



The 'Pub Power' toolkit is designed to help licensee's make the most of every opportunity by providing quick and easy access to a range of support materials and guidelines via one interactive pdf document.

The toolkit shares some business generating ideas and top tips that could help to drive both footfall and spend per head, helping licensees identify opportunities to generate profit and access valuable support for their business.

The toolkit also provides the option for licensees to conduct a self-assessment questionnaire to understand key areas they may need to review.

There are a number of topics which can be accessed via a menu function.



Our BDM's work collaboratively with licensees to help identify areas they believe could be valuable to them and their pub.

They will also help to identify any additional developmental or training support that is available to further support them, their teams and the growth of their business.



THE MENU



CHECK YOUR FINANCIAL FITNESS

- CALCULATE YOUR BREAKEVEN POINT
- MANAGING YOUR FINANCES
- UTILITIES & SUPPLIER SAVINGS
- CALCULATING VAT
- LICENSING OPPORTUNITIES



POWER UP YOUR COMMUNICATION

- YOUR WEB PRESENCE
- YOUR SOCIAL MEDIA PLAN
- EXTERIOR MESSAGES
- INTERIOR MESSAGES
- YOUR REPUTATION



RE-ENERGISE YOUR CUSTOMER EXPERIENCE

- SAFETY CHECK
- SERVICE & UPSELLING
- PRODUCT RANGE
- QUALITY
- STANDARDS
- ACCOMMODATION



MAXIMISE YOUR PUB

- WHAT YOU'RE FAMOUS FOR
- YOUR COMPETITION
- DIFFERENT CUSTOMER OCCASIONS



MAKING THE MOST OF EVENTS

- 90 DAY SEASONAL ACTIVITY
- SPORT



ACTION AND SUPPORT PLAN

- HEALTH AND WELLBEING

