

1 BE CREATIVE

JAMES BAINBRIDGE FBII
THE TILBURY, DATCHWORTH, HERTS

"It's important to be creative. We are concentrating on doing more events, such as cocktail classes, wine and food matching dinners and quizzes.

"We also record guest information, such as birthdays, through our booking system to create that personal service.

"It's about offering something at the pub that the customer cannot get at home – it is not just about people coming out for dinner, but about the whole experience, the themed menu or entertainment.

"We offer free bar snacks every Thursday for those drinking in the pub. It is very inexpensive to do and people come in for their snack. We also offer a £10 main course midweek as well, to give people who don't want a blow out the chance to come and enjoy the pub."



2 COCKTAIL FLAIRING

ARJUN FLORA MBII
THE ELDON, LEEDS

"We are a wet-led venue and started a cocktail menu a couple of months back. All the cocktails are made in-house and we have created our own specials too. We serve them at two for £9 as a mix and match. I don't want to be seen as overcharging, and I know what I can get away with.

"We create theatre by making the drinks in front of the customer, so they see us doing the shaking, measuring, pouring and the presentation in the glass. We advertise this online as well and it has worked for us so far, by increasing the number of customers who come in especially for the cocktails, while also attracting people who want to buy other drinks."



TEN to ONE

KEEPING PUBS BUSY BY GIVING CUSTOMERS LOTS OF REASONS TO RETURN IS KEY TO SUSTAINING A HEALTHY BUSINESS. IN OUR LATEST TEN TO ONE FEATURE, MICHELLE PERRETT ASKS 10 MEMBERS THE QUESTION:

'What are you doing to create magic and keep your customers coming back for more?'

3 UTILISING OUTDOOR SPACE

DEREK O'BRIEN MBII
THE PLOUGH, NORWOOD GREEN

"The days of people just rocking up and spending money are long gone.

We did a massive overhaul of our garden a few years ago, which has really helped even in the winter, as people got used to sitting outside during the pandemic. We have a board outside to advertise our garden, plus we use social media and find word-of-mouth

brings in new customers. We took the decision to move our live music on Sunday afternoons into the garden, so it doesn't impact our Sunday lunchtime trade."



4 BROADEN THE OFFER

JOSHUA KHAN MBII
THE GREAT SHEFFORD, GREAT SHEFFORD,
THE KING CHARLES TAVERN, NEWBURY
AND THE BROADFACE, ABINGDON

"We are changing the menu and running events that we never used to do, such as quiz nights, special events

and coffee mornings. We are broadening our offer to make the pubs more inclusive. When the business is flying high, you target the customer you want, but I don't think now is the right time for that approach. We also have themed food nights with pizzas, curries and steaks – but you cannot do these too often. You have to remain very mindful of what you are doing."





5 SERVICE STANDARDS AND EVENTS

EMMA GIBBON MBII
THE PLOUGH AND THE HEWLETT
ARMS, CHELTENHAM

"The main thing we concentrate on is our service standards, building a good, friendly relationship with customers is the best way to keep them coming back.

"Outside of this we use quiz nights and festival type events to promote ourselves throughout the year. I book local bands, dancers and singers, which keeps entertainment costs low. We also hold markets for local suppliers at various intervals throughout the year. This costs us nothing personally and gets a good footfall in the pubs' gardens. Our customers really appreciate the effort we put into them, and we plan events throughout the year."

6 KEEP THE MOMENTUM GOING

JO WHALEY MBII
WIGAN CENTRAL, WIGAN



"Never stop the momentum. We have always been massive on the events front. We have five beer festivals throughout the year, a gin festival, a cheese festival, a beer and chocolate festival, plus we

do tasting sessions once a month. It always has to be about what is coming next. "We have got inventive with our quizzes too. We have themed them *Monty Python*, *Fawlty Towers*, *Red Dwarf* and *Stranger Things*. This brings in customers that have an interest or good knowledge of particular things.

"We plan ahead, preparing for three to four events running in tandem. And we make sure we offer variety, to attract different sorts of clientele."

7 PROMOTIONS

SAM DAVIES MBII
DARTMOOR HALFWAY INN,
NEWTON ABBOTT

"We are using social media to remind people that we are still here.

"We are also promoting our murder mystery nights, which are really good fun, more on social media.

"The pub is offering a 10% discount off food for people who are staying on our campsite.



If people eat in the restaurant, they can pitch at our campsite for £10 a night."

8 WARM SPACE

DONNA BRAYSHAW MBII
THE SUN, LEPTON, WEST YORKS

"The pub is a warm space with the fire always lit. We encourage people to come here, by telling them they don't need to buy 10 pints but to just come along, buy a couple of drinks and stay here all night if they need to keep warm. We find people are doing this and they are saying they are not putting the heating on at home. We are not doing promotions as we don't believe in that."



9 HOLDING BEER PRICES

TERRY LEE MBII
LEO'S RED LION, GRAVESEND, KENT



"I get beer delivered to be told the prices have gone up! But we have not put the prices up for the customer.

"We are a live music venue, that offers good value drinks and we have gigs that have sold out as far ahead as November.

We have been putting bands on here for 45-years and we know what we are doing. This is a well-established business. We are not a normal pub but we have to adjust our business all the time to respond to the changes in the music business."



10 CATERING FOR FAMILIES

KERIS DE VILLIERS FBII,
BII AMBASSADOR
THE GRUMPY PUB COMPANY,
SW LONDON

"We did a deal in January that was 'sip and sup', which was two main meals off the menu special board and a bottle of house white, red or rosé for £35.

We were making the GP on the food but the wine we were giving them at cost price.

"As we have our own brewery, we have brewed our own beer and are able to sell at £4 a pint in January and February. It is nice to give something to the customers that doesn't cost the earth.

"We have also launched a kids menu that we have never done before. This has provided some low-cost options so that families can still come out."

