here.





Partner Comments:

Patricia Comber (Golden Hind IP3 9NF) says:

"Would love free WiFi as long as there are no hidden charges. It would attract extra custom."

Miguel Schreck (New Inn BD15 0AB) says:

"Great news! I have had many customers enquiring about WiFi so this is great timing. Sign me up."

Robert John Price (Union Inn SA1 8JU) says:

"Fantastic news. Well done Punch Taverns."

Jeff Smith (Red House S1 4BB) says:

"Exciting news!"

Alan Hinchcliffe (Masons Arms NP11 6LH) says:

"Can't wait! Like many other outlets we have had many customers asking if we have WiFi. Great news for all."

Ketan says:

"Good stuff and well done, Punch."

Adrian Hember (Old Malt Scoop EX17 6PZ) says:

"Bring it on! We're forever getting earache about not having free WiFi."

Punch Buying Club Website

We are proud of how **www.punchbuyingclub.com** has evolved so dramatically this year in terms of both the features it delivers and the number of Partners ordering on it weekly.

It has generated over **£150 Million turnover** in the last year and has **3,000 members** using it regularly.

We have included screen shots of key features of the site, but would urge judges to view the site themselves using the following log-in details:

Email address: **submission@PubcoOfTheYear.com**

Password: **punchpubco**





Punch Buying Club Online

The Punch Buying Club has 3008 Partners online. It is responsible for over 50% of Punch cash sales, taking over £3 million per week (average) and +10% basket value compared to offline transactions.

Buying Club Blog Engagement: 1300 unique page views per week (average).

New on the site for 2012

Punch Post (email):

We've successfully launched a fortnightly news and information email to Partners (and Punch Staff) with latest news updates, competitions, offers and more. Huge (by industry standards) 51% open rate, unsubscribes less than 0.1%.

Punch Progress:

Online Training section for Partners and their staff including information and resources for industry qualifications and apprenticeships, profit building workshops, business-building toolkits and access to discounted online training modules.

Pub Resources:

An ever-growing pub support section with in-depth information on creating a food offering, "Best In Glass" beer quality best practises, building profits through sport, running voucher promotions (including interactive voucher promotion calculator), cask ale support, creating a wine offering and room letting best practises.

Risk Management (Safe, Legal & Compliant):

Providing advice, guidance and resources to assist Partners in navigating the areas of legislation attached to operating a licensed premise.

New Account Payment Facility (Launching Nov 2012):

Allowing Partners a more flexible way to pay account charges or other adhoc payments, directly on the site.

Increased targeted eMarketing activity:

Enabling us to invigorate lapsed stockists through targeted promotions and offers. For example we recently ran a cask ale initiative which resulted in a 14% conversion rate.

The Hungry Shoe N45FG

LOGOUT



MARKETING YOUR PUB
Visit our online pub marketing resources

Search for: Search

- Home
- Shop Online
- Ullage
- Your Account
- Your Brulines
- Your Training
- Pub Resources
- Risk Management
- The Help Centre

Resources for Marketing Your Pub



- Home
- Shop Online
- Ullage
- Your Account
- Your Brulines
- Your Training
- Pub Resources
- Risk Management
- The Help Centre

Profit Through Food

Our great British pubs offer a real point of difference to diners, with many consumers looking for the home-cooked experience of pub food in a relaxed casual environment.

This section provides you with simple advice about key trends, marketing and creating the perfect menu to help you keep ahead of the competition with your offers and help you maximise your business' potential and profits. Also, 3663 have provided some ideas for classic pub favourites, whether you go for a value food offer, mid-market or premium (including 3663 product codes).

If you have yet to develop your food offering, you don't need a fully fitted kitchen to serve great food. There are several companies that offer simple solutions with no outlay and minimal risk, such as Peter's Pies, Chicago Town and Big A's.

Your Punch catering development manager is an invaluable resource and will develop all catering opportunities within your pub, regardless of your food experience, and can help with everything from menu design to getting the right deals. Speak to your PDM to arrange an appointment.



▼ Profit Through Food

▶ The Basics

▶ Starters Menu

▶ Mains Menu

▶ Dessert Menu

▶ Family Dining

▶ Related News

▶ Resources

Get ready for Halloween and Bonfire Night

Stand Up for British Bangers

Hampshire pub serves the best British Roast Dinner

Eat Out Awards 2013

Sports & food ... the perfect match!

Making More Profit From Wine

Wine has a wide appeal and presents a great opportunity to build your business. Every pub can sell wine but the majority can sell a lot more by making sure they select a range that suits their venue. We stock a variety of wines to suit every pub, whether you're after entry level, mid range or premium, available by the bottle or bag in box.

This section contains articles, such as tips on how to create a wine offer and food & wine matching, to make sure wine works for you.

Don't forget to take advantage of our FREE wine list service to help you maximise the potential wine sales in your pub.

Wine News

Resources

How to create a wine offer

Food & Wine Matching

Bespoke and Branded Wine POS

Wine - the more you spend the better the quality

Free Wine List Service

Wine Comparison Guide





Moving Your Business Forward

Punch Progress

It's no secret that the most successful businesses, no matter which industry, invest time and energy in training both their teams and themselves.



A well trained, talented and high performing team will help you realise your business goals and pay for your investment many times over.

Along with the financial gains you will also reap the benefits associated with a loyal and motivated workforce. The question really isn't if you should invest in your progress, but what are the best options for you and your budget.

Through our Punch Progress program you can link through to a wide range of business development opportunities, toolkits and guides for you and your staff. For an update on local workshops and forums, access to cost effective

eLearning for service and legislation, free 'How to Guides' and Training Toolkits for recruitment and finance, Government funded qualifications and Apprenticeship programmes follow the links on the right.

For more information:-

For more information on all aspects of development or to make a booking please contact your PDM or call the Punch Progress team on 01283 501833. You can also [email us here](mailto:us@punchprogress.com)

Punch Progress

Online Training for Staff

Online Training Qualifications for Managers

Apprenticeships

Profit Building Workshops

Recruit and Train Tool Kit

Business Management Tool Kit



RISK management **KEEPING YOU SAFE, LEGAL & COMPLIANT**

Stay Safe, Legal & Compliant



As part of our ongoing assistance, we have created the 'Safe, Legal & Compliant' pages. These pages will provide you with advice, guidance and resources to assist you to navigate the areas of legislation attached to operating a licensed premise.

The Risk Team are here to help you with all matters required to ensure your business is safe, legal and compliant.

We have broken these down to four main areas:

- [Fire Safety](#)
- [Health & Safety](#)
- [Insurance](#)
- [Licensing](#)

Each area provides a summary of your requirements and is supported by operational booklets and resources. These materials are designed for you to use on a daily, weekly and/or monthly basis (as required) and to provide assistance and guidance to help you train your staff.

Should you have any queries, please [contact the Risk Team](#)

Disclaimer: The guidance is not an authoritative interpretation of the law and is for general practical advice only

Contact The Risk Team

Risk

Fire Safety

Health & Safety

Insurance

Licensing

News

Resources

Late Night Levy comes into force

Does your venue provide live music? - UPDATE

Safer Fireworks

Your guide to Risk Management

No Smoking Signs

Licensing Renewal Fee Update

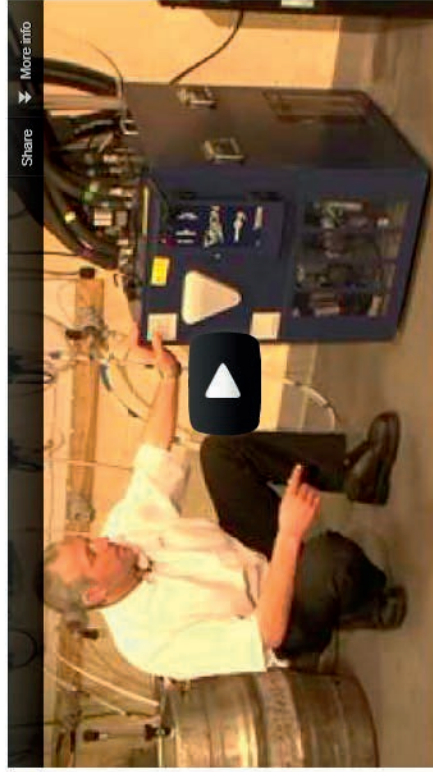
Buildings Insurance Renewal Update



Welcome to Best in Glass, your first port of call for beer quality best practises and more. Both beer line cleaning and glass washing go hand in hand in making sure beer looks and taste how it should, so customers will return again and again.

This section provides useful tips and the latest news articles on issues relating to Glasswashing and Line Cleaning.

Watch the video below for Innsense's top 10 dispense tips:



Contact The Best in Glass Team

Welcome to Best in Glass

Glass Washing

Line Cleaning

Related News

Resources

Cask Marque:
www.caskmarque.co.uk

A Cask:
www.acask.com

Innsense:
www.innsensetd.co.uk

Download How To - Beer and Cellar Quality Guide (511kb):

Download the How To Guide Beer and Cellar Quality.pdf (511kb):

New Partner Events and Communications

Having 3000 people online allows us to modernise the way we communicate with our Partners.

Increasingly, we use www.punchbuyingclub.com supported by **targeted emails** to communicate **news stories and issues**.

Written literature remains important to us. Partners receive 'Marketing Your Pub,' supported by 'Punch Insider' three times a year. **Over 10,000 support kits** were ordered from our summer Marketing brochure.

Don't forget, our revamped Roadshows are on course for a 60 per cent attendance this year. Included is our voucher booklet which allowed Partners to benefit from a £5 Million giveaway.



Sample of Marketing Materials



Insider brochure

Sent 3 times a year, containing inspiring pub success stories.



Marketing Your Pub brochure

Also sent 3 times a year - full of marketing ideas, competitions and best practice.



Marketing Toolkit CD

Given to all Partners attending the Punch Roadshows and containing useful marketing documents.



Christmas Deals brochure

The Christmas edition of our monthly Deals brochure was available to all Roadshow attendees, enabling them to get their Christmas deals early.



Roadshow Voucher booklet

Part of the £5 million giveaway with more than £1000 worth of vouchers for each Partner to redeem at the Roadshows.



Punch Post - email

Fortnightly information email sent to the whole estate database and Punch staff.



Whisky Club - email

Invitation sent to a targeted number of pubs encouraging sign up to the Whisky Club.



Finest Cask - email

Sent to Partners who were ordering a large volume of Cask Ale.

THE TWO LIFEBOATS

WE ARE NOW RECRUITING FOR ALL POSITIONS TO APPLY CALL:07895 753656 OR EMAIL: RECRUITMENT@STELLAINNS.CO.UK

THE TWO LIFEBOATS COFFEE MENU

Originally established in 1972. The quality does not change. The spirit of the original remains. From the north of the Birmingham by Charles and Donald, till 1972.

	REGULAR	LARGE
CAFFUCCINO ESPRESSO AND MILK WITH STEAMED MILK SERVED IN A CUP OR FRAPPE	£1.90	£2.20
CAFFE LATTE ESPRESSO AND MILK WITH STEAMED MILK SERVED IN A CUP OR FRAPPE	£1.90	£2.20
ESPRESSO HEAVY AND FRESH BREWED ITALY CATHEDRAL COFFEE SERVED IN THE FORM OF A CUP	£1.40	£2.20
CAFFE MOCCHA ESPRESSO, MILK AND MOCHA SWEEP SERVED IN A CUP	£2.20	£2.20
AMERICANO ESPRESSO AND WATER NOT FOR THE FAINE OF HEART	£1.70	£1.80
TWINNINGS TEA MELBURN'S FINE TEAS AND HERBAL TEAS	£2.30	£2.30
ENGLISH TEA	£1.70	£1.80
HOT CHOCOLATE	£1.80	£1.80

WHY NOT TREAT YOURSELF AND ADD A LIQUEUR TO YOUR COFFEE? ASK AT THE BAR FOR DETAILS.

A selection of cakes is always available please ask for today's choice.

THE TWO LIFEBOATS

NEWLY REFURBISHED

A GREAT VALUE PUB SERVING HONEST PUB FOOD WITHIN SCENIC SURROUNDINGS

THE TWO LIFEBOATS

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THE TWO LIFEBOATS

FRESH COFFEE SERVED DAILY

ENJOY A FRESH CUP OF COFFEE IN OUR AMBIENT SURROUNDINGS.

WHY NOT TREAT YOURSELF AND ADD A LIQUEUR TO YOUR COFFEE?

ASK AT THE BAR FOR DETAILS.

THE TWO LIFEBOATS

A TRADITIONAL PUB WITH WAVES OF HISTORY

YOUR INVITATION TO...

£5 OFF A MEAL FOR 2

£10 OFF A MEAL FOR 4

AND VISIT US AGAIN

ONE OF THESE GREAT OFFERS BELOW

THE TWO LIFEBOATS
2 HIGH STREET
NINEAS ROAD
SHERINGHAM
T. 01492 521001
WWW.TWOLIFEBOATS.COM

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THE TWO LIFEBOATS

STARTERS

SUNDAY SIT

SHARING PLATTERS

BURGER BAR

SEE OUR SPECIALS

FOR DETAILS

THE TWO LIFEBOATS

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SUNDAY SIT

SHARING PLATTERS

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BURGER BAR

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FOR DETAILS

THE TWO LIFEBOATS

CUSTOMER FEEDBACK

WE WOULD LOVE TO HEAR YOUR FEEDBACK. PLEASE COMPLETE THIS FORM AND RETURN TO US BY POST OR EMAIL.

LEVEL OF SATISFACTION

YOUR SERVICE: Excellent Good Fair Poor

YOUR FOOD: Excellent Good Fair Poor

YOUR AMBIENT: Excellent Good Fair Poor

YOUR STAFF: Excellent Good Fair Poor

YOUR VALUE: Excellent Good Fair Poor

YOUR LOCATION: Excellent Good Fair Poor

GENERAL COMMENTS

PLEASE RETURN TO: THE TWO LIFEBOATS, 2 HIGH STREET, NINEAS ROAD, SHERINGHAM, NORFOLK, NR26 9JG. TEL: 01492 521001. FAX: 01492 521002. EMAIL: RECRUITMENT@STELLAINNS.CO.UK

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Take part in our exclusive line cleaning initiative



To celebrate the launch of the 'Best in Glass' quality programme, we're introducing a new line cleaning initiative which is exclusively available to online Partners!

The launch of 'Best in Glass' will provide an on-going education and reward programme to drive an improvement in bar and cellar standards, and ultimately profit!

There are a number of compelling arguments for cleaning your beer lines on a weekly basis, yet these are sometimes ignored in preference for short term savings. Competition for the leisure pound continues to be fierce, it is therefore vital to deliver consistent quality to attract and retain customers. The 'Best in Glass' line cleaning initiative aims to debunk the myths and remove barriers which will allow you to benefit from the undoubted business improvements:

- You could increase your sales by 3%*
- By increasing line cleaning from fortnightly to weekly this could reduce wastage by up to 9 pints per barrel this on a 200 barrel pub, could improve annual profitability by £2,000** or more

We are so confident of the benefits delivered through weekly line cleaning that we will support and reward all 'Buying Club' Partners with a FREE CASE OF BRANDED GLASSWARE for cleaning all beer and cider lines every 7 days over an 8 week period, between 29th October and 23rd December.

To help you track and manage your line cleaning regime:

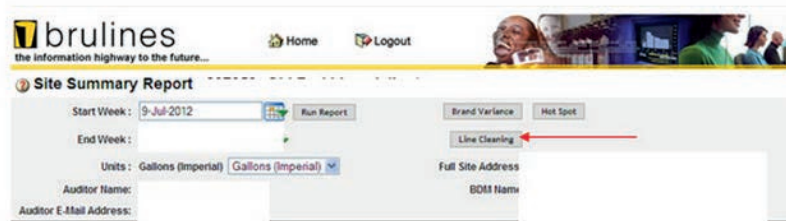
1. Click on the 'Brulines' tab within your 'Buying Club' homepage.



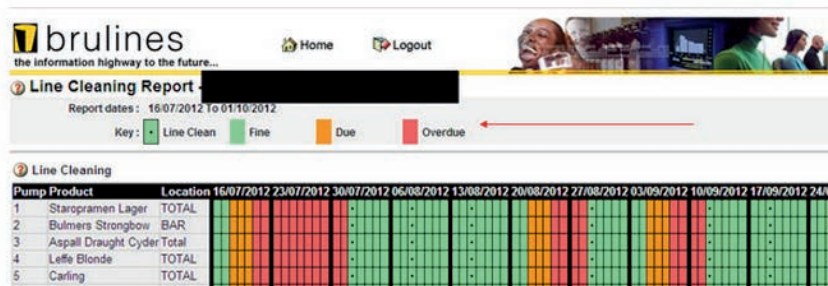
2. Proceed to the next page



3. Click on line cleaning at the top of your page.



4. Within the line cleaning section there is a traffic light colour coding which indicates for each individual line if it has been weekly cleaned (green), due a clean (amber) or overdue for cleaning (red).



So by cleaning all your lines every 7 days for the next 8 weeks, you can receive a free case of branded glassware, of your choice, whilst improving your consumer offer!

For More Information

For more guidance on line cleaning visit the [Line Cleaning](#) section of the [Best in Glass support page](#), where you will find all the information and materials you need to deliver a successful line clean.

If you are uncertain around how to complete a line clean then please do not hesitate to discuss this with your PDM, and they will organise a visit from our Territory Dispense Managers.

1. *Profit Through Quality : A Guide To Cellar Management & Beer Dispense (BII, BBPA & Cask Marque)

2. ** (Vianet)

Partner Comments on Buying Club Partner Events and Communications articles:



Jane Clarke (Pheasant HP5 1QE) on 'Finest Cask introduces The Beer With No Name'

"I remember Finest Cask from many years ago and it has improved dramatically in all respects – presentation and quality are much much better than the early days! I've only recently tried it again and my ale drinkers are happy with what we've had so far. If 'the beer with no name' is good enough we'll call it "Pluckers Delight" – if it disappoints then the price will drop to clear it quickly and the name will change to "Plucked!"

Miguel Schreck (New Inn BD15 0AB) on 'Punch Roadshows kick off this week'

"Money is tight at the moment so we won't be going for all the deals.... But they're definitely worth the trip this year as I have many vouchers to redeem. Good idea, that! Well done guys!"

Kieron Maston (Sharkeys Bar HU1 3AA) on 'Punch Roadshows kick off this week'

"Looking forward to the roadshow this season. My colleagues and I are attending the Elland Road event. Looking forward to meeting other Punch Partners and finding out what deals are to be had for our student focused circuit bar in Hull."

Damien Rodgers (William IV Inn HX1 3JL) on 'Punch Roadshows kick off this week'

"Going to the Leeds Roadshow to see a few old friends and meet some Punch people face to face – should be fun. Afterwards, a drink or two in Leeds, a curry and the last train home."

Wendy Blake (Old Comical PO36 8ES) on 'FREE Guinness Autumn International POS'

"Would be great to have a Guinness Internationals POS kit. Would be greatly received and well used. Thank you!"

Mat (Wheatsheaf LA6 3AD) on 'Punch Roadshows kick off this week'

"I'm going to the Reebok Stadium venue... I think the roadshows are brilliant... pick up loads of special offers for products we are already buying and get loads of POS to really brand the pub... oh – and get some free food. I take my key staff with me.... have a bite to eat on the way back and treat it as a day out. They love it and it makes them feel involved... only wish there was more on the spring ones, but maybe one day."

Karen Hicks (Victoria Hotel GL3 3TZ) on 'Get your teeth into our new Buy Inn'

"Excellent offer!!!! Please can we have more like this one. Thank you all."

Mat Cooper (Wheatsheaf Ingleton) on 'Get your teeth into our new Buy Inn'

"This is the sort of Buy Inn deal that we want to see... more of these sorts of things will go down well I'm sure."