



AFD TRAINING ACADEMY CIC

BARTENDER BOOTCAMP PILOT PROGRAMME

**OUR
CAREER
JOURNEYS**





SANDGROWN



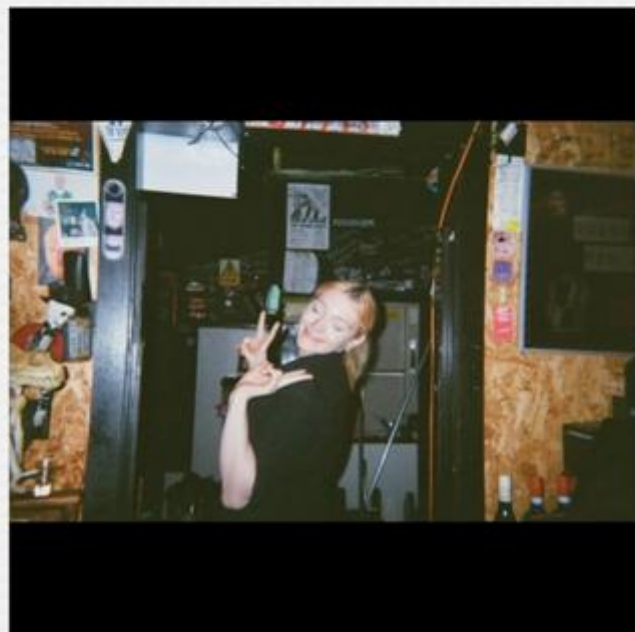
BARTENDER



DIRTY BLONDES



ASSISTANT MANAGER



**GENERAL
MANAGER**



**TRAINING AND
DRINKS DEVELOPMENT**



**BUILDING
NETWORKS**

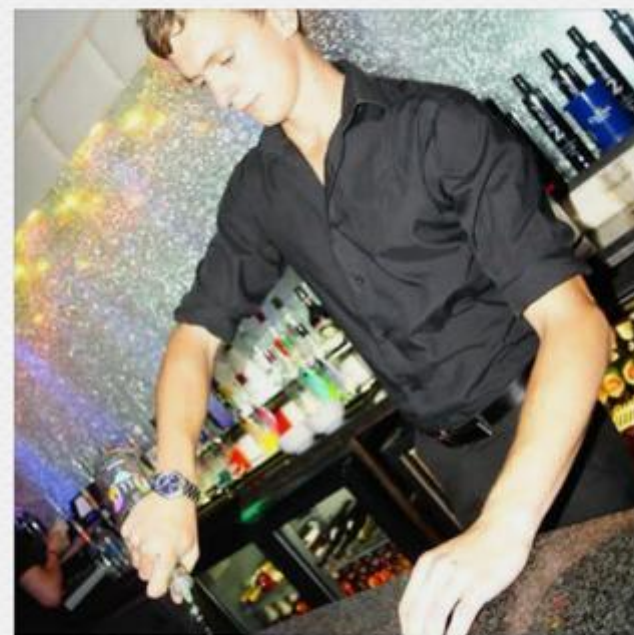


BRAND AMBASSADOR



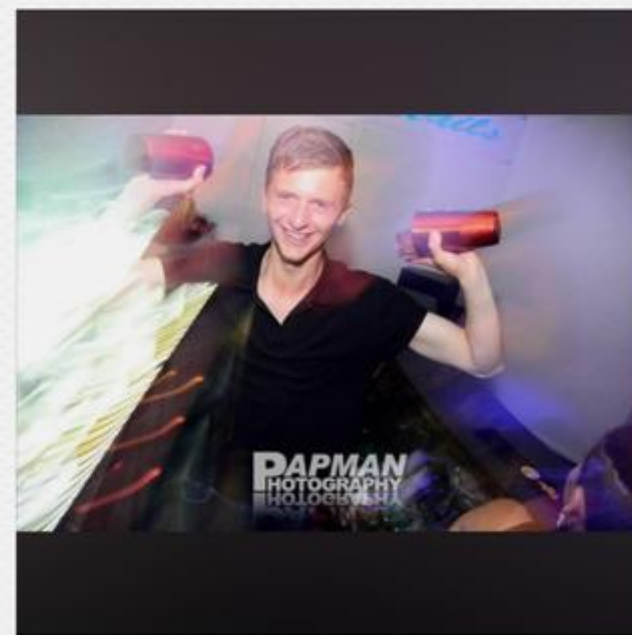
90's

ASPIRING SUPERHERO



2011

GLASS COLLECTOR



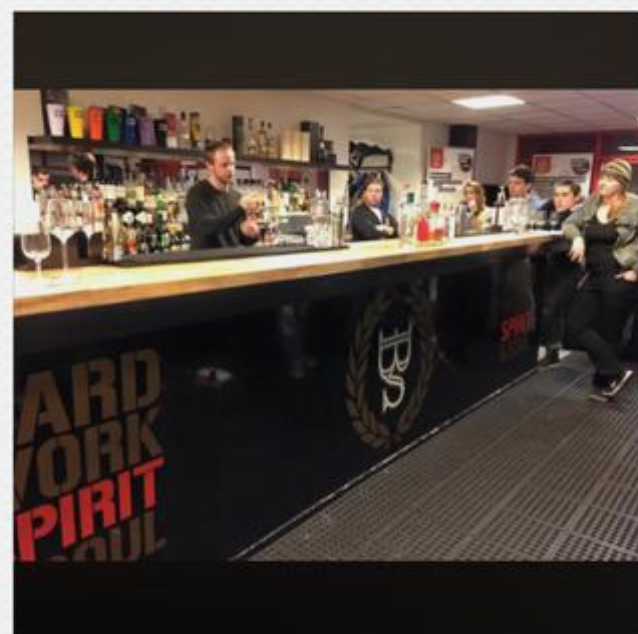
2013

BARTENDER



2015

BAR MANAGER



2016

EBS STOCKHOLM



2017

BACARDI



2019

DIRTY BLONDES



2020

NOOK



2021

COMMON



2022

NEIGHBOURHOOD



2023

ASM



2023

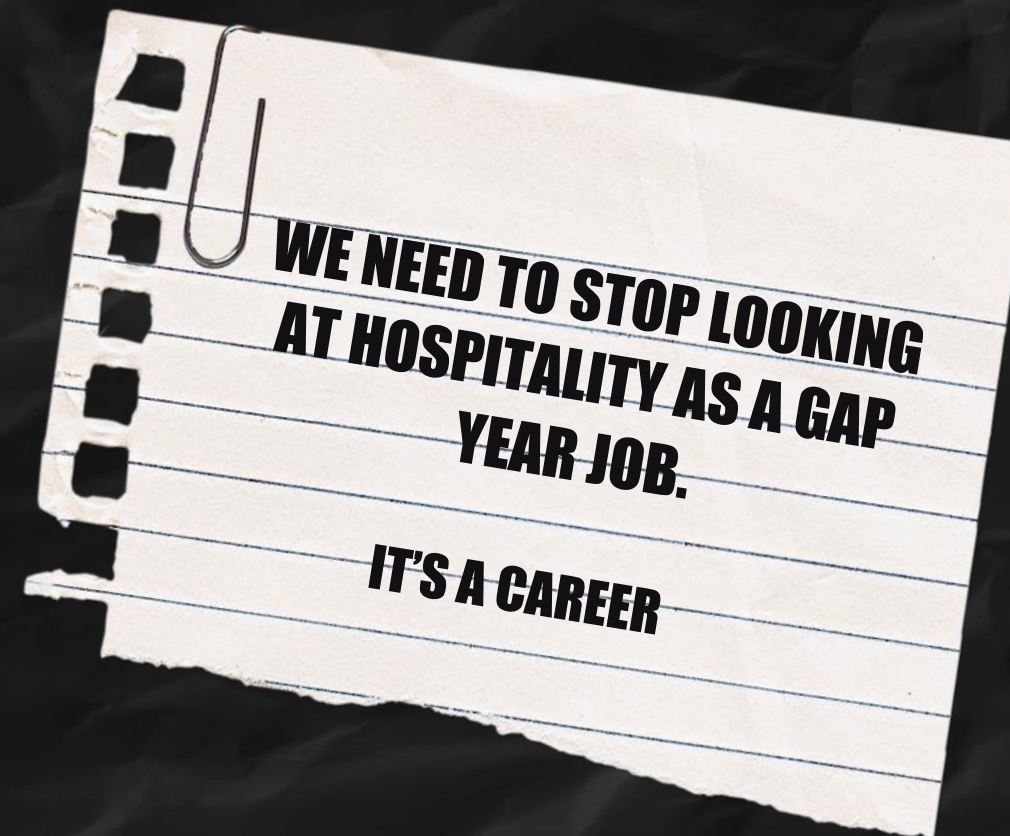
MET THE PM



COMMUNITY WORK



STILL ON POTS.



THE CHALLENGE

Hospitality and tourism is one of, if not the largest employment sector in Blackpool, and a huge amount of these roles are entry level. Despite this, there's an unanswered challenge keeping young people from getting into, or progressing within the industry.

YOUNG PEOPLE

- WORK READYNESS
- CONFIDENCE
- EXPECTED EMPLOYMENT SKILLS
- OPPORTUNITIES TO MATCH THE PEOPLE
- HIGH NEET RATE

HOSPITALITY BUSINESSES

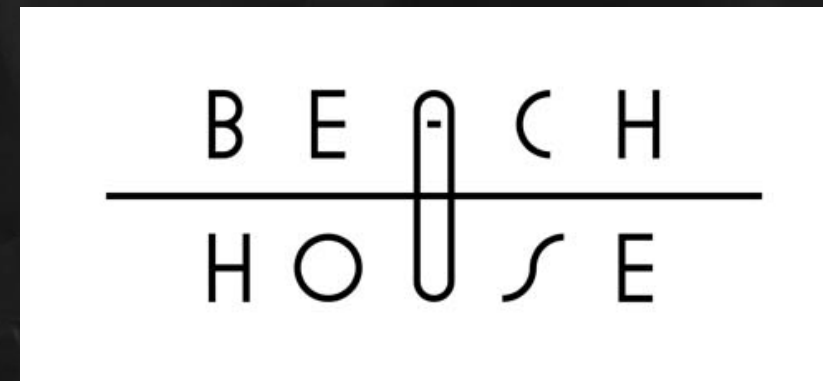
- SKILLED OR EXPERIENCED PEOPLE
- TALENT PIPELINES
- SOFT SKILLS IN YOUNG WORKERS
- EXPENSIVE TO TAKE RISKS ON EMPLOYING YOUNG PEOPLE
- SEASONALITY

VIDEO

WE SET OUT TO FIND A SOLUTION

COULD WE DELIVER AN INDUSTRY LED TRAINING PROGRAMME?

WE WORKED WITH EMPLOYERS ASSESS NEED, SUPPORT AND OFFER INTERVIEWS FOR A PILOT PROGRAMME.



WE TEAMED UP WITH COMMUNITY FIRST, SPONSORS AND THE
PLATFORM.

THE
PLAT
FORM



Pernod Ricard



Budweiser
BREWING GROUP UK&I

HOW OUR PILOT WORKED

WE WORK WITH REFERRAL PARTNERS IDENTIFYING STUDENTS WHO
CAN BENEFIT.



WE DELIVER A PRACTICAL, EMPLOYER-LED INTENSIVE
TRAINING PROGRAMME



WE WORK WITH OUR EMPLOYER NETWORK TO PLACE
GRADUATES IN INTERVIEWS.



**AFD is a hospitality academy
based here in Blackpool.**



4 Full days training covering;

-Basic and advanced bar skills

-Employer expectations

-Level 2 Food Safety Qualification

-Career talks

-Brand led product training

WHAT'S NEXT?

MORE COURSES

EXPAND CURRICULUM

RECRUITMENT PLATFORM

ONLINE TRAINING

DEDICATED ACADEMY
SPACE

B2B TRAINING AND
CONSULTANCY

WORK WITH US

- SPONSOR OUR COURSES
- BECOME A EMPLOYER PARTNER
- ASSIST IN STUDENT REFERRALS
- COMISSION TRAINING
- HELP & ADVICE

WE'RE ALSO LOOKING TO COLLABORATE WITH HOTELS TO DEVELOP
COURSES IN YOUR INDUSTRY.

HELLO@THEBARTENDINGACADEMY.CO.UK

