



# WANT TO RUN YOUR OWN PUB?

JUST ADD T★LENT  
PART OF THE HEINEKEN COMPANY



## BECOME YOUR OWN BOSS

So you're interested in being self-employed and running your own business?

Well you're in the right place. Just Add Talent is an exciting opportunity that puts hard-working and talented people like you in charge of running our pubs. What's more, you'll have us by your side throughout, offering the help and support you need to succeed.

In here, you'll find all of the information on what Just Add Talent is, how it works and why it's such an incredible and unmissable opportunity. So, let's get started!

### HOW DOES JUST ADD TALENT WORK?

Just Add Talent is centrally driven by Star Pubs & Bars and locally executed by you.

We provide the menus, the fantastic brands and cover many of your pub running costs, including utilities, business rates and marketing. This gives you time to concentrate on the important stuff - executing a superb retail offer and employing and managing your staff.

### CAN I AFFORD IT?

To help get your business started, all you need is £4,000 in unborrowed funds. Lots of people aren't able to fulfil their dream of running a pub because they just can't afford it. That's why Just Add Talent is such an exciting opportunity – it allows you to take on one of our pubs at a fraction of the start-up cost normally required to take on a leased or freehold premises.

### WHAT WILL I EARN?

You will receive 20% to 30% of the net revenue calculated on a weekly basis. From this you'll pay the pub staff, who you employ, your own income and any business expenses not covered by us. The percentage will be fixed at the start of your agreement. However, it will be reviewed on a six-monthly basis and depending on food take may be increased or decreased by Star giving notice to you. On top of that, you'll also receive a 20% share of the net operating profit, which is calculated and paid on a quarterly basis. This amount is uncapped and fixed across all sites.

### AM I RIGHT FOR THIS?

If you're driven, ambitious and want to be your own boss, you're exactly what we're looking for. You don't need to have any specific industry experience, you simply need to be up for the challenge and be passionate about pubs. So, if this sounds like you, get in touch!

## WHAT DOES JUST ADD TALENT OFFER?



A ready-made pub with a tried and tested food and drinks offer



The latest and best technology



The freedom that comes from being your own boss



Accommodation included at many of our sites



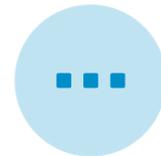
Lots of support from HEINEKEN



Extensive training for you and your staff



Uncapped profit share



Open-ended agreement, no fixed term



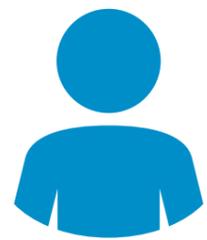
Many of your pub running costs covered

Terms and conditions apply. Just Add Talent is open to applications from over 18s and you need £4,000 in unborrowed funds to start your business. The uncapped profit share ratio is 20% of net operating profit and is paid on a quarterly basis. Start-up cost comparison information can be found at [www.starpubs.co.uk/agreements](http://www.starpubs.co.uk/agreements). For full terms and conditions visit [www.starpubs.co.uk/just-add-talent](http://www.starpubs.co.uk/just-add-talent).



## HELP AND SUPPORT

If you take on one of our pubs, we'll support you in a number of ways. From investment and food training right through to financial and health and safety guidance, we'll be by your side providing the perfect balance of support and freedom to ensure your pub operates as a success.



### BUSINESS DEVELOPMENT MANAGER

You will be assigned a Business Development Manager (BDM) who'll visit your pub once a month to review the pub's performance and give you advice and guidance.



### TECHNOLOGY

We'll also supply you with the best electronic point of sale, compliance and back of house management systems to help you run a profitable pub business.



### MARKETING SUPPORT

You'll receive ongoing marketing support to help you attract customers and drive profits. This includes help with websites, social media, point of sale, retail calendars and glassware.

## WHAT KIND OF PUB WILL YOU RUN?

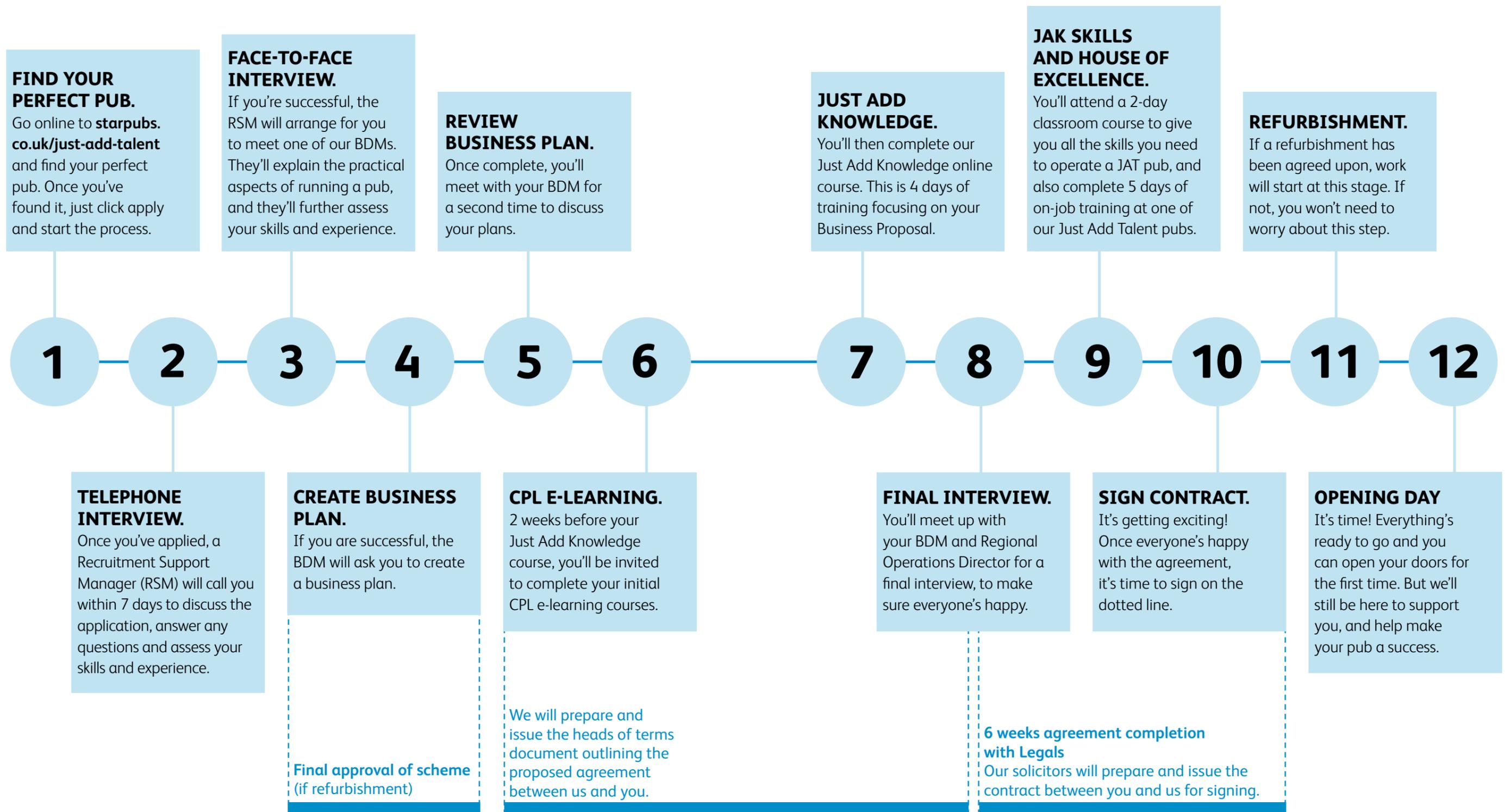
We operate a range of pubs from drinks led locals to premium pubs that do a significant amount of food.

Details of each pub's offer will be available on the website and can be discussed with the recruitment team.



# HOW THE APPLICATION PROCESS WORKS

Operator progress   Legals progress





## FREQUENTLY ASKED QUESTIONS

We hope that you're now getting excited about the prospect of joining us and running your own pub. This FAQ section will help answer any more questions you might have. You'll also find more information on our website at [starpubs.co.uk/just-add-talent](http://starpubs.co.uk/just-add-talent) or by giving us a call on **08085 94 95 96**.

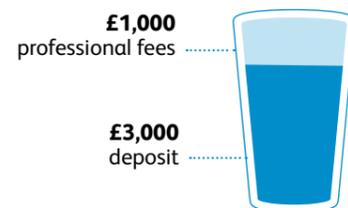
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### DO I NEED ANY INVESTMENT?

You won't need to buy any stock or fixtures and fittings. However, you will need £4,000 in unborrowed funds to get your business started.

This consists of a deposit of £3,000 that will be held for the duration of the agreement and returned when you leave, provided there are no deductions made by us pursuant to the agreement. The remainder will go towards your business plan creation fee with your accountants, solicitors' fees and Employer's Liability Insurance fee.

**All you need is £4,000 in unborrowed funds:**



2

### WHAT ARE THE REQUIRED QUALIFICATIONS?

If you don't already have one, you'll need to obtain a Personal License before starting your training.

3

### WHAT TRAINING WILL I RECEIVE?

With a Just Add Talent pub potentially being your first business, we'll use our experience to provide you with industry-leading support and training.



#### BEFORE YOU START

- 14 hours of e-learning covering the basics of running a pub
- 6 days of online workshop over two weeks
- A 5 day "House of Excellence" training workshop at one of our established JAT pubs
- Pre-opening training for you and your staff (refurbishment projects only)



#### ONGOING TRAINING

##### Including:

- Cellar management
- Customer service
- Staff coaching
- Business leadership
- Access to our comprehensive online training tools

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### DO YOU PAY FOR MY ACCOMMODATION?

Many of our pubs come with private accommodation. If this is the case in your pub, you and your family can use the accommodation rent free. You will be responsible for insuring your possessions, council tax and your TV license.

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### IS THE AGREEMENT FOR A FIXED-TERM PERIOD?

No, it's open ended. The agreement can be brought to an end immediately at any time by Star Pubs & Bars. The operator can terminate at any time by giving 3 months' notice.



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### WILL I BE A STAR PUBS & BARS EMPLOYEE?

No – you will be self-employed.

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### WILL ANY OTHER STAFF BE EMPLOYED BY STAR PUBS & BARS?

No – it will be your responsibility to recruit and employ your staff, as well as managing your own business.

8

### DO I GET ANY PAID LEAVE?

No – this is your own business. When you wish to take leave, you need to make sure there is adequate cover.

9

### WHO SETS THE FOOD AND DRINKS PRICES?

We do and they will be detailed by us as part of the recruitment process.

10

### CAN I CHANGE THE DRINKS ON OFFER ON THE MENU?

No – the drinks to be on offer are set and will be detailed by us as part of the recruitment process.

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### DO I HAVE TO ADHERE TO SET OPENING AND CLOSING TIMES?

Yes – these will be detailed as part of the business plan.

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### WHO PAYS FOR CLEANING AND OTHER DAY-TO-DAY COSTS?

Cleaning labour is part of the labour costs, so it is your responsibility. Cleaning products, day-to-day running costs and other incidentals will be paid by us and charged against the profit and loss of the business.

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### WHO DEALS WITH REPAIRS?

These will be paid by us and charged against the profit and loss of the business.

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### WILL I BE GIVEN ANY EQUIPMENT?

We'll provide you with the best technology to run your pub, including an iPad and back office computer equipped with Just Add Talent software. All you'll need is your own laptop or computer for applications like Word and Excel.

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### WHAT ARE THE INSURANCE REQUIREMENTS?

**Employers' Liability:** £5m is the minimum limit of indemnity you'll need to insure for, which is to make sure you're in line with legal requirements.

**Public Liability:** We'll insure for public liability to a limit of €2,500,000. By default, you should have Public Liability cover included with your Employers' Liability insurance. But it's important to double check to make sure you've got cover to protect your LTD business against prosecution. This will make sure there's no legal gap in cover, in case of a claim brought solely against you as an operator.

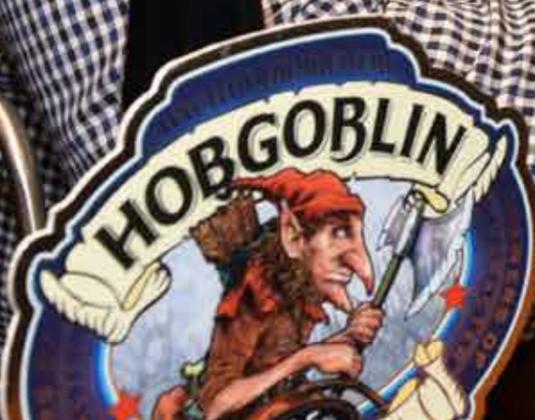


## KEY TERMS

1. The Just Add Talent Agreement is available for application from individuals aged 18 years old and over.
2. To be considered, you will need to have £4,000 in unborrowed funds to get your business started. This consists of a deposit of £3,000 that will be held for the duration of the agreement and returned once you leave, provided that there are no deductions made by us pursuant to the agreement. The remainder goes towards the business plan creation fee with accountants, solicitor's fees and the Employer's Liability Insurance fee. The cost of taking on a Just Add Talent pub is significantly less than that of taking on a leased pub which starts at around £10,000 for a small pub and is £200,000+ for a freehold pub. More information on this can be found at [starpubs.co.uk/agreements](https://starpubs.co.uk/agreements)
3. The notice period for ending the Just Add Talent Agreement is three months for you and immediately by us.
4. The food and drinks offer of the pub is pre-set and will be provided as part of the recruitment process.
5. The pub running costs that are covered include stock (wet, dry and goods not for re-sale), stock taking, electronic point of sale system, telephone and broadband, gas, electric and water, marketing, pest control, washroom facilities, coffee machines, business rates, repairs, Sky (if being offered), BT Sports (if being offered), waste collections, training, music licensing, premises licencing and stationery. Costs not included are Employee Liability Insurance, staff wages, games duty, legal costs when taking the pub on, any costs related to developing the business plan, council tax and contents insurance for any living accommodation.
6. Whilst running a Just Add Talent Pub, you are paid a percentage of net turnover, calculated and paid on a weekly basis. This percentage is determined on a site-by-site basis at the start of the Just Add Talent Agreement and will only change if the food mix and turnover do not meet our expectations. You are paid 20% of the net operating profit calculated and paid on a quarterly basis. This amount is uncapped and fixed across all sites.
7. Many of our Just Add Talent pubs include accommodation and when this is the case, you can use accommodation rent-free although you will be responsible for insuring your possessions, council tax and your TV licence.
8. You will be self-employed, responsible for recruiting your own staff, looking after marketing and finances and all other day-to-day activities.
9. Additional support will include a Business Development Manager who will visit the pub on a monthly basis to review the pub's performance and give you advice and guidance and on-going marketing support which will include website, social media and point of sale materials.
10. Property Damage and Business Interruption:
  - HEINEKEN UK insure the property, our fixtures and fittings, stock and our loss of revenue, including cash stored in the safe.
  - You are responsible for organising insurance to cover your contents and takings stored on the property.
11. You must have employer's liability insurance.
12. Your business must be set up as a Limited Company and that Limited Company must be VAT registered in the UK.



The Lord Reresby TOM



**“Just Add Talent has given me the support and confidence to be my own boss, employ my own staff and have my own business”**

– Tom Parol, The Lord Reresby, Thrybergh

## KICK-START YOUR CAREER WITH **JUST ADD TALENT**

Pick up the phone, email us or visit the website to see what amazing opportunities we have for you in your area. We'll help you find your ideal pub or bar with an agreement to suit you. You might even find an exciting pub prospect takes you further than expected. Your future stars here with Star Pubs & Bars.



Phone

**08085 94 95 96**



Website

**[www.starpubs.co.uk](http://www.starpubs.co.uk)**



Email

**[enquiries@starpubs.co.uk](mailto:enquiries@starpubs.co.uk)**