

Trainee Prospectus



**AMBER
TAVERNS**

Introduction

Welcome to the Trainee Prospectus. We'll give you an insight into Amber Taverns, what we're about and how we operate as a company – and most importantly how we're here for our Trainee Operators.

Our Trainee Operator programme is second to none in the industry and could potentially lead to a job as an Operator in your very own Amber Taverns pub. For more information on becoming an Operator please see our Operator's prospectus.



Our Mission

A clear strategy to continue to grow by investing in unloved pubs and retail spaces, creating great venues which are at the heart of the communities they serve.

Our Vision

To create and maintain an innovative and supportive culture which creates a platform that develops great pubs, nurtures talent, encourages entrepreneurial flair and fully recognises everyone's contribution.

To be passionate, hard working and collaborate with all stakeholders to ensure everything we do is always the best it can be thereby delivering great value, excellent service and memorable experiences leading to outstanding results.

Our Core Values

Always work with purpose, ambition and integrity to contribute to our vision

Make every part of the business an enjoyable, inclusive and safe place to work and socialise

Be open, frank and honest, create a culture of constructive two-way feedback

Ensure the fundamentals of the business are working and everyone is properly engaged, resourced, trained and supported

Respect every customer, respect every colleague, respect every operator, respect every opportunity, respect every idea and respect every £ we invest

About Amber Taverns

We are passionate about our public houses and the communities that they serve. We ensure that they are refurbished to a very high standard and offer a fantastic drinks selection and audio-visual package including the full BT and Sky Sports portfolio.

We offer leading brands such as John Smiths, Fosters, Kronenbourg, Guinness and Strongbow, the best-selling bottled beers and alcopops as well as a great selection of wine and soft drinks. We have over 150 public houses across the North West, North East, Midlands, Scotland and Wales. These are mainly community locals in busy towns as well as some city centre venues.

Amber Taverns are unique in that we offer an Operator agreement to all our licensees and through the Operator agreement our licensees are incentivised to develop the business. We build strong business relationships with you, offer substantial support and celebrate your success.

Our sites offer:

- Comfortable seating, great atmosphere, good wi-fi and modern designs.
- A great range of drinks at great customer value.
- Great hospitality and customer service for all eligible members of the community and we do this safely.
- Great events.
- Market leading sports coverage.

How it works

You will need to set up your own limited company to take the Operator agreement for your pub. Aside from staffing costs, all other associated running costs and investment related to your pub are paid by Amber Taverns. You will however be responsible for the council tax and tv licence for the private accommodation above the site.

We want you to grow your business, the more your pub takes the better we both do, it really is a win, win.

All our sites are refurbished to a high standard and operate primarily as wet led, no food. You must hold a personal licence and have relevant experience. Successful candidates will be given the opportunity to drive the business and identify new opportunities.

Amber Taverns uses an Operator agreement which offers you the opportunity of a great business with the support and back up of a successful company.

You will operate a well invested pub, have the ability to sell leading brands at competitive prices, offer a full commercial Sky and BT Sport package plus receive regular visits and support from your Area Manager.

Good quality live in accommodation is also provided – all we ask in return is your hard work, live-in commitment and drive to be a great mine host.

About our pubs

Community pubs



Our community pubs really are that, the heart of the community. Our pubs are a warm and welcoming place for people to meet their friends and family and have a good time. Our variety of pubs is huge and each of our pubs is unique in their own way. Most pubs are in a town centre area and have a great set of regular customers. All our pubs show all live sport on numerous TV's and even big screens. All sky and racing channels are available on a number of sky boxes at each premises. Our venues can offer cosy snug rooms, warm fires and open plan seating areas to suit everybody's needs. Our drinks offer is vast with sites offering premium draught, spirits, cask and even cocktails. Some of our sites also have function rooms which are suitable for all occasions. All our sites have a high standard, from décor to drinks service and each are unique in their own way.

Hogarth's



Born out of a love for gin. Our Hogarth's venues are a Victorian Styled Gin Palace and provide the perfect mix between a traditional town centre pub and a modern-day cocktail bar.

In addition to our phenomenal range of gins we serve ales, spirits, lagers, wines, soft drinks and everything in-between.

A warm welcome awaits in keeping with Victorian hospitality and tradition. Each of our Hogarth's mixologists are passionate, knowledgeable and like nothing better than assisting you and your party in choosing a drink from our extensive menu. We show live sport on Sky and BT on multiple screens and with cosy booths on offer you can relax with friends or engage in the electric atmosphere inside the bar.

THE GINSPIRATION – We are the ultimate experience in pioneering gin bars. Our décor is themed on the classic Victorian Gin Palace and our mission is simple, to serve great Gin cocktails, in fantastic surroundings the way they were always meant to be served.

We invite you to unwind in our relaxed atmosphere with the drink of your choice. With each bar stocking over 100 varieties of gin, even the most experienced connoisseur is likely to find something new. You will find us located in Blackpool, Bolton, Hereford, Ilkeston, Lancaster, Leicester, Newcastle Under Lyme, Newport, Preston, Swansea, South Shields, Tamworth and Wakefield. We continue to open new locations throughout the UK.

We also do Gin master-class events at your venue and host other gin events. We also offer gin serving trays daily for the gin lovers plus plenty of other options for everyone else. This type of venue is the height of premium variety for everyone.

Northern Way



This is our newest brand venture in Amber Taverns based around the idea of great Northern hospitality. Our sites are all unique in that they have private karaoke booths where you can sing to your hearts content – and the other customers can't hear! With a speciality focus on rums and unique cocktails, we also have a huge range of drinks to suit all tastes. We serve a great range of beers, lagers and ciders including; Fosters, Carling, John Smiths, Guinness, Strongbow and Dark Fruits. Our range of Premium Lagers include Birra Moretti, Heineken, and Amstel and Kronenbourg 1664. A range of local and National Cask Ales is always available. We also offer a full range of Premium Spirits, Malt Whiskies, Perfect Serve Gins and Cocktails available. We also have a large number of TV's showing all live sporting events on Sky Sports, BT Sports and Premier Sports channels and free WIFI. Some of our sites have fantastic external areas for customers to use any time of the year. There is another way... the Northern Way!

Who are we looking for?

- A motivated individual or couple with a personal licence and experience of running either a managed house or a tenancy
- Your personality, your drive and your ideas to make your pub the best in its community
- A responsible attitude to alcohol retailing
- If you are an assistant Manager or an experienced member of staff in one of our venues or from another pub company please look into our training programme as another way to become an Operator with Amber Taverns.



What is the life of an Operator like?

Operator Agreement – A new approach to running community pubs.

- Amber Taverns offers its Operators the best of both worlds: the chance to run their own pub business in a supportive managed house environment without the financial commitment and onerous lease terms of a tenancy.
- What Amber Taverns give you: A well refurbished pub selling leading national brands at great value prices and with a fantastic audio visual package for Sky, BT Sport and Racing UK.
- Entertainment and Security are budgeted if required
- Regular support from an Amber Taverns Area Manager who gives you feedback, ideas, promotions and contactable 24/7
- You will also have access to a dedicated Health and Safety/Licensing service to ensure that you are fully compliant.
- Each week you will receive a percentage of each weeks net bar turnover so that you are instantly rewarded for your success in building your business.
- Well-presented living accommodation.



The trainee programme consists of three phases and we will help you all the way through.

Phase One – Starting as an Amber Taverns Trainee

Once we have established a training venue for you to move in to, we will start Phase One of the training programme.

Phase One includes:

- Setting up a limited company
- Print a copy of company registration and insert into file
- Create a template for invoice with relevant company information details 'trainees' must **NOT** register for VAT
- Complete the full induction book
- Commence the unit induction
- CPL log-on and commence training, print all certificates and add to file
- Complete Age Verification training
- Complete Allergens training
- Complete ALPS training
- The remainder of the courses to be completed within one month from start date
- How to build a staff file
- File contents - build your own staff file
- Review outlet staff files with Operator

Supporting Documents:-

- Home office right to work
- Challenge 25 guidance
- Sample contracts of employment
- Full induction booklet
- Holiday request form
- One-to-one meetings
- Young person risk assessment (if applicable)
- Pregnant person risk assessment (if applicable)
- Staff contract
- Staff handbook

Phase Two – once you are settled into the programme

In the pub with the Operator and the help of your Area Manager you will learn the following

- Daily/weekly paperwork
- Weekly paperwork reconciliation
- Manual input
- Digital Input
- How to work out gross, Net, VAT and Management Fee
- Management fee invoices non VAT and VAT
- Complete a cash check
- What goes into the weekly paperwork return envelope
- Task 1 - Weekly paperwork and cash check
- Banking Policy
- Health and Safety weekly checks
- Health and Safety Task
- Incident Reporting Book
- Receipt of letter of alleged incident protocol
- Stock Control and Cellar Management
- Goods Received Book / Delivery Protocol
- Line Checking and Yield
- Line Checking Task
- Keg Beer Line Cleaning Method
- Keg Beer Line Cleaning Record
- Line Cleaning Task
- Cellar Cleaning Record
- Ice Machine Management
- Ice Machine Cleaning Record
- Buying Guides
- Guide to Stocktakes
- How to do stocks on back office
- How to read a stock report
- Cask beer line cleaning method



Phase Three – becoming ready to be an Operator

What to expect from our Trainee Programme;

- Up to 6 months on-site training in one or multiples of our sites
- Live in accommodation and a weekly fee starting from £400
- Opportunities to travel to other sites
- Opportunities to do an Apprenticeship with HIT Training whilst you are learning and get a qualification in hospitality management.

You will now look at tasks that will help you to become an Operator in your own pub.

Health and safety review

1. Complete full health and safety audit, review all risk assessments and document your findings, (are all safety certificates up to date, are staff completing CPL ETC).
2. Review staff files and check all information is current.
3. Create a staff file for yourself.
4. Hold a team meeting and run an age verification training refresher. Document the training given, staff attendance and update staff files.

Task	Date	Manager	Area Manager
1			
2			
3			
4			

Promotion and entertainment review

1. List all the current drinks promotions your outlet runs and work out the GP for the products featured in the promotions.
2. Produce a report on task 1 detailing the worst GP promoted products and make suggestions on alternative products/ promotions you feel could deliver better GP.
3. Review all paid entertainment in your outlet, produce a report on;
 - Type and frequency of entertainment
 - Cost
 - Uplift in sales due to entertainment. (using back office hourly sales before, during and after entertainment)
 - How is the entertainment promoted and what can be improved.

Holiday/relief management

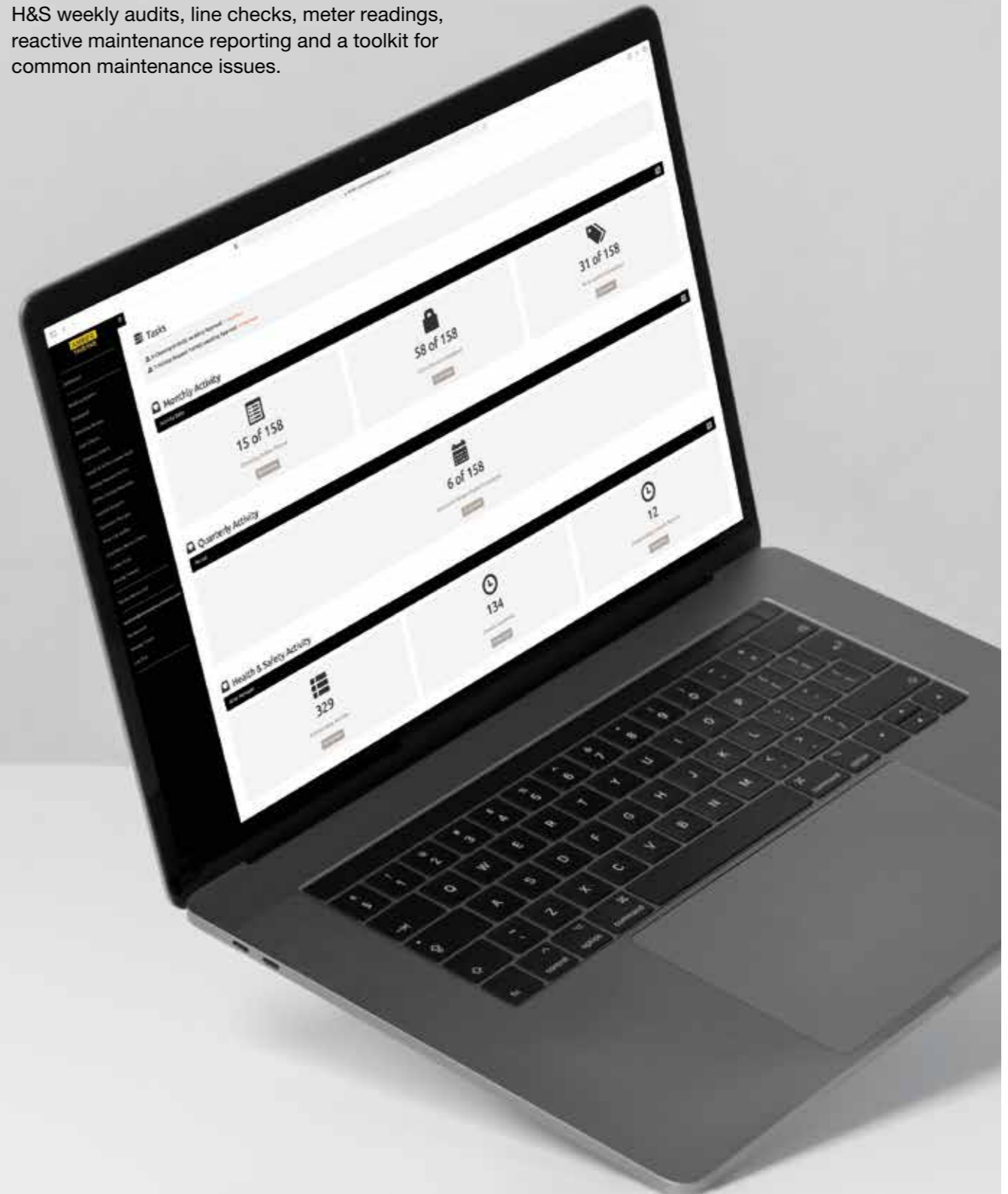
You will then move into the final stage of the trainee programme which is a holiday/relief management cover.

1. Your Area Manager will arrange for you to run an Amber unit for a minimum of 7 days.
2. You must complete the following;
 - All paperwork required by Amber Taverns
 - Place all orders required and take deliveries
 - Line checks on all draft products and 5 key line spirit and bottle products. A minimum of 4 checks in 7 days must be completed
 - Clean the lines and document
 - Full health and safety review
 - Cash and stock handover with site Manager and stock taker.

Intranet

We are continuously developing an Amber intranet system to create simple tools to assist in basic tasks and create a dashboard to monitor progress and compliance.

These tools include cash checks, price audits, cleaning and glassware orders, table booking system, H&S weekly audits, line checks, meter readings, reactive maintenance reporting and a toolkit for common maintenance issues.



Extra benefits

The Amber family includes all the pub Operators and their staff. To create a real sense of belonging and community it is important that everyone has a voice; a real say in the direction of your pub, to be honest you are the master/mistress of your own destiny.

We encourage open and honest dialogue between the Area Managers and the Operators, work through any issues and celebrate the successes.

Your Area Manager is always available for a quick chat or a thorough business review, the head office team are only a call away to offer guidance and support.

The accounts team will keep you on track with weekly paperwork and administration.

The marketing team provide a multitude of resources on demand – having a Karaoke or live music event? Complete the order template and order your posters/leaflets that will be designed, printed and delivered to your door.

Head office will run a number of promotional activities targeting key days such as St Patrick's Day, St Georges Day and Halloween; plus an advent calendar throughout December rewarding customers every day, followed by 12 days of Christmas Draw just for our Operators.

Annual incentives run in conjunction with our key brands that offer prizes to New York or Las Vegas, or simply cash rewards!

Regular rewards for the best bar displays or promotional images, including our customers feature in the weekly newsletter FYI. FYI is your newsletter – the majority of the content comes from the pubs, reflecting all the hard work and effort they put in every week.

Every pub had a dedicated music system using Bar Beats – pre-set playlists or upgrade to Startle Music to build bespoke playlists. Startle screens create high quality assets to play on your TV's – this can include product and sports assets that can be personalised on site. There is also access to the big game stats and analysis prior to kick off.

One Media provide additional support for all your social media requirements including personalised assets as well as generic posts. They also oversee the functionality of the intranet which is a dedicated Amber asset to provide easy access to data and compliance tools.

A dedicated maintenance team are available 24/7 for reactive maintenance – when the electric fails or the heating springs a leak help is only one call away, with dedicated out of hours response. There is also a regular Sparkle of the estate to keep all pubs in good order.

If you don't believe what we are saying – pop into a pub and ask the boss!

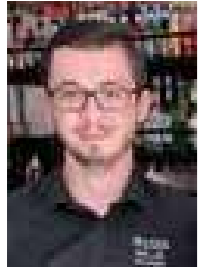


Recruitment process



Hear from some of us

The following testimonials are from Amber Trainees, unedited, straight from the horses mouth.



Jake Bloxsome
Trainee, Hogarths, Leicester

I started the training programme in July 2021 after working in an Amber site for three and half years. I started my training at The Tubwell Tap in Darlington where I had been working previously. This is where I learnt the back of house work involved in running an Amber pub before I began doing relief work around the North East which gave me the opportunity to see how a variety of different sites were ran. After a few months I had the opportunity to move to Leicester to continue my training at Hogarths which has given me the opportunity to gain experience in a bigger venue which has given me valuable experience to take forward



Donna Yates
Current Trainee

The Amber Taverns training program is an excellent and exciting way to further your knowledge and skills in the industry. I have gained my personal license and have almost completed an SQA management course at the same time as learning everything I am going to need to hopefully be an Operator for the company soon.

I have been placed with an Operator who is teaching me hands-on the day-to-day running of a pub and have also been sent to other sites to gain outside knowledge and training from other Operators. All the Operators and my Area Manager are always there to help guide and motivate me to be able to be a vital member of the team.

I am looking forward to the next step in my career with Amber Taverns.



John Ogilvie
Former Trainee,
Operator, Montague's

I joined Amber's trainee scheme in October 2019, after interviews with regional and my soon to be Area Manager, I began my journey at Northern Way, Paisley. Amber's first of three Scottish sites to open that year.

During this time I was assisted in setting up my own limited company for the future and immediately began the training programme, even to me with over 11 years management and hospitality experience, it did feel daunting at first. My Area Manager and I spoke in-depth about strengths and weaknesses, with one being cask ales, I received in-depth training online and on-site and was tasked with running, promoting, cleaning and purchasing within set parameters. This built my confidence of the products up massively.

I was also lucky enough to get the opportunity to head to England and gain valuable experience in their Hogarths brand, in Lancaster and Leicester. With Amber's emphasis on customer service and product knowledge this was an incredible opportunity to learn and hone your skills. The company also putting me through my English personal license, costs covered.

The accommodation provided is always of the highest standard and provides you with a further platform to learn and live the life of an Operator! I have been offered the chance of two new sites due to open, with my Area Manager even taking me and my girlfriend away for the night to check out our future site and area.

I was also enrolled on a Hospitality Management apprenticeship, which has been incredible for my personal development, and again shows the level of care Amber take for their trainees and Operators.

I've been on the scheme now for around 15 months, mainly down to lockdown restrictions, and can say, I've worked for independents, industry leaders and the largest bar chain in the UK, Amber Taverns is the only hospitality company I've ever felt truly appreciated. My Area and Regional Managers are both the greatest mentors I've ever had and under their leadership I've never felt more assured and confident in my own future and what we can achieve together.



Sara and Barry
Former Trainees,
Operators, The Clayhanger

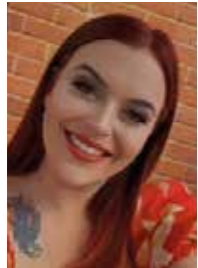
After many years I worked within the corporate arena as a Sales Manager heading up large teams for the B2B sector and Barry also in Sales but more around the B2C sector, we had come to a crossroads in what we saw our future looking like and really wanted to start something of our own and work together as a team. It just so happened that we were friends with a couple who had been Operators for Amber Taverns for many years and I approached them to find out what this whole 'Operator' thing was about. They gave me all the pros and cons and after a meeting with Mick Walsh, the Area Manager, we found ourselves embarking on the trainee programme for Amber Taverns.

We have had a roller-coaster of a ride as we decided to train during Covid, that said we have both learnt more about ourselves over the last 12 months than at any time throughout our careers. We started our training in a 'boozier' and moved into the brand leading Hogarths where we learnt so much that we are able to take and implement into our new venue. All the lessons that we learnt at Hogarths to improve, not just our business, but our general appeal to the wider customer taste and demographic are priceless. As we had decided that we would like to start our journey with Amber in a community pub to cut our teeth we ended our training at a very large community pub in Ellesmere Port. Here we learnt so much from the Operator who had the patience of a saint and taught us both the finer details of running our own business. The support and knowledge that you receive as a trainee in Amber Taverns Trainee Programme is second to none and you are never left 'wondering if you got it right'. You know that you are in safe hands and although the business is growing year-on-year it still has a family feel about it and the other Operators that also work with Amber Taverns in other venues are always there to help and advise. If you were thinking about coming into this industry or even taking your next steps in the Hospitality sector and wanted a company to work within we would recommend Amber Taverns without reservation – an absolutely spot on company to work with!

We are now running a fantastic community pub in Burslem – we have expanded the range of gins and cocktails with a new menu and started driving sales with regular entertainment.



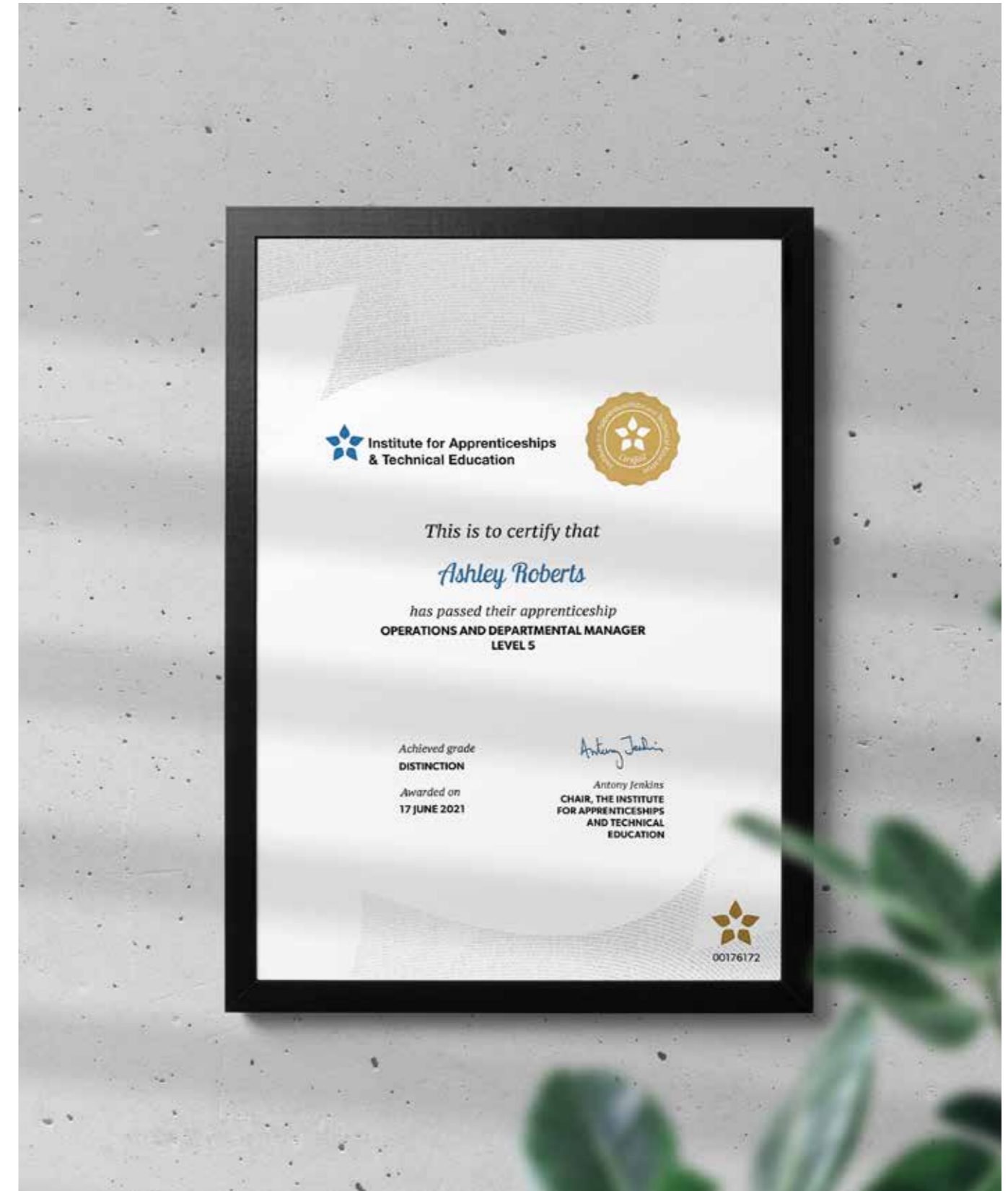
Apprenticeships



Ashley Roberts
Area Manager

I have just completed an apprenticeship for Operations and Departmental Manager Level 5, along with other Area Managers Neil and Matt. Well done guys! I just wanted to share with everyone about the apprenticeship and how you can all get involved.

“Hi Amber family, I’ve just finished my apprenticeship journey and wanted to tell everyone how great it was and to encourage you all to get involved. It was done through HIT training who work with all our Trainee Operators and really helps expand your skills and knowledge. They offer a team member apprenticeship, a supervisor apprenticeship and a manager one so it can suit you and all of your staff. It is partially government funded so it really doesn’t cost you a lot! A lot of it is hands-on learning so you can incorporate some of your learning while you’re working, so it really doesn’t feel much different! You get your own tutor who helps you along the whole way and gives you support where you need it. My trainer Andy was great and really helped encourage me and go over things if I struggled. They only put you forward for your assessments when they are confident you will pass and I did, with a distinction! I’m really chuffed and feel like it’s made me better at my job, so why not give it a try? Email your Area Manager if you’re interested and they can get you in touch with HIT training for you or your staff. Really helpful if you have someone who you want to train up as your assistant or as a future Operator for Amber!”



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