

THE CONFEDERATION OF PROFESSIONAL LICENSEES - MAKING YOUR
DREAMS COME TRUE

By

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1 TITLE SHOT: CPL LOGO 1

Underneath the logo is their Investors in People Award and the subtitle: "Confederation of Professional Licensees - Making Your Dreams Come True."

CUT TO:

2 EXT. COUNTRYSIDE -- DAY 2

Presenter TIM GRUNDY walks through the fields and down to a river (with a beautiful old-fashioned boat moored nearby).

TIM

I am, without doubt, a very lucky man. I live in a beautiful part of the world. Set in the gorgeous countryside, we've got an enchanting river, breathtaking views and stunning country walks. BUT, there's something even better at the end of the lane...

He walks out of shot, TO:

3 EXT. COUNTRY PUB -- CONTINUOUS 3

TIM

(standing outside)

A perfect country pub. Beer garden, hanging baskets, fine food, real ale, and a landlord who's admired throughout the village. Now I'm betting that a few of you would LOVE to run a pub like this... Of course you would - who wouldn't?!

CUT TO:

4 MONTAGE 4

-Laughing people

-Pulling pints

-Money changing hands at the bar

-Supping real ale

-Friends enjoying a drink together

BACK TO:

5 EXT. COUNTRY PUB -- CONTINUOUS 5

TIM

Now this may or may not be the perfect pub for you. If not, you'll get a chance later to let us know exactly what type of pub would suit you best.

6 CUTAWAYS: 6

A SERIES OF SHOTS OF VARIOUS PUBS, SHOWN IN TIME TO TIM'S V.O.

TIM

(VO)

It could well be a town or city centre premises, or a small local with strong community ties.

BACK TO:

7 EXT. COUNTRY PUB -- CONTINUOUS 7

TIM

But whatever type of pub you choose - either one like those or (*pointing*) one like this, you're still going to need the help of CPL. CPL can make your dream of running a pub a reality. They've got the experience and knowledge that you'll need. CPL know every square inch of the business. And, more importantly, they can open the door to hundreds of pubs all over the country - to people just like you. How do they do it? Well, as you can guess, CPL have got someone on the inside. His name, is Ethan Allen.

8 INT. COUNTRY PUB -- CONTINUOUS 8

ETHAN ALLEN sits by a window, supping a cool refreshing pint.

ETHAN

Thanks Tim. Well at CPL - The Confederation of Professional Licensees - our goal is to get YOU through the door of your first pub. We're here to help you in every way possible. But in order to do that, we need to know everything about you. Ideally our candidates will have good

(MORE)

(CONTINUED)

ETHAN (cont'd)
 transferable skills, maybe with a background in retail or managerial experience. All of that would be a bonus. But to put it simply; if you want to run a pub, we need you to be able to talk to your customers. Make friends - build relationships. Empower your staff. People with personality - THAT'S who we're looking for. Think about it, what's the difference between all these pubs? At the end of the day, they all sell the same product. It's YOU that makes the difference. You and you alone, are what will separate your pub from the rest. So give us all your details. Where have you been? What have you done? What would you like to do in the future? When we speak to the pub companies on your behalf, all this information helps us out. So while you're watching the rest of this video, and the detailed presentation that follows, have a think about what sort of a person you are and what qualities you have that we can 'sell' to the big pub companies.

9 EXT. COUNTRY PUB -- CONTINUOUS

9

Tim leans against the wall of the pub outside, casually.

TIM
 So now we know who CPL are and we know that they need lots of people for lots of different pubs. But you're not going to get anywhere without one of these... (*holds up card*)... It's a Personal License - it's the card you need to run a pub. And CPL can help you get one, AND a lot more.

10 INT. COUNTRY PUB -- CONTINUOUS

10

ETHAN
 That's right Tim. The Personal License is just ONE of the things we can help you acquire and sort out before you can run a pub of your own...

(CONTINUED)

(Ethan lists the other services CPL provide and explains what they are - this is from the standard presentation that CPL provide):

- Management Induction Programme
- Legal Advice Line
- CPL Helpline
- Training Courses

ETHAN

(summing up)

...Now don't panic, none of these courses are 'heavy-going' and we'll be with you every step of the way. To explain what the courses are all about, here's Peter Craddock, the Course Director.

CUT TO:

11 INT. COUNTRY PUB -- CONTINUOUS

11

PETER CRADDOCK sits in a different part of the pub.

PETER

Thanks Ethan. First of all, our courses are simple, fun and engaging. There's no big scary test to go through, just a simple series of exercises that help get you qualified. So what do we do on our courses?...

(Peter explains the details of each component of the courses):

- Responsibilities and requirements of being a Personal Licence Holder
- Licensing laws and your legal requirements
- Doing a risk assessment
- Being a Designated Premises Supervisor, a.k.a. The Boss!

BACK TO:

12 INT. COUNTRY PUB -- CONTINUOUS 12

ETHAN

Cheers Pete! So all we need are two days out of your life: A Saturday and a Sunday, then that's it. You're fully trained and ready to go.

13 EXT. COUNTRY PUB -- CONTINUOUS 13

Tim is now sitting in the beer garden. A young lady comes out and serves him an ice cold beer.

TIM

Thank you. So that's all well and good. But what if I'm not sure about which way to get in to the business? After all, there are many ways. Here's Ethan again.

14 INT. COUNTRY PUB -- CONTINUOUS 14

ETHAN

Yep, there's loads of different routes into the pub trade...

(He lists them with pros and cons):

- Fully-owned premises
- Fanchise
- Managed house route

15 EXT. COUNTRY PUB -- CONTINUOUS 15

Tim walks up to the main entrance to the pub. Tries the door, but it's locked.

TIM

So I'm getting closer and closer to getting in to the business. But what am I going to get once I'm in? What does my future have in store for me?

16 INT. COUNTRY PUB -- CONTINUOUS 16

ETHAN

With our help - big things!

(He lists and explains the benefits):

- No initial outlay
- Salary

(CONTINUED)

- Live about the site - no rental costs
- Big savings of bills, including utilities
- Profit-related bonus
- Accommodation
- Management status
- Promotional prospects and career progress

CUT TO:

17 INT. COUNTRY PUB -- CONTINUOUS

17

Tim has finally made it into the pub. We TRACK HIM as he walks up the stairs to where Ethan is waiting for him.

TIM

And just like that I've made it inside. You see, it's all about hard work and I'm not just talking about climbing these stairs. You will get out of this what you put in. Ethan!

They shake hands.

ETHAN

Good to see you've made it Tim!

TIM

So, how long before I get a pub of my own?

ETHAN

Well realistically we are talking months rather than weeks, but we can take it at your pace, so it's as quickly or as slowly as you want to go.

TIM

And whereabouts is my pub going to be?

ETHAN

That's the best part: We've got relationships with the big chains all over the country Tim, so we can place you wherever you want to be!

TIM

Excellent! *(to camera)* Right, your reps will be right back

(MORE)

(CONTINUED)

TIM (cont'd)
after a short break... (*back to
Ethan*) I think you and I should
have a quick drink in the
meantime!

ETHAN
Great idea Tim, the bar's just
over here...

They walk off.

FADE OUT.