



# CRAFT UNION

BUILDING OUTSTANDING PUBS,  
IN PARTNERSHIP WITH LOCAL HEROES



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# About Craft Union Pub Company



## ABOUT US

We are an award winning community pub business, market leading in the self employed operator model.

The Craft Union pub company enables great people to operate quality pubs in great locations, while serving their communities. We support our carefully selected entrepreneurial operators, who demonstrate through trust, integrity, and a sense of fun how a pub can thrive in the heart of its community.

## PHILOSOPHY

At Craft Union our philosophy is about putting brilliant pubs back in the heart of local communities. We believe pubs play a vital role in the lives of their customers and we are committed to nurturing this.

We stand shoulder to shoulder with our Operators, supporting them as they practice their craft of running outstanding pubs.

For us, they are our local heroes.

## OUR VISION

**Craft** – Standing shoulder to shoulder with our Operators as they practice their “CRAFT” at running outstanding pubs.

**Union** – A “UNION” of people with the same common interest, pulling together to ensure brilliant pubs are back in the heart of their local communities.



## Our company values

### COMMUNITY

Every pub should be led by a local hero and display genuine humility to the community.

### HUMOUR

Our pubs should be about having fun and delivering a brilliant atmosphere every day.

### DIVERSITY

Our pubs should embrace the diverse nature of its community. We should always be innovative and stand out from the rest.

### HONESTY

Transparency with our Operators creates an environment of shared integrity. We want to lead by example and be upfront and honest with everyone who is part of Craft Union.

### WIN-WIN

If our customers are happy, our Operators are winning and Craft Union will prosper.



# The Craft Union Story



## OUR BEGINNING



And so the journey began

Our first pub, The Market Tavern in Hanley, opened on Monday 20th April 2015.

By the end of 2015 we had 23 pubs.



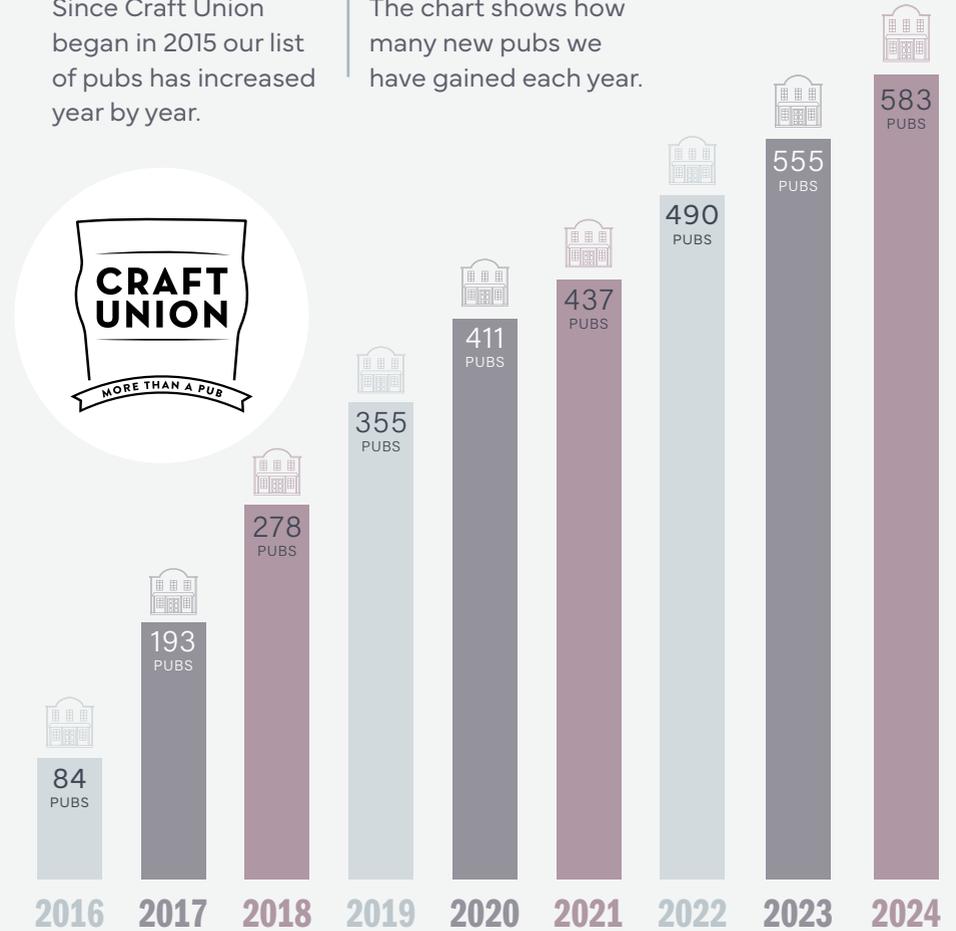
## WHERE DO WE OPERATE ?

We operate community pubs all across England and Wales.

## HOW WE HAVE GROWN

Since Craft Union began in 2015 our list of pubs has increased year by year.

The chart shows how many new pubs we have gained each year.



## OUR OPERATORS



### QUALITIES

- Our operators are experienced pub people from a range of backgrounds, who are ready to build a business in partnership with Craft Union
- They thrive in a community environment and are considered a local hero
- They love the energy and volume running a wet-led local brings
- They understand the importance of building a great team of staff around them
- They want to fully focus on building one brilliant pub, rather than run multiple sites
- They are experienced in and understand the importance of creating a safe environment while delivering a high-volume operation

## OPERATOR RECOGNITION



The Craft Union model rewards our hardworking Operators. As well as their 20% of the net take, operators can earn:

- An additional 10% profit overachievement incentive for Pubs averaging over £14,000 in net weekly sales
- A referral bonus of a whopping £2,000
- An all-expenses-paid trip to our yearly operator awards
- Further income by becoming a centre of excellence

*Our operator earning potential is explained in more detail in our FAQ section.*



## MAKING AN IMPACT BY WORKING WITHIN OUR COMMUNITIES

Community is at the heart of Craft Union – it is our culture and a large part of our business model. Through our self-employed, managed model we ensure ‘our local heroes’ have freedom from the complex distractions of running a pub business, enabling them to focus on customers, community engagement, and welfare.

We keep our proposition simple and focused. Delivering a community offering in every pub that serves every part of the community, from sports to entertainment, to social meets to local celebrations. We listen to and seek to understand what the different communities that we operate in want and need. For example, following growing knife-related crimes in London over the past year, every London Craft Union pub has installed a Bleed Control Kit, costing around £100, in conjunction with the Knives for Lives initiative.

We have supported hundreds of charity events over the past year in 400 communities, raising a six-figure sum for local charities and causes. These events are truly led by the community and driven by our local Operators and their close-knit teams for the good of the local area.

Our Central Marketing Strategy is built around community campaigns, from our drink’s promotions to our events calendar, everything has the local community in mind. Our Winter Warmth campaign with ‘Only A Pavement Away’, for example, also sees our pubs hand out warm clothing, sleeping bags and toiletries to homeless individuals across numerous cities in the UK.



## BEST COMMUNITY PUB OPERATOR 2020 & 2022



In 2020 we won the Publican Award for the Best Community Pub Operator, winning against some tough rivals. This award gave validation of what we already knew: that our Operators were the best in supporting their communities, at a local level, in the things that really matter to them.



In 2022 Craft Union received the Publican Awards for the Best Community Pub Operator for the second time. This is unprecedented and a testament to the work of our Operators providing great pubs for our local communities.



## RECRUITMENT FAQ

The below section is a brief overview of a few commonly asked questions. If you'd prefer to chat over the phone, our recruitment team would love to hear from you, please give us a call on **03333 20 00 36**.

You can also check out our **current vacancies** here.

### 1. Will I be an employee of Craft Union Pub Company or Stonegate Group?

No, you will set up your own Limited Company and will therefore be self-employed. Craft Union is owned and operated by Stonegate Group, who you will be partnering with when you become a self-employed operator with Craft Union, however you will not be employed by Stonegate Group.

### 2. What is my earning potential?

As a self-employed operator with Craft Union, you will receive an Operator fee at 20% of the net revenue of all wet products (including bar snacks) sold at the pub. You will have the opportunity to receive 19.5% fixed weekly and an additional machine incentive earning at 0.5% of the wet revenue fee, based on Machine Refills being in line with 20% non-compliance target. The 0.5% additional incentive fee will be paid 4-weekly (periodically) on top of the 19.5% standard fee to make a total of 20%.

### • Profit Overachievement Incentive

Our agreement also includes a 10% profit overachievement vs budget incentive for sites with average net weekly revenue over £14k net sales per week, which will also be paid subject to the agreement remaining in force.

This incentive is focused on those high turnover sites that require more resource to deliver and will be paid quarterly instead of every 6 months.

### 3. What are the ingoing costs and are there any other costs that the Ltd company are responsible for?

Your ingoing costs are a set £2000 bond. We do not ask our Operators to invest their own money into our pubs.

You will also be required to pay a weekly fee to cover the highest level of combined insurance in relation to the Business which will cover you for public and employers liability, business interruption and your domestic contents amongst other risks. We require the Service Provider Ltd company to pay for the full amount of the policy. This will be charged on a weekly basis against the management fee payments at a cost of £28.66 per week.

Other costs that are the responsibility of the Ltd Company are the payment of council tax and TV license on the private accommodation, your own contents insurance (for your personal possessions), and the payroll costs of your Ltd company employees.

# RECRUITMENT FAQ

## 4. Is accommodation provided for myself and my family?

Yes, you will be provided with the accommodation above the pub. If the pub doesn't have on-site accommodation, alternatives will be discussed.

## 5. Am I responsible for stock ordering, paying for stock, and stock audits?

As an Operator you are responsible for ordering stock and ensuring product availability for customers. You will manage stock in the business and complete regular in-house stock checks to assist with the management of stock. Craft Union will complete stock audits on a regular basis using our own audit team.

## 6. Do I pay for my own security and entertainment?

No, Craft Union will cover agreed upon costs for security and entertainment.

## 7. Who is responsible for employing staff in the pub?

The Operator's limited company employs all the staff. The operator is responsible for employing, training, and paying all their own staff. The operator decides labour hours and pay.

## 8. How long is the contract?

There are no fixed terms to our agreements.

## 9. What is the notice period?

The agreement can be brought to an end by the Ltd. Company or Craft Union by providing 4 weeks' notice. This notice period will increase by 1 week after every year of service to a maximum of 8 weeks. For those sites deemed high profit, the parties will need to give not less than 8 weeks' notice to terminate.

## 10. Who looks after repairs in the pub?

Craft Union are responsible for repairs.

## 11. Do the pubs have set opening and closing times? Who decides these times?

All pubs have mutually agreed opening and closing times.

## 12. Can I run multiple venues with Craft Union?

Due to the nature of our proposition, Craft Union do not work with multiple operators. This allows our operators to focus on running one pub and immersing themselves into that pub and the surrounding community.

## 13. How do I apply to work with Craft Union?

If you're ready to apply to work with us, you can check out all our current opportunities online [here](#). Or, if you've still got some questions, visit our website:

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

Our specialist recruitment team will happily answer any of your questions and talk you through our agreement in more detail.

Our recruitment process begins with a short phone interview, followed by a first stage interview with a Regional Manager, the production of an operating plan for the business, and finished with a final stage interview with an operations manager.

## 14. What Training & Support will I receive?

All new operators undergo a comprehensive training and induction programme to ensure you are set up for success. This includes a two-week in-house training programme at a centre of excellence, followed by a 3-month support plan, to continue your learning in your pub. During your two weeks in a centre of excellence you can expect to buddy up with a brilliant fellow operator who will provide you with all the knowledge you need from how our systems work to processes you'll follow. Following this, your Regional Manager will work with you to create a 3-month post onboarding plan tailored to you. This will include a range of things such as coaching audits, stock taking, social media training and much more.





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