

1 ONLINE COOKING

DARRAN LINGLEY CBII
ST ARNOLD GROUP, ESSEX

Last summer, my wife Caroline and myself created a whole new brand, online cooking classes called Darraline. We began taking these into our pubs, so people could see us cooking throughout the week online and then come and taste the food in the pub at a one-price ticketed event. We can book-out a 50-person event almost as soon as we put it out there, so we'll do it again.

Our customer relationship management has improved, so we now know much more about the customer before they arrive and we can tailor what we do to suit them.

The industry can't open the doors and expect people to turn up any more. It's going back to the old days, when every landlord knew the customer's name, the dog's name, their favourite drink and even the type of peanuts they like – but we're taking it to the next level of uber-personalisation.



2 FIELD OF DREAMS

STEVE MOORMAN FBII
RED LION INN
CRADLEY, HEREFORDSHIRE

We're allowing people to park their motor homes and caravans here for free, as long as they eat and drink in the pub. There has been a huge surge in purchases of motor homes and we have a three-acre field available.

There is potential revenue, even without charging them a fee, because they will probably spend £50 or £60 with us. We're about to pave over our boules pitch, which is an absolute waste of space. We will cover it with a marquee and potentially use that to stage live music. In a nutshell, we have to stop being policemen, social workers and doctors, and get back to being what pubs should be, which is a community place where people

can meet their friends as they used to do.

TEN to ONE

'How do you intend to get the tills ringing this spring and summer?'

NIGEL HUDDLESTON ASKS 10 LICENSEES ABOUT THEIR PLANS TO KICKSTART THEIR BUSINESS, AS PUBS BEGIN TO WELCOME CUSTOMERS BACK

LIGHTING THE WAY AHEAD

LEE PRICE CBII
THE ROYAL PIER
ABERYSTWYTH

It's about making sure we get the outdoor spaces kitted out and ready to trade effectively. We've installed ginormous artificial trees on the end of

the pier with LED lights to draw people's attention to the seating space there, and we've made it more pleasurable to sit there as the sun goes down. It helps keep customers here long into the night. We've

3 just ordered two giant parasols from AEL Solutions too. The company has been really helpful and made some fantastic recommendations. We're completely focused on the guest experience and we're now looking for the right food and drink ordering app for us. The difficulty is, we're multi-site with four different licensed venues under one roof, so finding something suitable is a big challenge.

4 FISH FEST LIVE!

BUDDY LOVE FBII
THE FLYING FISH, ASHILL, SOMERSET

I have eight letting rooms as well as a wedding barn and the pub restaurant. I've just bought a static caravan with two bedrooms and two bathrooms, to increase my accommodation to 10 rooms. I've still got some weddings but we've lost a few this year, so I've collaborated with a local music promoter to create our very first 'Fish Fest', which will be an all-day surf and music festival for families. I've also bought a barbecue for the summer and we're painting our benches bright blue, pink and green to make them more attractive. Into the autumn, we've got live comedy under the name Funny Fish and music nights booked. We've got Paul Young, who's played here before, and The Christians, Toyah Wilcox and Dr Feelgood. I've got a whole schedule wrapped up ready to reopen.





5 SHOPPING SPREE DELIVERS RETURN

BIANCA RIX

FOX & HOUNDS
HUNSDON, HERTFORDSHIRE

In the first lockdown we quickly set up a little outside market on our terrace and sold nice seasonal fruit and veg, fresh bread and pastries, and our own ready meals. It was something a bit different for the locals and it kept us, and our regular suppliers, ticking over. It got more and more popular every week, as it meant customers didn't have to go to the supermarket for top-ups. When we reopened, we turned an area inside the pub into a long-term shop and we've built on that. We bought a deli fridge and, with the help of Pub is the Hub, we got a freezer for our ready meals.

We're lucky; we've got quite a big site with a dining room, large pub space, a terrace and a garden, so we think it can continue into the summer and the return will justify the use of the space.

6 GIN PROVIDES A TONIC FOR TRADE

SIMON MILLS FBII
THE HARVESTER INN
SOUTHAM, WARWICKSHIRE

We do a thing called Thirty Gins In June. You give me a £20 note and I give you five gins from our list of 30 to try, on a tray with tonics and garnishes. It's the perfect thing for the summer garden; it's good fun and gets people to share an experience. We have a garden pizza oven and that has been a godsend – it meant we were ready for takeaways last year. The pub industry has always been creative and this is the ultimate opportunity to try something you've never tried before. Customers will be up for anything and if it's new and exciting they will respond to that. It's going to be kind of like Christmas in summer.

7 CREATING A HOLIDAY VIBE

TARA & DANNY ADAMS FBII
THE GREYHOUND, BROMHAM, WILTSHIRE

We have four pubs but The Greyhound is our flagship. We've got a fabulous garden there, which we invested in during last year's lockdown to build a garden bar, a beautiful patio area and a grassed area with trees. It's got some really nice furniture to give that holiday, Ibiza vibe to it, with chilled tunes. From July we had 19 tables of sixes and eights and it was packed. The garden bar really worked, so we're upgrading that for this year with more seating and new furniture. The Canal Tavern in Bradford on Avon is on the canal towpath with lots of walkers, so we'll be doing takeaways of hot chocolates, beers and street food, like burritos. From June 21, we're hoping to have a band playing in The Greyhound's garden with a lamb spit roast over an open fire. We'd love to do live music again; it has a fab vibe.



8 MUSIC & SPORT

ADAM PRESTAGE MBII
THE WITTON CHIMES
NORTHWICH, CHESHIRE

I'll be looking forward to getting live music into the pub. We're predominantly a live music venue at the weekends and we've won quite a few awards. It will be good to get Sky back in. We're looking forward to the Euros. Football is a big driver and we also do well with Moto GP, because we have a lot of customers who are keen bikers. I'm

really positive about having a blockbusting summer. One thing lockdown encouraged people to do, when we were open last year, was to stay local and appreciate their community pubs. I've had masses of feedback about that



on Facebook and I'm looking forward to seeing that work in our favour this summer.

10 WEDDING DAY BLUES

CHRIS NORFOLK FBII
ELM TREE, ELMTON, DERBYSHIRE



We do probably 20 weddings a year and we've got weddings moved from last year and others that we've had to move later into

this year, plus there are people who've got engaged in the meantime wanting to book dates in. But first, we have to wait for the church and other businesses involved to confirm the chosen dates. We've got plenty of outside space and we usually hold a gin festival and a few music events, but we can't really plan anything until we've got the dates finalised for the weddings.

9 WARM WELCOME

MONICA LISHMAN MBII
THE BEEHIVE, WANDSWORTH, SOUTH LONDON

I'm looking forward to opening up and getting back into it, but I haven't got any grand plans yet – and I'm not going to put too much pressure on myself. I own the Royal Standard in Wandsworth as well, both are wet-led and quite small local pubs without very much outside space, so I'm quite limited in what I can do. Our strength is in appealing to those people who aren't interested in the big pubs. Our customers come here because we offer more of a personal touch: we know them by name and are always pleased to see them.

