



Events and Entertainment



Introduction

Running events and having a range of entertainment in your pub is a great way to connect with your customers, as well as bringing new people through your door. It could be as small as book donation corner, or as large as a weekend market. Here we will cover the different ways to tackle pub entertainment.

Included in this guide:



Event Running



Fundraising



Live Entertainment



TENs



Facebook Planner Manager

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Event Running

Any event you decide to run will require detailed planning, whether that be promoting, working with the community, or securing licenses.

Planning the Logistics:



Decide on a date and time that doesn't conflict with other big community events, and that fits your desired demographic.



Make sure you have enough space/seating available. Shuffle some furniture around to make room.



Will you have enough staff members during the event, rotate your staff accordingly.



Figure out how long the event should last and who is needed for what time.

Promote the Event:



Use Facebook, Twitter, Instagram and LinkedIn to your advantage. Promote across all the platforms.



Post flyers in the pub, other local businesses, and around the community.



Utilise email lists and personal networks to spread the word.

Permits and Licences:



If alcohol is being served, you must have a valid alcohol licence. For outdoor events, a TEN must be obtained in addition to the regular licence.



If music is being played, you must have a music licence. The PRS for Music and PPL licences cover the public performance of music and need to be obtained if playing music at the event.

Fundraising

Fundraising is a great way to bring everyone together for a good cause. You could raise money for a charity close to your heart or that is important for your community.

Fundraising is like planning a regular event just with some extra steps. These steps are:



- Deciding on a charity
- Getting licenses/insurances
- Deciding on a type of event
- Promoting the event
- Choosing a date and time
- Running the event
- Planning the details
- Following up after the event

Event Types:



Charities that our members have supported:

The Bellflower

The Bellflower held a fundraising night, raising £1,000 for children with disabilities.

The Flying Horse

The Flying Horse held a cupcake sale, raising £600 in one day for families suffering from the war in Ukraine.



Check out our more in depth guide on fundraising here



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Live Entertainment

Live music or stand-up comedy can be a great way to support your local talent, as well as getting people through the door.

Research from CGA by NielsenIQ and GigRealm in 2023 revealed that live entertainment in pubs and bars can generate extra sales. Not only are **78% of consumers more likely to visit a pub with live music**, but they are also more likely to stay longer in a venue and buy more drinks.



There are many ways to conduct a live entertainment night. You could chose a selection of bands to play on rotation weekly, or you could run a mini concert where you showcase a variety of artists in one night.



Knowing what your demographic is for your pub is important in picking what entertainment you go for. You don't want to pick rock band to play mid-day on a Tuesday with your local knitting club in attendance, nor would you pick ballad-centric singer on students night.



Once you've decided how you want to tackle live entertainment, you can use online platform GigRealm. **GigRealm is the UK's fastest growing live music provider** to the hospitality sector, connecting pubs up and down the UK with direct access to musicians. They take out all the complicated searching and negotiating, so you can focus on planning and running your event.



And remember to promote your talent on social media!





Temporary Event Notices (TENS) allows an unlicensed premises to provide licensable activities or a premises that is already licensed to temporarily:



Extend its hours of trading



Provide a licensable activity not currently permitted



Suspend a licence condition

There are two types of TEN:

1

A 'standard' TEN, where more than 10 clear working days' notice is provided to the authorities

2

A 'late' TEN, where only 5 - 9 working days' notice is provided. Late TENS are sometimes unavoidable but they will be automatically refused if they receive an objection from the police or EHO.



Remember the TENS rules:



Maximum number of persons restricted to 499



Only 20 TENS per calendar year can take place at the same premises



Maximum total duration of periods covered by TENS at the same premises is 26 days.



Maximum period over which a TEN can last is 168 hours.



Min. period of 24 hours between events at the same premises when given by the same user (or associate).



Personal licence holders are permitted to submit 50 TENS per calendar year.



Non-personal licence holders are permitted to submit 5 TENS per calendar year



**For licensing help,
check out John
Gaunt & Partners**







Facebook Event Manager

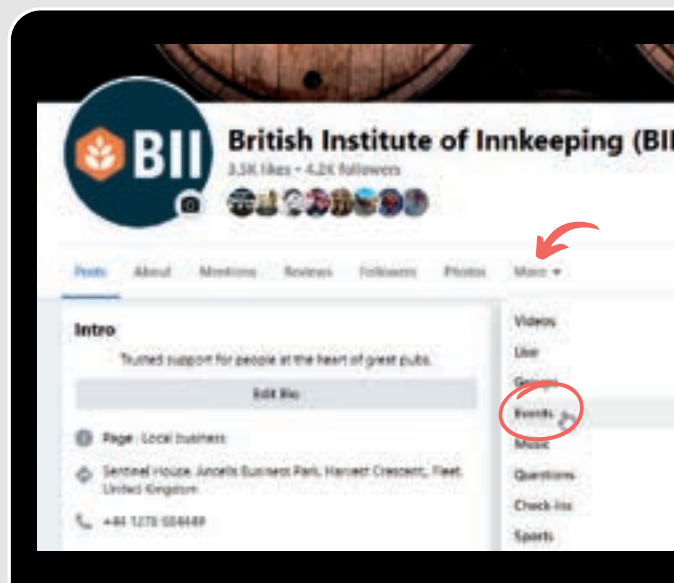
Facebook is the only social media platform that allows you to organise your events for your followers to engage with.

Once you've planned your event, promoting it is key. While you can put up notices in your premises, make sure you don't forget about all your socials.



Facebook allows you to plan an event. With this you can:

-  Track attendance by seeing who has responded to RSVPs in the event
-  Manage a full calendar of events where customers can see what's on
-  Share your event on your page to appear in your customers' timelines
-  Add information about the events, entry fees, start times, booking information etc.



Check out our more in depth guide on social media here



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