What part of the industry do the members who took part belong to?

- 31% Tenancy with a pub company/brewer
- 30% Freeholders
- 27% Lease with pub company/brewer
- 12% Other
HELPINES
We asked which helplines our members have used

BII Member Helpdesk: 45%
Legal: 34%
HR: 28%
Licensing: 13%
Health and Safety: 11%
Landlord & Pub Co: 10%
Rating: 5%
Tax: 2%
Very helpful. It is extremely important to us to be able to get professional advice and our first port of call is the BII.

Very knowledgable, approachable, helpful but still realistic!

Help and advice is readily available, if a solution is not known they are willing to obtain information for me to resolve the problem.
HR HELPDESK

94% ... gave a 4/5 Star rating

Calm, professional and able to communicate in simple terms that I can comprehend.

Helped me with disciplinary action and assisted me in the processes I needed to follow.

This has been the most amazing service for us in the first lockdown. How professional, how thorough. Non judging, nothing too much.
Had a lease problem with my landlord which they answered.

Available, understanding and helpful.

John Gaunt were fantastic, in particular Patrick Robson. We would recommend and rate higher than 5 star if there was an option!

LEGAL & LICENSING HELPDESK

* * * * *

96% gave a 4/5 Star rating for John Gaunt.
They helped us come to a resolution where we would otherwise be bankrupt.

Great support and great to have some power on our side.

A good neutral advisor.
Managed to get my rates down thanks to the advice.

Very helpful and personable.
It was a reasonably simple query but it was handled very quickly, allowing me instant piece of mind.

Very helpful as we approached the first reopening in July. So much advice and support.

Excellent help.
Ranking the BII Benefits and Support

We asked our members to prioritise the areas of support we give in terms of the most important and helpful for their businesses.

1. Helplines
2. INNFocus & Social Media
3. Support Guides
4. Recognised Trade Body
5. CEO Updates
6. Posters & Checklists
7. BII News
8. Trusted Partners
9. Staff Contract Builder
10. Member Insight
FURTHER SUPPORT

What do our members want to see more of?

- Webinars & interviews with members and industry experts
- More frequent communications and updates
- More member surveys
- Larger range of Trusted Partners
- More Helplines
Financial planning & advice, including payroll support, mortgage advice and more.

SUGGESTED HELPLINES
Member ideas and thoughts for future helplines they would like to see

- Mentoring
- IT support
- Debt advice
- Sales and Marketing
- Financial planning & advice, including payroll support, mortgage advice and more.
SUGGESTED MEMBER SURVEYS

Member ideas and thoughts for future survey topics they would like covered

- Employment statistics
- Debt levels and support
- Tips for saving money
- Trading conditions - focused on different types of pub, business models and geographical areas.

A lot of feedback in this area was around the sharing of ideas and best practice. Members are keen to learn from each other, industry experts and find new solutions.
SUGGESTED TRUSTED PARTNERS

Member ideas for future Trusted Partners across all areas of their businesses

- Pub Designers
- Entertainment
- New Technology
- Social Media & Marketing
- Drinks Suppliers
- Audio & Video
- Furniture - indoor & outdoor
95% of BII Members would recommend membership of the BII to others in the Licensed Trade.

"Good clear advice, useful updates and alerts to changes in legislation etc."
John, Community Owner

"The support throughout the pandemic has been fantastic. The legal helplines are great. Lobbying government is important."
Sharon, Freeholder

"Go to option when I'm unsure of anything, plus BII News gives us a link to others in the industry."
Steve, Tenancy with a pub company/brewer
Being a BII Member

- Weekly INNFocus emails
- Expert Advice & Guidance
- Helplines
- Bespoke Trusted Partners
- Support Guides
- Checklists & Posters

Not already a member?

Join the BII today.