



Best Tenanted/ Leased Pub Company (200 plus sites)

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All information provided in your entry is confidential and is not for publication.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

This award will be presented to a highly successful tenanted or leased retail estate, which has over 200 sites.

Judges are looking for evidence of:

- Strong innovation across the company
- Evidence of strong support packages for tenants/lessees
- Evidence of development and support for BDMs
- Strong Corporate Social Responsibility policies
- Strong marketing and promotional strategy
- Innovation in tenancy/lease agreements
- Excellent levels of support for licensees joining the company
- Excellent standards of staff training

Entry tips:

Entering the Publican Awards 2012 is an excellent way to demonstrate what your company has achieved in the last 12 months.

Complete this form as fully as possible.

Remember to include supporting material such as:

- An estate list
- Licensee support literature
- Marketing and promotional material
- Food and drink menus from selected pubs within the estate
- Testimonials from tenants/lessees
- Recent news releases
- Details of any CSR initiatives

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



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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:

Mobile:

Email:

Website:



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Please detail the main types of support offered to tenants/lessees?

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How many new tenants have taken on sites in the past year?

What have been some of the most effective initiatives introduced to support BDMS?

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What marketing/promotional support is offered to tenants/lessees?

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What have been your most successful methods of recruiting new tenants/lessees?

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What are your most effective methods of communicating with tenants/lessees?

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Please detail what training support is available to tenants/lessees?

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What are your plans for developing further tenant/lessee support in the future?

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Company success

What do you feel are your main strengths as a tenanted/leased pub company?.....

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

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What do you feel are the main areas for improvement?.....

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