

InnTOUCH

For Trust Inns' Lessees

JULY
AUGUST
2016

GREAT OFFERS inside

Terms & Conditions apply
See individual offers inside for full details

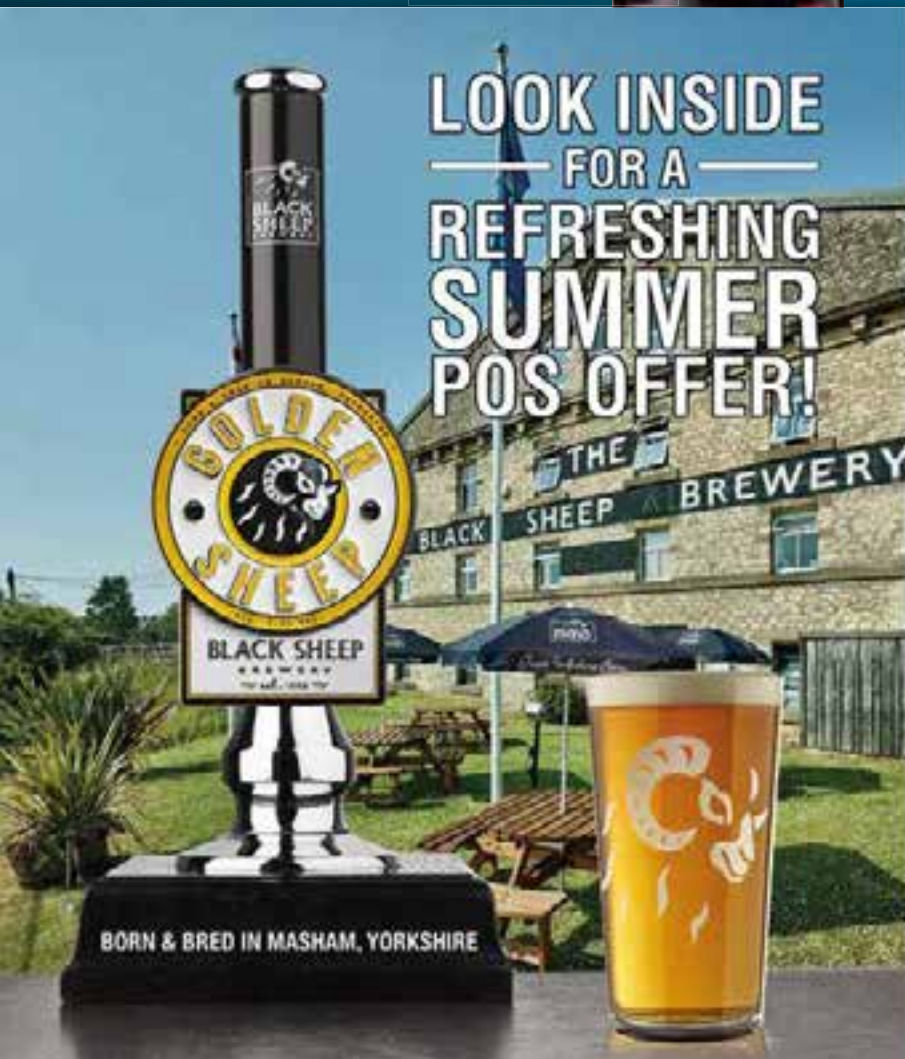
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SUMMER
POS OFFER!



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YORKSHIRE**

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- 1 Ice Bucket
- 1 Topper
- 2 A3 Posters
- 4 A4 Posters
- 20 Tent Cards



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01675 432 338

iTrust Inns
Better Pubs through Better People

InnTOUCH

EDITOR'S NOTES

Welcome to the summer edition of Inn Touch. We are now nearly two months into our new contract with Tradetam and results show what a great impact this is having on our business. Not only are all KPI's being smashed but telesales have sold in a record amount of deals in the first few weeks! We hope that you're all feeling the benefit too.

Talking of "deals" why not check out the great offers available over the next two months from a variety of brand owners such as Heineken, InBev and Diageo? See from page

10 for more details. And don't forget to check out our feature on Facebook on page 6 to find out how some of our tenants are using social media to boost their visibility to potential customers and reaping the benefits. It seems that it really isn't rocket science!

Finally, please take the time to read through our pub news articles and key articles on line cleaning or beer gardens. And remember, if you have something you'd like to shout about then why not get in touch with us here at Trust Inns and we can include it in our next issue?

CONTENTS

JULY / AUGUST 2016

What's On In...

July & August 2016

Pub News

Turf, Consett

Spinners Arms, Chorley

Turbinia, Walkergate

Marsden Inn, South Shields

Waterloo, Glasgow

Estate Development

Silver Fox, Sheffield

Building Your Business

Insurance & Line Cleaning

p2

p3

p4

p5

p5

p5

p6

p8

p3

Live Music Events

p7

Beer Garden Season

GREAT OFFERS p10-20



WHAT'S ON IN...



JULY

- 4th American Independence Day
- 9th Ladies Wimbledon Final
- 10th Mens Wimbledon Final
- Euro 2016 tournament final
- 14th Bastille Day
- 26th Start of Glorious Goodwood

AUGUST

- 5th Start of the Rio Olympic Games
- 9th – 13th Great British Beer Festival
- 29th Summer Bank Holiday

Idea!

Why not consider Summertime special events, for all those locals that aren't going away this year?

Follow us!



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MUSIC TO YOUR EARS?!

Turf, Consett

It's a well known fact that showing live music in your pub at the weekend can have a positive impact on your pub's success.

In fact some pubs make it their USP (Unique Selling Point) to stand out from their competition and become so well known for their music offer that soon it is one of the main reasons for pubs to visit.

One such pub is the Turf in Consett in the North East whose Facebook page gives the promise of "real pub, live music, real ales, good food and great people". There, licensee Juliette, prides herself on the range and quality of the bands she showcases in the pub. With weird and wonderful band names like Zu Zu cats and The Beer Monkeys, the busy pub has a hectic music schedule and wonderfully interactive Facebook page to ensure that the pub is constantly full of avid music fans.

Juliette said, "Our passion is live music and we believe it's important to support new talent. It was quite hard work to get going, but now that we have established ourselves as a music venue we have people travelling from all over to see a favourite band or to hear a new sound."

**So fancy showing some live music too?
Here's a few of our top tips on how to make the most of the opportunity:**

- Take it slowly in the beginning and grow live music gradually. Make sure you have thoroughly researched the live music scene in your area before you do anything.
- Speak to your customers to reach a consensus about what day they would like live music, then stick to that one night until it is established before starting other nights.
- Research local bands and ask customers for feedback as many local bands will have a local following which could introduce new customers to your pub and increase your takings.

- Do not accept the first offer you get and always negotiate the best price. Bands understand that pubs that are just starting out with live music need time to grow in popularity.

- Try and forecast what you expect your takings to be on that particular night and wherever possible try and keep your entertainment cost to around 10% of your total expected takings.

- If you are starting with live music once a month try and book six months worth of acts in advance so that you can promote on one poster/flyer rather than six separate ones.

- Try to promote each event for a minimum of 21 days in advance.

- Pubs with less than a 200 person capacity do not need permission to hold live events, but do be courteous and advise your neighbours of your live music plans so as not to alienate anyone. Councils do have to act on noise complaints so ensure you avoid this where possible.

- Consider health & safety aspects for your customers and your staff. For example, you should supply ear plugs for staff if they are requested. Consider doing a full risk assessment for all live events.

- Finally, promote, promote, promote your events as much as possible. Take a look at the Turf Consett on Facebook to see how Juliette does it. The pub currently has nearly 1000 followers who regularly attend the pub simply for the live music and great atmosphere. And don't forget the traditional methods such as posters and flyers.

Good luck!



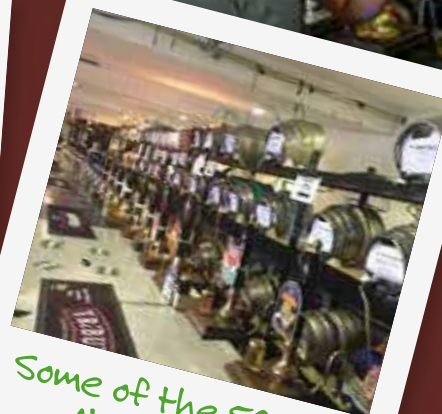
THIRSTY MAGPIE BEER FESTIVAL

Spinners Arms, Chorley

We think it's safe to say that being known for offering quality real ale is a great reputation for a pub and anything you can do to build upon that reputation in your local community can only help to build your business. That's exactly what licensee, Glen from the Spinners Arms in Chorley did, when teaming up with local football team club house Chorley FC earlier this summer.

Thirsty Magpie is an annual event held at the football ground's club house in the last weekend of May. Customers pay £5 entry to receive a free branded glass and 4 beer tokens to enjoy 4 x ½ pints of any of the 50 real ales on offer.

Funds were raised for the festival by getting local companies to sponsor a barrel (of which there were 50 different brands made available throughout the three days). In return, sponsors got an advertisement on the barrel and free entry for 2 people to the entire event including a networking event to be held for sponsors only on the first day of the festival.



Staff Enjoying
a Pint!

Branded Glasses
and Programmes

Some of the 50 Real
Ales on Offer

Live music is also on offer to ensure that customers have something to do whilst enjoying the ale as well as tasty bar food.

And whilst the event takes a lot of organising, by being involved, Glen has ensured that his pub's name has become synonymous with quality real ale and a good time.

Glen said "The beer festival is a real labour of love but we love it because it enables us to have access to an even greater audience than we could hope to get access to in our pub. And because our pub name is on every brochure, tweet and newspaper article we get lots and lots of positive publicity for the Spinners too. And that doesn't even include the exposure we get with local businesses that sponsor the event."

Well done to Glen and the team for showing such initiative; getting involved in a community event which ultimately helps support their local business. A fantastic result for all concerned. We look forward to hearing about next year's event! For more information visit twitter.com/thirstymagpie



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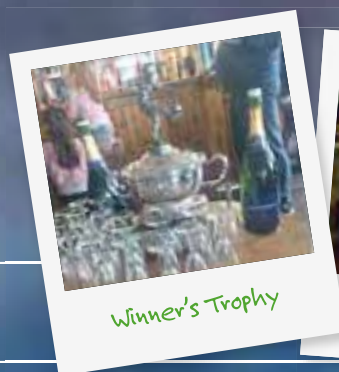
FOOTBALL

A STORY OF TWO FINALS

Turbinia, Walkergate

We all know that sport is a major opportunity to bring people together in your local pub, whether it's shown on your big screen, is part of a heated discussion on who will win the Premier League or a quick game of darts. To have a local sports team be based at your pub is a sure fire way to ensure a loyal customer base and to get everyone involved from youngsters, families and grown ups alike. So when we heard of the Turbinia in Walkergate pub football team winning not one, but two local cups back in May we couldn't resist finding out more!

The team is made up of a group of local guys who regularly meet at the Turbinia since local landlady Vicky Jackman took it on in the summer of 2014. Vicky said "I can honestly say that the atmosphere at the Tub (Turbinia) is one of the best around because of the friendly locals that make up the football team! The guys who play are all part of the Tub family and we wouldn't have it any other way. They bring their wives, kids, parents and friends and without them my job wouldn't be as enjoyable. So when they managed to win both cups



at the end of the season we couldn't do anything other than have the party of all parties!!"

As our pictures show, the team certainly did celebrate in style after the big matches and the trophies now sit in pride of place in the pub. On match day a large group of regulars went along to support the team and for those that couldn't attend, social media was awash with updates on scores and news from the pitch!

Plans are now underway as to how they maintain their title, which will undoubtedly involve many more team events at the Tub! Well done to everyone involved and we look forward to hearing about your achievements next season.

FACEBOOK

A REAL BUSINESS BOOSTER

Marsden Inn, South Shields and Waterloo, Glasgow

We know that many of you are on Facebook to promote your pub business and already know that being inventive with your posts and pictures is a great way to gain free publicity that will draw people to your venue.

The Marsden Inn in South Shields and the Waterloo bar in Glasgow recently proved just how powerful social media activity can be...

The Marsden Inn was about to launch its own "Afternoon tea" offer. To promote it, the team took a picture of what it would look like and posted it to gauge interest. The results were phenomenal!!

Posted at 3.30pm in the afternoon the post reached a massive 25,204 people in a matter of days. It was shared by 2,830 different people and "liked" by 1500 people. The pub is now taking constant bookings for Afternoon Tea. And all this was free!

Manager of the Marsden Inn, Carol, said "We're overwhelmed with the response we've received but this just proves social media's power! We're going to try and replicate the success very soon for obvious reasons!"

When a police incident occurred outside the busy Waterloo bar one weekday night in June, one of the officers decided to join in the regular karaoke and disco event inside the bar to help diffuse the situation.

The subsequent video of the officer singing his own rendition of Gloria Gaynor's "I will survive" went viral and two days after the event had hit 753,000 views and hit national news. The video (taken by a customer) shows the customers singing and dancing along and have a great time.

If you're interested in finding out how social media can work for you then talk to your Business Development Manager about the training courses available.



THERE'S LIFE IN THE OLD FOX YET

Silver Fox, Sheffield

The Silver Fox was a traditional local pub in need of some TLC. When new licensee, Matthew Saich, came along with a new food concept for the pub, Trust Inns set about completing an impressive refurbishment of the pub to incorporate an upgrade of the toilet facilities, converting the music room to a restaurant and general redecoration throughout.

The results are a much brighter and welcoming pub. Combined with the new popular food offer, the pub is going from strength to strength. We'd like wish Matthew and his team continued success and look forward to seeing how the pub develops over time.

Before



New Bar



After

New Pool Table



Improved Bar



Much brighter stage area



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MAKING THE MOST OF THE OUTDOORS

As we go to print, the weather was finally beginning to pick up. And after what feels like a long and wet Winter, pub goers all across the country are yearning for some of the finer things of summer; freshly mowed grass, the smell of a BBQ or two and ice cold beers. If you have some outdoor space you might also be looking forward to the prospect of some extra customers on those particularly warm days.

Here are our top tips for creating the perfect summer beer garden:

Furniture, fixtures and fittings

Putting extra effort into choosing the furniture, fixtures and fittings for your beer garden can really pay off. Especially if you end up putting up pictures on your social media accounts that attracts punters by itself.

Get Green fingered!

Planting a few flowers and the odd green touch here and there is a great way to attract city folk who want a taste of nature but don't want to travel too far.

Be Bold

Bold and vibrant use of colour really pays come summer time. It's also a good way of getting noticed on the likes of Twitter and Instagram, which can be crucial to draw in a younger crowd.



Beer garden at the Seven Stars Birmingham

Work on a summer drinks menu

Whether it's special cocktails, fruity cider or lighter session ales, everybody has a different preference when it comes to warm weather drinking. Make sure you cover all bases and plan a summer drinks menu in advance of the sunshine.

So here's hoping for a hot, hot summer to boost sales!



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INSURANCE

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In the licensed trade? Need a tin helmet and a flak jacket? Legislation is changing daily, adding more costs to a business already trading on narrow margins. Are insurance premiums a cost you can do without? Would that be a saving? The answer is no, definitely not.

At Pro Publican, an existing client went bankrupt. They had a good business with more than ten pubs, but a Public Liability 'Slip & Trip' claim from three years previously, in an uninsured pub, became a claim against them personally. That cost them their home and their business. Trading without Employers Liability Insurance is punishable with fines up to £2500. Theft, malicious damage, business interruption and liability claims happen all the time but they can be covered by the right insurance policy, and cutting corners on your insurance premiums might be a saving now, but could cost you dearly in the future.

What is a good insurance policy? One that covers everything, asks no questions and pays out on all claims. If only it was that simple.

A good (effective) Licensed Trade policy will be put together after a discussion between the customer and an experienced broker. It should cover aspects of security, value and nature of the items to be insured, details of the property and location, past claims experience and all material facts that may influence the terms and conditions of the policy. This is not a chore to rush or leave to the last minute.

You should read any quotations and pay special attention to any special clauses and warranties. If the chimney condition says 'sweep the chimney twice a year,' sweep it twice a year. If trading conditions change, i.e. go from wet led to gastro, tell your broker.

Pro Publican is Trust Inns' preferred Licenced Trade broker. If you have any questions regarding insurance or you would like a quotation, please contact Pro Publican on 01322 282880 or enquiries@propublican.co.uk

LINE CLEANING

WHY BOTHER?

Line cleaning is a vital part of providing a good quality pint and should be completed on a regular basis. However a study by Vianet and Cask Marque has revealed that pub owners are losing out on a potential £33m profit on draught beer sales due to beer quality issues from poor line cleaning practices.

Cask Marque's research reveals that only 71% of beer lines are perfectly clean. And Vianet Business Insight research shows that the average difference in beer volumes between a pub that cleans its lines to recommended times and one that doesn't is 50 barrels per year, a loss to the operator of £50,000 a year at retail selling price.

If you need any advice on how to clean your lines or the recommended number of times to complete the exercise then your BDM is on hand to offer help and support. We have a Cellar Training course that you and your team can attend and we have access to several major brewers that would be happy to offer training in your pub.

Line cleaning will only take a few minutes of your time but can save you literally thousands of pounds when it comes to providing a perfect pint, first time.

LINE CLEANING THE FACTS

- **£33m lost in sales due to poor line cleaning practices**
- **Difference in beer volumes between a pub that does clean its lines and one that doesn't is 50 barrels p.a**



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comply with food
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- Safety data sheets for each product.
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AND GET CASE
OF FLAMINGO
FLING FREE

ENJOY A SEDUCTIVE SQUEEZE OF PARADISE IN BRITISH SUMMERTIME

J20 IS A REGISTERED TRADEMARK OF BRITVIC SOFT DRINKS LTD

Terms and conditions: Three deals per customer, per week. Qualifying products include any of the J20 and J20 Spritz 275ml ranges. Free case is J20 Flamingo Fling 275ml. While stocks last. Promoter: Britvic Soft Drinks, Breakspear Park, Breakspear Way, Hemel Hempstead HP2 4TZ. Call First Point on 01506 471777 to place your order.

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INTRODUCTORY OFFER

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① ADD ICE



② SHAKE WELL



③ ADD GARNISH



④ SERVE

Case size: 12 x 200ml. ABV 5.5% Flavours: Mojito, Cosmo & Singapore sling. * POS Kit Contents: Strut Card, Table Talkers, Posters.

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THROUGHOUT JULY & AUGUST 2016



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OF HAZE AND POS KIT FREE*

EST. 1904
THATCHERS
WHAT CIDER'S SUPPOSED TO TASTE LIKE

*Purchase three 12x500ml cases of Thatchers Gold or Thatchers Haze and receive an additional 12x500ml case of Thatchers Haze and Point of Sale Kit, including 12 Branded Pint Glasses, 2 Bar Runners and 100 Drip Mats free of charge. Offer runs from 1st July to 31st August 2016.



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OFFER VALID FROM 1ST JULY TO 31ST AUGUST



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PER WEEK



POS

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*Buy one get one free promotion is available to new stockists only and applies to your first order of each product listed above. Installs must be at a genuine new distribution point. Free case of branded glassware will be provided at every installation. Available June 1st 2016 – 30th September 2016 while stocks last. One deal per account. Diageo responsible for delivery of glassware. Promoter: Diageo GB Ltd, Lakeside Drive, London NW10 7HQ. The GUINNESS and MADE OF MORE words and associated logos are trade marks © Guinness and Co. 2016

BUY 2 X 9G AND RECEIVE A FREE POS KIT

- 12 x Branded Pint Glasses
- 1 x Bar Runner
- 250 x Beer Mats
- 1 x Pump Clip



FIND
YOUR
MOUNTAIN



FIND YOUR
MOUNTAIN

Wainwright
THE MOUNTAIN BEER

30 kits available. 1 kit per order. Offer available for July and August.

BUY 2 X 9G AND RECEIVE A FREE POS KIT

- 12 x Branded Pint Glasses
- 2 x Bar Runner
- 500 x Beer Mats
- 1 x Pump Clip



30 kits available. 1 kit per order. Offer available for July and August.

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Offer available
throughout
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AVAILABLE
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- *KIT INCLUDES**
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 - 2 X A3 POSTER
 - 4 X A4 POSTERS
 - 20 X TENT CARDS



MAXIMUM 2 DEALS PER CUSTOMER



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IN MASHAM,
YORKSHIRE**

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