



Best Community Pub Operator

All information provided in your entry is confidential and is not for publication.

Save this document on your computer and type your answers directly into the form and use extra sheets as necessary.

Entry criteria:

The winning company will have a successful pub estate of community focused pubs. It is open to pub companies with over ten sites. The award is open to pub companies of any tenure.

Judges are looking for evidence of:

- Strong community focus of pubs across the estate
- Strong evidence of licensee/manager engagement in their local communities
- High retail standards across the estate
- Strong innovation across the company
- Strong marketing and promotional strategy
- Excellent standards of manager/licensee training
- Excellent levels of licensee/manager support
- Strong food, drink and entertainment offers

Entry tips:

Entering the Publican Awards 2012 is a great way to demonstrate what your company has achieved within the past 12 months.

Complete this form as fully as possible.

Remember to include supporting material such as:

- Estate list
- Licensee support literature
- Marketing and promotional material
- Food and drink menus from selected pubs within the estate
- Testimonials from customers
- Recent news releases
- Details of any CSR initiatives
- Training manual

**Closing date
for entries:
Wednesday,
30 November
2011**



Best Community Pub Operator

Submitters details

(If this entry is being produced by a PR agency or an internal marketing team, please complete this section)

Full name:

Job title:

Company name:

Address:

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Telephone:

Mobile:

Email:

Website:

Entrant details

(Please highlight the senior company employee representing the company for this entry)

Full name:

Job title:

Company name:

Address:

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Telephone:

Email:

Mobile:

Website:



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Company details:

- Total pub sites:
- Number of new sites opened in past year:
- Tenure of pubs:
- Total number of company employees:
- Turnover increase/decrease in past year (%):
- Pre-tax profit increase/decrease in past year (%):
- Like for like sales for this year vs previous year:
- Average weekly turnover per site:
- Average wet: dry split per site:

Community offer:

How do you position your sites as community pubs?

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Why is the community focus so important to your business?

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How do you encourage/support your managers/licenseses to get involved in their local communities?

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What achievements by the company within the past year are your most proud of?

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How do you plan to drive your pubs' community focus even further in the future?

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