



Business is thriving for Charles & Mary Kennerley at the Horse Shoe, in Newbold, Cheshire

## Hit the ground running

Robinson's support package ensures invaluable help for tenants is only a call away

**W**hile history counts for a lot at Robinsons, the Stockport-based brewer cannot be accused of standing still. Take the new multi-million pound state-of-the-art brewhouse that's set to be built – just the latest example of how the company continues to evolve.

Of course investment extends well beyond the brewery itself. Last year 10 substantial new pubs were added to the estate. Each business was individually selected for its location and established trade, along with the opportunity for tenants to enjoy strong food and drink sales.

For any aspiring licensee, with or without previous experience, making the correct decisions early on is crucial. This starts with choosing the right pub operator and premises and ensuring that all the necessary support is in place.

That was certainly the case for Charles and Mary Kennerley when they took over the Horse Shoe at Newbold in Cheshire in 2005.

The couple were no strangers to the area, having married there 17 years earlier. But for the past 12 years they had lived in Stranraer, Scotland, where they had first farmed and then diversified to run a bed and breakfast business.

The B&B was their springboard into the hospitality trade when they moved back to Cheshire. It gives Mary the opportunity to follow her passion for cooking, while Charles, as a cask-ale fan, relishes the environment and lifestyle.

### The estate

Robinsons operates a diverse estate of com-

munity pubs, destination inns and hotels throughout the north-west and North Wales, so there's bound to be a venue to suit every operator. For Charles and Mary, the Horse Shoe met their criteria well, with its rural location, comfortable bars and around 35 covers, with the opportunity for growth. Added to that, they have a large beer garden with space to seat an additional 50 customers.

The couple knew that they faced a steep learning curve when they took on the business but, thanks to Robinsons own five-day licensees' training course, they were able to hit the ground running. The course is approved by the BII and has achieved grade one status with its awarding body.

### Support is in place

Charles and Mary quickly established themselves and have grown a business where food sales account for 60% of turnover. Robinsons, meanwhile, has continued to provide invaluable help through the extensive tenancy support package that is offered

### Robinsons' support

- Training
- Financial
- Bar
- Cellar management
- Marketing
- Catering
- Music & gaming
- Utilities
- Services
- Employment issues
- Insurance
- Health & safety
- Licensing
- Pub furnishings



Success: the Kennerleys have grown a business that's popular with customers

to all the company's tenants.

The company has negotiated down the pub's utility costs and helped secure catering suppliers at the best prices, which has all increased profits.

"The training and support is brilliant and has enabled us to avoid the pitfalls of starting a new business," said Mary.


Perhaps Robinsons' greatest strength is its individual relationship with licensees, which begins with John Lavin, recruitment co-ordinator who will help tenants find their ideal pub. A tenancy support manager is then ready to assist every step of the way, while a short chain of command means that help is never more than a phone call away, with decisions able to be made quickly.

In short Robinsons has created an environment where licensees have the autonomy to flourish, while knowing that support is always at hand.

# Do You Want To Run Your Own Pub?



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- Four year tenancy agreement
- Award winning brands
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