

JW Lees Training Diary

COURSES & VENUES FOR APRIL 2025 – OCTOBER 2025

We hold various courses at our Knox’s cottage onsite at the Brewery, Pub venues around the North West and online.

<ul style="list-style-type: none"> • Emergency first aid at work • APLH (Award for Personal License Holders) • Digital marketing • Retail Academy • 	<ul style="list-style-type: none"> • Fire Marshal training • Food Safety Level 3 • Cellar Management – Award in Beer & Cellar Quality (Cask & Keg)
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Please peruse this document to learn more about the courses and for which team members the courses are recommended for.

Please request the latest diary from your BDM with the course dates available and costs.

PLEASE SEE THE UPCOMING COURSE DATES FOR:

- APLH
- Cellar & Beer Quality
- Food Safety
- First Aid
- Fire Marshal
- Digital Marketing *new

To book your place email...Your BDM

Remember to include:

- Course Title
- Course Date, Time & Venue
- Full Name
- Site Name
- Role
- Any Dietary Requirements

You will receive an email confirmation that a place has been reserved

APLH (Award for Personal Licence Holders)

Trainer: Lee Holgate

Course Overview:

Gain the qualification needed to apply for your Personal Licence in England and Wales. This one-day course should be taken by anyone who works in a role which requires them to authorise the sale of alcohol to the public (as per the legal requirements).

Who should take this course?

Compulsory:

General Managers, Assistant Managers

Recommended for:

Team Leaders, Head Chefs

Course Content

The APLH training course will provide each delegate with a clear understanding of the framework of the law and regulation that underpins the responsibilities of the Personal Licence holder.

This will include:

- Licensing authorities
- Personal and premises licences
- Operating schedules
- Permitted temporary activities
- Unauthorised licensable activities
- Police powers and rights of entry
- Legal and social responsibilities of the personal licence holder
- Illegal drugs, the effects of alcohol and disorderly conduct
- Protection of children

Course Duration: One Full Day

(start & finish times will be advised)

Cellar Management - Award in Beer & Cellar Quality (Cask & Keg)

Trainer: Lee Holgate

Course Overview:

This course is designed to help team members ensure that their beer is consistently served in an optimum condition. You will learn how to handle and care for cask and/or keg beers and how to maintain a safe and hygienic cellar. This one-day course aims to help you increase sales and decrease wastage. Training will cover every aspect from delivery to serve.

Who should take this course?

Compulsory:

General Managers

Recommended for:

Assistant Managers, Team Leaders

Course Content

Topics covered on the day will include

- Profit through quality
- The Cellar
- Deliveries
- Cask Beer
- Keg Beer
- Pouring the Perfect Pint
- Line Cleaning
- Bottled and Canned Beer
- Hygiene and Safety
- Glass washing

Course Duration: One Full Day

(start & finish times will be advised)



Food Safety Level 3

Trainer: Lee Holgate

Course Overview:

This three day course has been designed for those who are responsible for implementing processes and procedures to ensure that food safety principles and practices are adhered to. Upon completion of this course learners will have a clear understanding of food safety regulations, how to implement safety regulations, food safety management procedures and the principles of controlling hazards and supervising good practice.

Who should take this course?

Compulsory:

General Managers, Head Chefs

Recommended for:

Sous Chefs, Assistant Managers, Level 3 Chefs Academy

Course Content

Topics covered in the course will include:

- Food safety management procedures
- Food safety legislation
- Temperature control
- Contamination control
- Cleaning and personal hygiene
- Equipment requirements
- Pest control
- HACCP
- Evaluating food safety controls and procedures
- Requirements for induction and ongoing staff training

Course Duration: 3 Full Days

(start & finish times will be advised)

NB. This is a three day course which may be split over three consecutive weeks. You MUST be able to attend all three dates.

Emergency First Aid at Work

Trainer: Dominic Surry

Course Overview:

This one-day course is a practical training course for persons appointed to take responsibility for first aid arrangements in the workplace and enables the provision of emergency first aid for someone who is injured or becomes ill at work.

Upon successful completion, candidates will be equipped with the essential skills needed to give safe, prompt and effective first aid in emergency situations.

Who should take this course?

Recommended for:

General Managers, Assistant Managers, Chefs, Team Members

NB. Each pub/inn/hotel must have at least two team members holding this certificate.

Course Content

Topics covered on the day will include

- The roles and responsibilities of an emergency first aider
- Assessing an incident
- Managing an unresponsive casualty
- CPR and defibrillation
- Recovery Position
- Choking
- Seizures
- Shock
- Wounds and bleeding
- Minor injuries - cuts, grazes and bruises/minor burns and scalds

Course Duration: One Full Day

(start & finish times will be advised)



Retail Academy

Trainer: BDM's, internal Brewery team and external trainers

Course Overview:

Rise to the top with JW Lees. This 3 day course will support your success and provide you with the essentials required to run your own pub business.

It covers topics from finance to cellar management, menu design to maximising profit, and are covered by experts both inside and outside of the Brewery.

On the first day you'll work towards your BIIAB Award in Beer & Cellar Quality (ABCQ) and complete an exam that is a recognised qualification by the industry, demonstrating the candidates' ability to handle and care for cask and keg beers, as well as maintain a safe and hygienic cellar.

Who should take this course?

Recommended for:

General Managers, Assistant Managers and useful for key team leaders

Course Content

Topics covered during the few days:

- Cellar Management and ABCQ exam
- Controlling costs and maximising profit
- Social profile and platforms
- In house merchandising
- Food opportunities and menu design
- Meet and greet with the Customer services, Technical Services, Marketing and Food development departments
- Drinks and ranges – including beer and wine tasting
- Insight into Business development Manager role and support

Course Duration: 3 days

(start & finish times will be advised)

Recent Training and Feedback

“What a brilliant course! Very well presented, very useful information, so important to understand the mechanics of a pub business...”

Best part “...understanding all financial aspects, especially how GP% is affected...”

“...enjoyable, welcoming and very beneficial.”



Describing the course to somebody new...

“...do it! It's surprising what you can learn.”

“Absolutely new licensee should attend, so worthwhile and necessary even!”

Fire Marshal Training

Trainer: Steve Clarke

Course Overview:

This course is suitable for people in a suitable position to be designated as a fire marshal within the workplace & take responsibility for fire safety. This course will enable employers to meet their legal obligation under the regulatory reform order 2005 to provide suitable, formal fire safety training within the workplace.

Who should take this course?

Compulsory:

General Managers

Recommended for:

Assistant Managers, Team Leaders, Key Team Members

Course Content

Topics covered during the session:

- Fire legislation
- The basic chemistry of fire and its differing classes.
- Fire-fighting procedures.
- Causes of fires & their prevention.
- Emergency lighting.
- Fixed fire-fighting installations.
- Evacuation assembly point and fire drills.
- Fire alarms.
- Fire Hazards.
- Routine fire safety inspections and maintaining a fire log.
- Risk assessment awareness.
- Extinguisher recognition and use.
- Walk around of workplace to identify escape routes and firefighting medium.

Students that have met the required standard throughout the course under continual assessment by the course instructor will receive a certificate which will last them for 3 years.

Course Duration: Half Day (4.5 HOURS)

NB. Please note this course is usually held between 10am-2.30pm but may be held anytime between 9am – 6pm, depending on the venue and demand for places – you will be informed of timings in advance of the session.

New Course Information

Digital Marketing Workshop

(Online via Teams)

Trainer: Timothy McGaw – JW Lees Marketing Executive

Who should take this course?

Recommended for:

Social Media Champions, GMs, Assistant Managers, Team Leaders

Our upcoming Digital Workshops provide training and the latest best practices for digital marketing at your pub, including: social media, community management and email marketing. The session will include interactive breakout sessions, opportunities to ask questions and share ideas with colleagues from across the JW Lees estate. These online sessions are ideal for Team Members responsible for running social media and digital marketing at your site.

Course Content

Topics covered during the session:

- Why Digital?
- Social Media Best Practice
- Content Review
- Community Management
- Mailer Best Practice

Course Duration: 3 Hours (10am – 1pm)



BOOKING PROCESS & ATTENDANCE

To book onto any of the courses within the Training Diary please speak with your BDM with details of the course you wish to attend, the name of the attendee, job title and manager (plus any dietary requirements).

Places on our training courses are valuable. Please make every effort to ensure you attend.

Course Etiquette

JW Lees courses are delivered to you by industry experts. We want you to get the most out of the courses you and your team attend. Therefore, we ask that all delegates act in a professional and respectful manner whilst completing their training.

Booking Confirmation

An email confirming your place on the course will be sent via email. Updates, including joining instructions confirming the venue and course details, will be sent regularly from approximately two weeks prior to the course date.

Course Preparation & Follow-up

Before booking a course, you should discuss with your BDM what the course involves and what you would like to get from the session and the relevance to your role.

After the course, we advise Pub Partners to complete a review with the course attendee within three days of attending the course to discuss key learnings and how this will be applied in the workplace.

At the Course

On the day of the training course, we expect delegates to arrive before the stated course start times. If on the day the delegate will be late or cannot attend the course, they will need to call your BDM or training@jwlees.co.uk prior to the course starting, to advise of lateness or with a valid reason as to why they can no longer attend. **Please note that the cost of the course may be re-charged to site for any non-attendance.**

We would also ask that delegates actively get involved in the course by sharing opinions and experiences if requested.

Course Cancellation Policy

JW Lees reserves the right to cancel the course, for example due to under subscription. In such circumstances, you will be given as much notice as possible and a transfer to another suitable course will be arranged if required.

If you need to cancel a team member from the course, then this must be **cancelled 7+ days before the course** is due to take place. If you cancel a delegate less than 7 days prior to the date of the course, then you will be expected to find a suitable replacement unless there is already a waiting list.

If you need to cancel a team member from the course, then this must be confirmed via email to your BDM and Julie.eastwood@jwlees.co.uk

HOW TO CONTACT US

Email: Your BDM