

# Role of the Business Development Manager (BDM)

**The term BDM includes the following roles:**

- Regional Manager
- Divisional Lettings Manager
- Business Development Manager
- Licensed Trade Valuer
- Head of Property
- Property Manager

Your Regional Manager is your key contact with us throughout our business relationship together and whose principal task is to work with you throughout the life of your agreement to help you develop the long-term sustainability and profitability of your pub. The BDM will signpost you to useful professional advice, provide notes of meetings and organise business development meetings with you which are designed to assist you as you seek to fulfil your pub's potential. These will be arranged at an appropriate frequency, which will naturally vary according to your business circumstances and requirements.

We have provided your Regional Manager with extensive training to ensure that they possess the necessary knowledge and skills to carry out their responsibilities and to support you effectively. Training is provided at induction, as required and on an annual basis to ensure all BDMs are aware of the most recent information published by the PCA. We take the continuous professional development (CPD) of our Business Development Managers seriously. To find out more about the CPD for each of the roles listed above visit: [www.eipublicanpartnerships.com/bdm-role](http://www.eipublicanpartnerships.com/bdm-role)

Should a tied publican ask for MRO, support will be provided by the Business Development Manager (BDM) who will deal with Free-of-Tie and the tied rent negotiations. The Licensed Trade Valuer (LTV) is a professional member of the RICS and will approve every rental valuation. The LTVs may also deal with complex rent review or lease renewal negotiations based on case law. Both the BDM and the LTV are part of the Business Development team which will assist in the transfer of assets between our various operating models to ensure that the asset is optimised.

Members of the property team will provide you with guidance on all matters relating to the maintenance, repair and development of your property. They will advise you on your repairing obligations, oversee any work which is our responsibility and help you to ensure your pub is statutorily compliant.

# Business Development Manager Training & Continuous Professional Development

## Introduction

We take the continuous professional development (CPD) of our Business Development Managers seriously within Ei Publican Partnerships. For the purposes of this document, the term Business Development Manager refers to the following roles:

- Regional Manager
- Divisional Lettings Manager
- Business Development Manager
- Licensed Trade Valuer
- Head of Property
- Property Manager

The CPD for each of the roles listed above is detailed within this document.

## Regional Manager (RM)/ Divisional Lettings Manager (DLM)

### Induction

The Induction Programme was launched on 4th November 2013 following a complete review of the old process and content.

The initial core programme lasts eight weeks and consists of the following elements;

- Company and RM induction focusing on Pubs Code 2016
- Days in trade
- In-depth courses at our Pub Support Centre to provide insight into other functions
- E-learning modules
- Pubs handover and management sign-off

### Continuous Professional Development

All of our Regional Managers are required to complete internal e-learning modules as appropriate. A calendar of courses is produced internally which covers topics including system or policy changes / updates or where a common non-compliance issue has been identified.

We hold quarterly sector training events for all Divisional Directors and Regional Managers with additional field colleagues invited as required. Topics are chosen depending on the needs of the business.

Pubs Code refresher training is provided annually either at one of the quarterly sector sessions or using an online e-learning module.

Pubs Code updates from the PCA are noted in internal bulletins to all staff and BDMs are encouraged to apply for the alerts issued by PCA to ensure they remain familiar with PCA communications.

## Professional Body Membership

We support our Regional Managers to become members of relevant industry bodies, including the BII and FLV

## Licensed Trade Valuer (LTV)

### Induction

The Induction Programme was launched on 4th November 2013 following a complete review of the old process and content. The initial core programme lasts 8 weeks and consists of the following elements:

- Company induction focusing on Pubs Code 2016
- Days in trade
- In-depth courses at headquarters to provide insight into other functions
- E-learning modules
- Management sign-off

### Continuous Professional Development

All LTVs have access to the RICS CPD Foundation which includes online training to support the Royal Institution of Chartered Surveyors CDP requirements.

All of our LTVs are required to complete internal e-learning modules as appropriate. A calendar of courses is produced internally which covers topics including system or policy changes / updates or where a common non-compliance issue has been identified.

LTVs attend sector training events where appropriate. Topics are chosen depending on the needs of the business, however we have committed to at least one quarter being dedicated to the Pubs Code per year. It is our intention that these sessions will be delivered by an external provide

## Property

### Property roles include:

- Property Manager
- Head of Property

### Induction

All new starters within the Property field team complete an in-depth induction which includes the following:

#### Face to face:

- Health & Safety
- Selling skills
- Property Support
- Property Overview
- Repairs management team induction
- Principal Safety
- F&F induction

#### Time in trade:

- Asset Manager
- IT systems
- Regional Manager
- Divisional Property Manager
- Property Manager
- Property Surveyor
- Partner Contracts Manager
- Capital Investment
- Condition Management

## Continuous Professional Development

In line with our professional qualifications policy, we will support any Property colleagues to obtain either RICS (Royal Institute of Chartered Surveyors) or CIOB (Chartered Institute of Building) qualifications.

All Property colleagues are offered access to the RICS CPD Foundation which includes online training to support the Royal Institution of Chartered Surveyors CPD requirements.

All of our Property colleagues are required to complete internal e-learning modules as appropriate. A calendar of courses is produced internally which covers topics including system or policy changes / updates or where a common non-compliance issue has been identified.

Property colleagues attend sector training events where appropriate. Topics are chosen depending on the needs of the business; however we have committed to at least one quarter being dedicated to the Pubs Code per year. It is our intention that these sessions will be delivered by an external provider.

**0121 272 5200 • [eipublicanpartnerships.com](http://eipublicanpartnerships.com)**

ei group plc, 3 Monkspath Hall Road,

Solihull, West Midlands, B90 4SJ

T: 0121 272 5000 • [eigroupplc.com](http://eigroupplc.com)

Registered in England & Wales, Company no. 2562808

RT/MR/130619