

GETTING READY FOR THE CHRISTMAS PERIOD

In Partnership with:

useyourlocal

KwizzBit 

GigRealm

 **enexus**

 **ICRTOUCH**

 **Avani Solutions**
Pints settle. We don't.

JG&P | John Gaunt
& Partners
Licensing Solicitors
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This guide is interactive

INTRODUCTION



With the Christmas period coming up soon, we've collected all the resources you need to get you ready for the season. We'll walk you through how to make the most of the season as well as how to increase your sales, footfall and reputation.

This guide will cover:



Temporary Event Notices (TENs)



ICRTouch all-in-one solution



Tips & tricks for saving energy



Hosting a quiz night



Beer quality standards



Benefits of live music



Tips & tricks for cleaning the lines/cellar



Claim your Pub



TEMPORARY EVENT NOTICES FOR THE CHRISTMAS PERIOD

JG&P
John Gaunt
& Partners



Christmas is coming! Here's how to use Temporary Event Notices (TENs) to boost your revenue.

If you're an operator, now is the time to start planning for the Christmas trading period. This year, **Christmas Day falls on a Tuesday**, which means Christmas Eve and New Year's Eve are both on a Monday. Depending on your licence you may have less trading hours on weekdays to weekends. So, depending on your non-standard trading hours, you may be missing out on valuable trading time or even worse advertising an offer that you can not actually undertake.

One way to get around this is to apply for a Temporary Event Notice (TEN). TENs allow you to hold a small, one-off event in licensed premises. They can be used to extend your trading hours, add new licensable activities, or hold a special event, such as a Christmas party or a New Year's Eve celebration.



TENs must be submitted 10 working days in advance of the date of the event, but it's always best to get them in as soon as possible!

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In addition to extending trading hours, TENs can also be used to:

- Licence previously unlicensed areas, such as a temporary igloo dining space, ice bar on the terrace or even mulled wine on the car park.
- Remove conditions from your premises licence, such as restrictions on the times children can be present so as to ensure that they can participate in the family celebrations.

As always, acting earlier can alleviate some issues. If you have any queries or want to double check what your licence permits, please call the BII helpline and get free advice from John Gaunt & Partners Licensing Solicitors. They can also assist on any applications you may require.

Contact John Gaunt & Partners for any advice regarding your TENs application here



Apply for your Temporary Events Notice License here



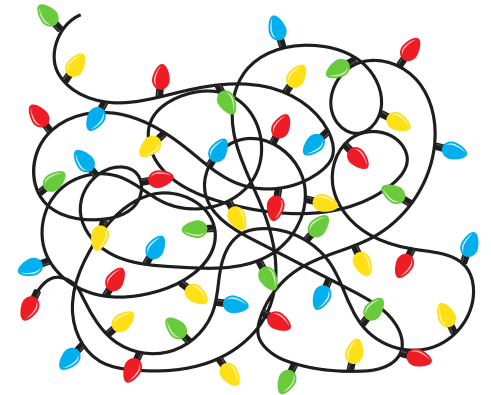
HOW TO BEST PREPARE FOR SAVING ENERGY DURING THE WINTER



With the colder months coming up and customers viewing pubs as a warm place to visit, making sure your energy bills don't skyrocket is important. With Enexus, we'll cover all the ways to cut costs this winter.

Review Your Energy Contracts

Review your energy contracts and consider locking in rates if you anticipate further price increases. Enexus Energy help businesses assess market trends and identify the optimal time to secure contracts.



Conduct an Energy Audit

Understanding where your business uses the most energy is key to making informed decisions. An energy audit can reveal inefficiencies, helping you prioritise areas for improvement. Identifying energy-hungry equipment or poorly insulated spaces can lead to significant savings.

Upgrade Your Equipment

Ensure that heating systems, insulation, and other equipment are running efficiently. Old or faulty equipment can consume more energy than needed. Investing in modern, energy-efficient alternatives may involve upfront costs but will save you money in the long run.



TIPS/TRICKS FOR SAVING ENERGY DURING THE WINTER



Optimise Heating Systems

Smart Thermostats - Invest in smart thermostats that automatically adjust the temperature based on occupancy. This helps avoid heating empty spaces and keeps energy usage efficient.

Set Sensible Temperatures - Keep the thermostat at a lower, but comfortable temperature. Each degree lower can save around 1-3% on heating costs.



Improve Insulation

Seal Gaps - Check for drafts around doors, windows, and other openings. Sealing gaps can prevent heat loss and reduce the need for excessive heating.

Upgrade Insulation - Ensure that your building is properly insulated, especially in roofs and walls, to keep warmth in and cold out.



TIPS/TRICKS FOR SAVING ENERGY DURING THE WINTER



Use Energy-Efficient Lighting

With shorter days, lighting usage increases during winter. Replace traditional bulbs with LED lights, which consume significantly less energy and last longer.



Encourage Energy Awareness Among Staff

Small behavioural changes can add up to significant savings. Encourage staff to switch off lights, equipment, and heating in unused areas and to make use of daylight when possible.

Leverage Energy Management Systems

Implement energy management systems that monitor usage in real time. These can help identify patterns, detect wastage, and automate saving strategies like reducing power usage during peak demand times.



All BII members are entitled to a completely free business energy audit that can be claimed by calling 01253 966963 or emailing



your BII energy expert tommy@enexusenergy.co.uk



WHY BEER QUALITY IS IMPORTANT AROUND CHRISTMAS

 **Avani Solutions**
Pints settle. We don't.



Christmas is no different to any other time of year. **Your beer should always be perfect.** It's just that any problems encountered on a regular day will be magnified when you're busy; foaming beer, full drip trays, sticky floors, off-smelling beer, dirty glasses, customer complaints - they all lead to waste and lost profits.



Late nights, long shifts and staff shortages might all be reasons for cutting corners and shelving the normal daily close-down procedures, but that's a slippery slope and one to be avoided if possible. **Any technical faults that you've been putting up with will be magnified when you're busy** – and so will your beer waste – so get faults resolved in good time.



Beer is a food product and can rapidly become contaminated by a dirty line. Only a small amount of yeast in a tap nozzle can multiply and migrate up a line, resulting in taste issues. And while most bacteria is harmless, some can affect our gut health.

TIPS AND TRICKS FOR CLEANING THE LINES/CELLAR SERVICES



Number one is to maintain your (7-day) line cleaning schedules. There's no sensible reason to change them just because it's Christmas.

Don't Forget Your Glasses!

There's no point having clean lines but then neglecting the glassware. Your glasswasher is not a miracle worker – it needs to be cleaned daily, and only works properly if connected up to good quality chemicals. You should also make sure they're stored on matting – there should be no sour or stale beer smells behind your bar!

Don't Over-Fill Your Cellar!

It might be tempting to order in a lot more stock than normal over Christmas, and your suppliers might encourage you to do this. Be careful though, not to over-fill your cellar as this can restrict air flow and put your cellar cooling under strain. As always, make sure the cellar door is kept firmly shut – it's no different to leaving your fridge door propped open!

If you want to gain some time back and reduce beer waste, you could look to outsource the process. Avani are here to help with some great new services on offer. **Get in touch at info@avanisolutions.co.uk.**



PREPARING FOR CHRISTMAS AND NEW YEAR

 **Avani Solutions**
Pints settle. We don't.



Preparation is key to a successful Christmas and New Year trading period, get the beers pouring perfectly, and the warm glow of customer happiness will continue long after the Christmas baubles and New Year decorations have been packed away.



Avani are always on hand to help you with all aspects of your bar and cellar hygiene, so you can be sure to serve the best tasting beer and make that great impression with each and every customer.

Call Avani on 01638 563237 to take advantage of the exclusive discount offers for BII Members.



Discount from either:

Avani Beer Quality Audit

OR

SOS Deep Clean

Need accessories or beer quality tools for your bar or cellar?

Then head to

www.avanisolutions.co.uk/shop where BII members receive 10% by using code

BII10 at checkout.

YOUR ALL-IN-ONE SYSTEM SOLUTION



ICRTouch solutions have been developed over decades, specifically for the hospitality industry to help you work smarter, not harder.

ICRTouch is dedicated to providing a bespoke solution that meets the needs of any pub and bar business - it's not a one size fits all solution. The flexibility and scalability of the solutions stand out from the crowd, giving you the chance to pick and mix the products that work for your business.



The core ICRTouch all-in-one solution provides:

- TouchPoint** - bespoke EPOS
- PocketTouch** - at-table digital ordering
- ByTable** - order-to-table apps
- TouchReservation** - online table booking
- TouchOffice Web** - back-office management
- TouchKitchen** - digital order display system

The benefits include:

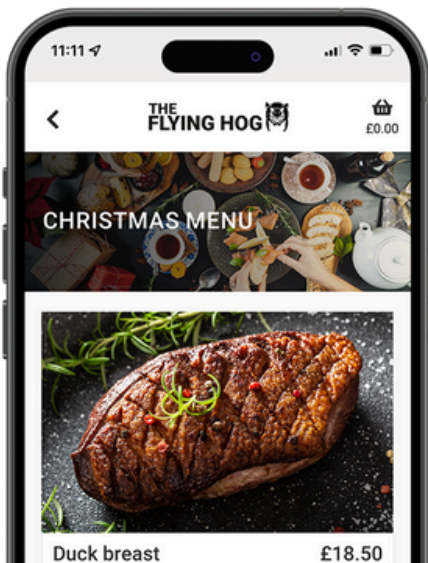
- Happier staff** - Utilising intuitive, easy to learn systems that make their job easier
- Increased profit** - Streamlining of operations to save time, whilst providing more upselling opportunities
- Improved customer experience** - Providing a streamlined, smoother guest experience

YOUR ALL-IN-ONE SYSTEM SOLUTION



An all-in-one EPOS system is a true no-brainer decision for publicans this Christmas. Streamlining and combining tech operations not only saves you a huge amount of time, it also has a significant impact on the bottom line too.

There's no need to deal with multiple third parties as the all-in-one solution is maintained by one supplier, handling at-table order taking, kitchen displays, order-to-table apps, interactive kiosks, digital advertising, table reservations, customer loyalty and more.



The core benefits of an all-in-one solution are:



Increased efficiency - Digital orders replacing paper tickets/less time back & forth to the till



Easier admin - Everything managed and reported within a cloud-based back-office system



More cost effective - Removing the need for multiple suppliers, multiple invoices and unnecessary admin



YOUR ALL-IN-ONE SYSTEM SOLUTION

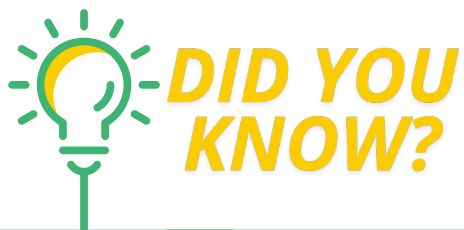


ICRTouch solutions integrate with some of the biggest payment providers to **ensure fast, secure and reliable payments** across the full suite of products, whether that's Dojo, Paymentsense, Barclaycard, Elavon or others.



The built-in loyalty features are standard, with optional upgrades to enhance the loyalty offering. From customer account functionality that encompasses comprehensive point schemes to discount vouchers, customer balances and push notifications via the order-to-table app, **there are so many opportunities within the loyalty scheme functionality to engage customers and entice repeat custom.**

Not only does this help exceed customer expectations, but also helps to entice repeat custom and extend customer retention.



Data shows that order totals increase on average by 40% when customers are placing their own orders via a ByTable order-to-table app or SelfService interactive kiosk.

HOSTING CHRISTMAS QUIZ NIGHT



Quizzes will help to drive footfall and increase sales, especially around Christmas time when companies are looking for things to do for their Christmas Parties.

If you get the prizes right and put on special nights where people can book tables, you'll be in for a great festive period. The key is to be flexible with when you can run your quiz. Absolutely have a set quiz night, but it's even better if you can run a quiz any night you want.



Revenue Increase

Pubs hosting regular quiz nights can see an increase in revenue by up to **30%** on quiet weekdays

Morning Advertiser

Higher Spending

Customers at pub quizzes can spend up to **20% more on food and drink** compared to an average customer

CGA by Nielsen

Repeat Visits

42% of quiz night visitors are likely to return for future events, turning casual visitors into regulars

YouGov

Social Media

Quizzes create buzz! Pubs promoting quiz nights on social media see a **15-20%** increase in online engagement

Campaign Live

HOSTING CHRISTMAS QUIZ NIGHT

KwizzBit 



The best quizzes we've seen run are when the landlord just runs them on the fly with simple prizes like, "whoever wins this quickfire quiz gets their next round free" because your venue is busy.

Little things like that are talking points people will remember long after they've left your venue. The key to running a quiz anytime you want is to have the right quizzing platform available with thousands of quizzes ready to go.



KwizzBit will be running a special seasonal live quiz for Christmas as well as having hundreds of quizzes ready to go like:

- Christmas Movies
- Christmas Number Ones
- Christmas Traditions

You'll always have a Christmas quiz at your fingertips.

BII Members Get a 50% discount off your first month with with the code: KWIZZ50.

Applies to any Classic, Pro & Elite subscription

Contact KwizzBit here 

THE BENEFITS OF LIVE MUSIC

GigRealm



Live entertainment gives people a reason to visit. Whether it is a office Christmas get together or just customers socialising with friends and family. Experience is key. A great singer belting out Christmas hits or a drag queen popping in as Mrs Claus. There are lots of ideas to get people into the Christmas spirit.



GigRealm takes away all the stress of booking live entertainment. **Find, book and pay acts on a single dashboard.** GigRealm promote direct to new customers, plus, their acts can promote to their fans, who will then visit to see them perform.

New customers in 2024 have seen **100% increase** in dwell time and **75% in revenue** from live entertainment. With younger customers looking for more from pubs, is now the time to offer people something they cannot replicate at home – **live entertainment.**

Free trials available and special Christmas Phone & Email Support to get you started on the GigRealm

Contact GigRealm here 



CLAIM YOUR PUB

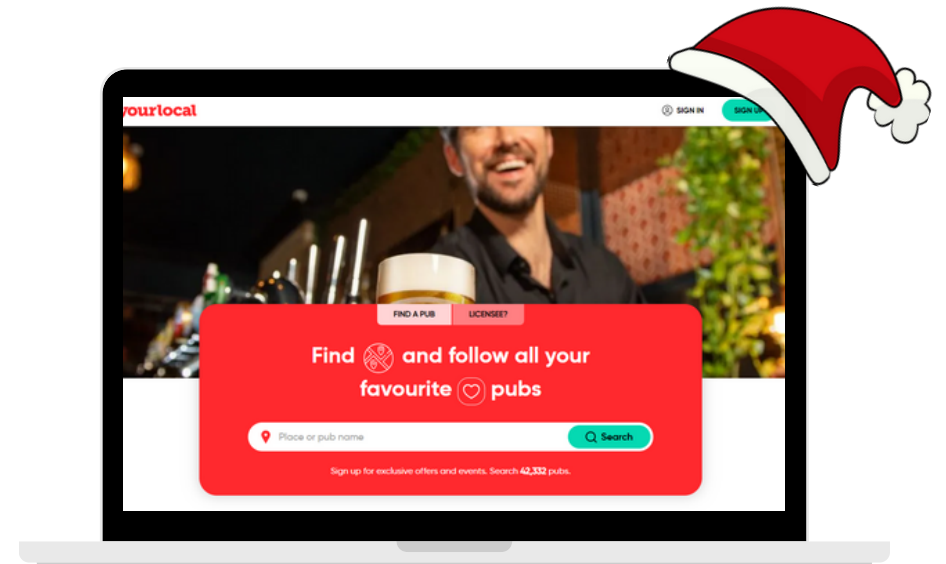
useyourlocal



useyourlocal, have millions of consumers coming to their platform, all looking for pubs in their area. Just like with any other year, the Christmas season will be bringing more customers to useyourlocal's website, looking for where to go.

It is key to have your pub featured on the useyourlocal site, with your best photos. This way, you'll be found easily and **entice more people through your doors this season and putting money in the tills.**

This Christmas, every pub can **'Claim My Pub' for FREE!** Share your festive photos, seasonal menus, website, and social media links to spread some holiday cheer. Let customers know you're the place to be this Christmas! It's free, simple, and takes just 5 minutes to make your pub shine during the festive season.



CLAIM YOUR PUB HERE



TRUSTED PARTNERS



We would like to thank our Trusted Partners for their contribution towards this guide. Our Trusted Partners are always happy to help with any queries you may have about preparing for Christmas in your venue, so please get in touch with them using the details below, or call the BII team on 01276 684449.

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KEEPING PUBS THRIVING AT THE HEART OF EVERY COMMUNITY



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