

St George rally call for

St George

Pubs across the country are being urged to turn St George's Day into a major celebration – making April 23 a big business builder.

Rallying behind St George makes good sense – not least because pubs are right at the heart of their local communities. Ideas include everything from traditional parties and charity events to a themed evening, serving up great English ale and food. It's also another chance to promote local produce.

Backed by the Morning Advertiser and the British Beer and Pub Association, the aim is to continue to build momentum and push towards making it a nationwide

event. During the next few weeks the MA will be running a number of articles designed to help retailers prepare for the occasion.

You can also download of copy of the Enjoy England Celebrate St George brochure (which includes ideas on how to make the most of the day) by visiting www.morningadvertiser.co.uk

Last year, not surprisingly, The George and Dragon in Salisbury got right behind the campaign – so much so that customers even took time off work to join in the celebrations. A decorated bar, hog roast, live music, old films and football were all on the agenda.

FLYING THE FLAG:

Make sure your customers join the St George's Day celebrations



PARALYMPIC HOPEFUL:
Tennis ace
Lucy Shuker



the road to Beijing

This year's campaign has a charitable spin to it – designed to encourage pubs to get involved in the celebrations and help collect money for charity at the same time.

The British Beer & Pub Association (BBPA) is hoping that money raised on April 23 will go towards the cost of sending Britain's Paralympics team to Beijing. It costs £7,000 per athlete and with plans to take around 200 that's a total of £1.4m.

The BBPA has put together a special fund-raising pack to help pubs get behind the initiative, which you should have received with this issue of Eagleye. Alternatively you can download a pack from www.beerandpub.com

For more information on St George's Day activities across the UK visit www.stgeorgesdayevents.org.uk



Is your gas or electricity contract due for renewal? A new, free service could save you time, money and energy.



With energy prices soaring – and stories of pubs falling foul of rip-off merchants – organising the most economic and efficient utilities contract can be a minefield.

That's why Enterprise has introduced the services of licensed trade energy broker Power 4 Pubs, to help retailers get the best agreements – and avoid the dodgy deals highlighted in the trade press.

Many suppliers operate an assumptive renewal procedure, which is effectively a contract trap that 90% of businesses fall into.

"Retailers are vulnerable when first taking on a pub," said Ian Mynett, Enterprise divisional facilities manager. "There is the tendency to subscribe to a contract with the existing supplier to avoid going onto a high default rate, rather than exploring the marketplace which may prove more beneficial in managing energy costs over a period of time.

“Thanks to Power 4 Pubs I avoided a 50% increase in price incurred by a little-known ‘roll-over’ clause”

"In all cases we would advise retailers to avoid entering into verbal contracts. Often the costs are not sufficiently transparent and you may become locked into an unfavourable contract."

Power 4 Pubs provide comparative rates and negotiate new prices at the point of renewal. Wherever possible this is based on past consumption data, enabling the correct monthly budget plan payment to be agreed from the outset.

It can also assist in managing security bonds, dispute resolution, tariff choice, account closure, bill verification, meter upgrades and renewable-energy options.

The broker has already saved Enterprise retailers thousands on their energy rates. Eleanor Ryall, who runs the Village Inn in Brompton, North Yorkshire, said: "Power 4 Pubs advised me when my electricity and gas contracts were due for renewal, something I was unaware of as my existing supplier had not been in contact. Thanks to them I avoided a 50% increase in price incurred by a little-known 'roll-over' clause implemented by commercial utility suppliers at the end of a contract term.

"They also helped me to switch to another supplier, which has saved me 15% on my renewal prices from the previous supplier."

For more information, contact Barry Ersoz (07956 432656) or Simon Askew (07799 065709) at Power4pubs, or email info@power4pubs.co.uk



cut your
energy costs