

1 OUR GOAL IS TO NORMALISE THE PUB FOR MINORITIES

JULIAN CROWLEY MBII
THE WHITE HORSE, DOVER

"As an out gay couple, running a non-gay business in Kent, being gay or not being gay was never an issue when we got our pub. We've pro-actively sought to be inclusive by not excluding anyone. We use subtle encouragement, for instance, having great wines and an ever-changing gin range attracts more female patrons.

"Being a gay couple with a public house does mean we attract a huge LGBTQ+ following – we are part of the original sponsors of Dover Gay Pride.

"Moving forward, our desire would be to just normalise minorities within life, all living in accord, whether drinking in The White Horse or beyond."



2 STAFF TRAINING

JASON AND CHRIS BLACK FBII
CORNISH INNS

"We train the team to treat everyone the same. When we interview people, we like to gauge that they share our values. It's important to build this into the interview process, because it's not just about whether someone can work hard, it's about how they treat people when they are working hard – if they're stressed, that's a 'snap point'.

"Our team needs to be able to have the right ability and personality traits to be able to keep our locals on board, and be welcoming to the variety of tourists and visitors.

"They need to offer a warm welcome to everyone the same, no matter if they are disabled, gay or from a different ethnicity. We want to give every one of our customers a lovely pub experience and

we do that by giving everyone a smile and asking how we can help."



TEN to ONE

#OPENTOALL IS THE BRITISH BEER & PUB ASSOCIATION'S CAMPAIGN TO ENCOURAGE HOSPITALITY TO POSITIVELY WELCOME PEOPLE FROM ALL BACKGROUNDS AND WITH DIVERSE NEEDS AND ABILITIES. HERE WE ASK OUR MEMBERS:

'How are you proactively welcoming a broad spectrum of customers into your pub?'

3 BE MINDFUL AND READ THE SITUATION

ASHLEY MCCARTHY CBII
YE OLD SUN INN, COLTON,
NORTH YORKSHIRE

"Our son Ben, who has Down's Syndrome, works with me doing chef demos at local shows – in

fact, these days Ben gets invited before me! I see how other people with Downs will come to watch Ben and it's the same at the pub, families will come in with their kids because they know we understand what it's like having children with special needs.

"We don't actively encourage any specific groups or people to come to our pub, instead we encourage everyone to come in, including the single woman who may be new to the area and feel intimidated by a bar full of men. We want everyone to feel included and no-one to feel uncomfortable or intimidated, and we are mindful about how other customers can make people feel too. We read the situation and make sure everyone is treated right."



4 HAVING A CARIBBEAN USP

BUDDY LOVE FBII
THE FLYING FISH, ILMINSTER, SOMERSET

"I came to Somerset five years ago and as a black man from the Caribbean, it hasn't been easy. But I'm pleased to say that I'm building a successful and strong business, with a good wedding trade. In the early days, people came to the pub out of curiosity, just to see the black man who had bought it!

"We are attracting more black, African and Caribbean customers now, as people hear about us and travel from Bath, Bristol, Exeter and even London. My speciality is my Caribbean food – people just love it and the pub is somewhere they can come for a good meal and to feel comfortable.

"I've just sponsored two workers from Barbados, my Bar Manager Carol and Chef Lionel, on three year working visas. It cost me £6,000 but they are interested in the business and potentially they may even take over when I retire in five years' time."





5 IT'S ABOUT BEING HOSPITABLE

SARAH DORE MBII
THE ALEXANDRA, WIMBLEDON,
SW LONDON

"Being welcoming to all is about training and also recruiting the right people. People who want to work in hospitality. It's not about providing service, it's the hospitality that is super important. It's that really warm and genuine welcome to all.

"We welcome everyone and make sure everyone is looked after: our staff will help our blind customers get around the pub, if they need it, and we happily do table service. We have many customers who use wheelchairs – we're centrally located in town, so maybe that's why we attract lots of different people. The pub is a great leveller too – it doesn't matter who you are, you will always receive a great welcome here. Pubs are unique and brilliant and it's so important they are protected and preserved for the future."

6 MAXIMISING SEATING

GEZ CHETAL FBII
THOMAS PAINE HOTEL,
THETFORD, NORFOLK

"We've just completed our new extension, which includes disabled facilities and also baby changing for families. We have a new fire system that includes vibrating pillows, which

helps anyone with special needs, and we're also pet friendly, allowing dogs in the bar and the bedrooms.

"Being in the middle of town, we have a diverse clientele and as the birthplace of the American revolutionary, Thomas Paine, we're very popular with American tourists. I'm creating a new museum to celebrate Thomas Paine's history."

7 CATER FOR EVERYONE

DENNIS FORSYTH FBII
CHEERS CAFÉ BAR, ABERDEEN

"When considering 'broad spectrum' I would go much further than focusing on disability access and inclusion. A modern venue should already be fully aware of the requirements and have everything in place. My view of 'broad spectrum' is to provide a facility that caters for everybody. From the cradle to



the grave – baby showers to funeral teas! Forget about being a pub and focus on being a hub of the community and offer as much as possible to as wide a demographic as possible."

8 WARM WELCOME

KAREN ANDREWS MBII
THE STAG, PORTSMOUTH

"We're a back street pub with live music, so we attract a varied clientele. We pride ourselves on being a lovely pub where everyone is made to feel welcome. I don't like it – and I've experienced it first hand – when you walk into a new pub and don't feel welcome. We make a point of greeting everyone with a smile. I tell my team that everyone coming through that door keeps our pub going and pays our wages. We have to smile and be friendly and it's something we encourage our regulars to do as well."



9 LANGUAGE NO BARRIER

JAKE DENNIS, GENERAL MANAGER,
THE WHEATSHEAF, BAKEWELL, DERBYSHIRE

"Being in the centre of Bakewell, we attract a lot of tourists from all over the world. Language can be a big barrier, so we pride ourselves on always finding a way to communicate with our customers to make them feel welcome and looked after. It's often about spending a bit more time with someone, asking them to point to what they want, for instance.

"Our senior team here is mainly female and it's important that during the interview stage I spend time talking to potential recruits about themselves – they usually reveal whether they wouldn't like working for a woman, or are racist or homophobic. We don't always get it right, but through on-the-job training we find out pretty quickly if someone's not right for this role.

"We make a point of welcoming everyone and talking to people. If someone is a wheelchair user, we won't just remove the chair from a table, but ask if they'd like to transfer out of their wheelchair, how we can make them comfortable, and so on."



10 HELPING WOMEN SURVIVE THE MENOPAUSE

LIZ SILVA MBII
THE BUSH INN, ST HILARY,
COWBRIDGE, SOUTH WALES

"We're aiming to launch a menopause group at The Bush in the New Year, as I have suffered considerably with it over the last couple of years. It took a lot of research, GP visits and private specialists to get some answers and the help that I needed. Indeed, I am still on that journey.

"My symptoms were predominately crippling anxiety, extreme fatigue and depleted self-esteem – all while trying to run a relentless business and deal with people on a daily basis.

"Thankfully we are starting to talk about menopause in this country and by creating this group, I want to provide a safe place for women who find they are losing who they once were to come together and share their experiences."

