

1 BE MORE HUMAN

JOE BUCKLEY MBII
TOLLEMACHE ARMS,
HARRINGTON, CUMBRIA

Our tip would be to be more human in the way you run your business. Really care for your team, create a culture where they can thrive, not just survive, and empower them to be the best they can be. Make the workplace a fun place: hospitality is such a joy when your team is loving it, so help them to enjoy it. Also be more human in your thoughts towards sustainability, your team will love to work in a greener company, so let them make changes too – they will love making an impact.



2 INVEST IN A GREAT TEAM

CHARLOTTE SALAMAN & MICHAEL PEARSON MBII
THE WYCH ELM, KINGSTON, SURREY

Our advice is to invest in great staff, treat them well, offer flexible shift patterns and ensure they have a good work-life balance. Happy staff mean happy customers and they'll support you all the way in developing a consistent, top quality food and beverage service. Customers will beat a path to your door, they'll want to return and they'll tell others too. Be sure to capture as much customer data as possible, build your social media followers and then you will be able to easily communicate all your promotional offers, menu specials and events to your target audience and keep them coming back for more.



TEN to ONE

WE ASKED 10 OF OUR LICENSEE OF THE YEAR AWARD SEMI-FINALISTS TO SHARE ONE OF THE SECRETS OF THEIR SUCCESS...

'What business tip or piece of advice would you most like to share with fellow BII members?'

MAKE IT FUN

JULIAN CROWLEY & STUART FOX MBII
THE WHITE HORSE, DOVER, KENT

Our main advice would be not to take yourself too seriously. Keep your life and business light hearted, while simultaneously

3 knowing EXACTLY what is going on at every level of your business, staff and customers. Don't be afraid to have a joke at your own expense and use social media as a positive platform to promote everything.

When we took over our pub in 2016, we had identified that there was no marketing and almost no social media presence, so we began with a full-on attack across *Twitter*, *Facebook* and *Instagram*. Any shyness and humility had to be kicked to the kerbside as we exploited ourselves to the hilt to get the pub back on people's radar. To increase our followers, we photographed our customers and put them on our pages; essentially making them the stars of our show. Add in photographs of suppliers, fresh vegetables being delivered, new dishes, exciting drinks, guest ales, *TripAdvisor* reviews and do this consistently and daily to create an impact.

Business tip: "Remember 20p in every pound isn't yours."

4 BRING OUT THE BEST IN PEOPLE

JANE JENKINS MBII
THE GARTHANGHARAD, LLWYNGWRIL, GWYNEDD

The main advice is to believe in yourself and acknowledge that while it is not an easy trade to be in – and hasn't been for several years – hard work and determination does pay off.

Here at The Garthangharad, we have focused on the customer experience and our staff are taught to acknowledge all customers, regardless of what they are doing. A friendly smile, a 'hello' or 'we will be with you shortly', goes a long way towards a good first impression. Our food offering focuses on locally sourced homemade produce and we take pride in stocking well-kept beer, achieved by weekly line cleaning, having a spotlessly clean cellar and ensuring any staff involved in cellar work are fully competent. Line cleaning is the most hated job, but it is one of the most important.

Encourage your team to learn other areas of the business. Not only does it help younger team members build their confidence and grow, it makes the job more enjoyable. Show appreciation with a bonus scheme/regular pay reviews to bring out the best in your team and make your business a success.





5 TECH TO CREATE A SLICK BUSINESS

AMANDA & NICK HEMMING MBII
HERON INN, MALPAS, CORNWALL

We'd say, make your operation more slick. We've invested in a new online bookings system, with an ordering app and online tablet for staff. With or without Covid, we believe it's pretty unpleasant to queue to order food or drinks, when instead customers could be sitting and enjoying our wonderful river views. It makes everything more pleasant and has business benefits.

SilverStream created a bespoke system that's perfect for the Heron Inn. We pay a monthly fee of £70 plus VAT and there's no set-up fee. It's simple to use too. When people book, they receive an email booking reference, as well as a reminder the day before, with a chance to cancel – which helps avoid no-shows. We have two members of staff to greet people, one with the bookings tablet, and they are shown straight to their table. The system is set up to remember guests too, so if they've visited before we can say 'nice to see you again' or ask if they'd like to see the gluten-free menu again. There's a place for customers to put notes, everything from dietary requirements to if they're bringing a dog or a pram.

It's a great system that becomes more clever, the more we use it.



6 TEAM AND TECHNOLOGY

HENRY PEARMAN MBII
YE OLDE HORSESHOE, BELBROUGHTON, WORCS

Invest in your team more than anything else. They make your business and are a reflection of you. The more time you invest in them, the easier your life will become.

Also, make technology your friend. It can simplify the day-to-day running of a business and also allows you to be able to see everything from your laptop. I'd suggest making as many things digital as possible, as it will make your business a lot easier to manage.

7 STEP BACK AND RE-EVALUATE

RUTH & ANDREW SEGGIE MBII
THE HOWARD ARMS, BRAMPTON, CUMBRIA

The best piece of advice we could give anyone after the last three years is to take the time to step back from your business in order to run your business. Re-evaluate your practices constantly,



set targets and budgets. We have found this difficult especially in the current staffing climate, but it's essential to maintain a healthy business.

8 STOCKTAKING AND MONEY SAVING KIT

MARK ANNEAR MBII
THE COTT INN, DARTINGTON, DEVON

I would suggest regularly using an external stocktaker. We externally stocktake every 3-4 weeks, which is extremely helpful with gathering information on price increases, budgeting and GP.

Also, something that's working very well for us in our kitchens is a new oil filtration unit.

Our fryer oil is filtered and then checked with an oil filter probe every night, which is hugely increasing the life and quality of the oil and, in turn, saves us a lot of money and helps save the environment.



9 SUPPORTING YOUNGER STAFF

SAMANTHA DAVIES MBII
DARTMOOR HALFWAY INN, BICKINGTON, DEVON

Our staff and customers are the massive thing for me. I wouldn't be here without either, and we are lucky enough to have a big local following. Whenever a new team member starts, I give them the *Customer Journey*, which I created to explain how the guest might have found us, when service starts – from the moment they arrive at our website or make a booking – how easy is it to find us, does the pub look okay from outside, their arrival, to how long they have to wait for drinks and so on. It helps them understand and appreciate the guest experience more.

We have lots of young staff without much experience and it's important we teach them properly about why customers are here. They're aged between 16 and 19 and have spent the last two and a half years in lockdown and living with the pandemic, and

some are very anxious about meeting and chatting to people. I'm here to take them under my wing, wrap them in cotton wool for the first two weeks and make sure it is a good experience for them and our customers.



10 CARE ABOUT EVERY CUSTOMER

NICKY & MARK WILLIAMSON MBII
THE WEST ARMS, LLANARMON DYFFRYN-CEIROG, WREXHAM

Care about every customer – keep the guest at the heart of everything you do, every day and in every interaction. Do it consistently and you won't go far wrong.