

Pubs and Bars

The Performing Right
Society



Sound Advice

Whether you run a traditional pub or a modern bar, using music can make your business a successful one.

Have you considered the benefits that playing music within your pub or bar can bring?



- Influence customer behaviour
- Attract new and retain existing customers
- Increase turnover
- Boost the morale and productivity of your staff

You may ask yourself, how? But research undertaken by Dr Adrian North (Music Psychologist, University of Leicester) showed that when used correctly, music can make these benefits realistic.

Influence Customer Behaviour

By using music within your pub or bar you can influence the way your customers behave depending on the style and tempo of the music that you play.

‘During busy periods you can speed up the time that your customers spend in your pub or bar by playing faster music and in quieter periods encourage them to stay longer by playing slower music’

Milliman (1986) - The influence of background music on the behaviour of restaurant patrons.

Music Attracts Customers

By staging a music event within your pub or bar whether it is a live band, a karaoke evening, 70s disco evening, or even a music quiz, music can be an excellent way to make your business stand out from your competitors and attract customers to come your way.

Increase Turnover

Music can attract customers to your pub or bar, which can increase turnover.

'By staging regular music events we have significantly boosted bar takings'

Pauline Town - The Witchwood, Ashton-under-Lyne

Have you thought about using background music in:

- The bar & lounge areas
- In the garden and patio areas
- In the restaurant
- In the customer washrooms



Improves Employee Productivity and Morale

Music not only entertains your customers but it can motivate your staff. In 1999, Dr Adrian North (Music Psychologist, University of Leicester) investigated the effects of music within the workplace. Research revealed that:

- Productivity is lower when no music is played
- Fast music really does improve employees productivity levels
- Playing music results in higher employee morale

A North, D Hargreaves (1999) Musical Tempo, Productivity, and Morale.

Why not help motivate your staff by playing music:

- In staff rooms and rest areas
- In the kitchens
- In administration areas
- In preparation areas

Have you considered using live bands?

Putting on live events within your pub or bar can be a great way to attract customers to your venue. If you are considering using live bands within your premises then a good place to start is the Musicians' Union (MU). PRS can help you plan well for the music events and ensure that you are appropriately licensed, while the MU can put you in contact with acts from your local area.

To find out the contact details for your local MU branch or for general information, please log onto the website www.musiciansunion.org or call 020 7840 5534.

If you do choose to hold live music events within your pub or bar then you are likely to need to purchase a PRS Music Licence, even if the bands that you use play their own music. It may well be that the composer/performers in the band are members of PRS (or any of our affiliated societies). Also, it is usual for bands to include the playing of cover numbers or popular requests alongside their own music.

Why do I need a PRS Music Licence?

If you perform music within your pub or bar, it is classed as a public performance. If you use copyright music – from live bands and karaoke through to music quizzes and background music (radio, CDs, TV and DVDs) – to lawfully do so you require the permission of the copyright owner for every piece of music being performed.

The Performing Right Society (PRS) makes it easy to obtain the necessary permission by issuing PRS Music Licences. A PRS Music Licence allows you to lawfully play a vast repertoire of over five million songs, written and published by our members and those of our affiliated societies throughout the world.





What happens if I don't purchase a PRS Music Licence?

PRS will take all reasonable steps to ensure that you are fully aware of your legal obligations and allow you time to obtain a licence. However, if you continue to perform copyright music and fail or refuse to obtain a PRS Music Licence this may lead to the copyright owner taking legal action against you for copyright infringement and you may become liable to pay damages and costs.

Music Pub of the Year Award Sponsored by The Performing Right Society (PRS)

PRS are proud to sponsor both The Publican Award and the SLTN Award for Music Pub of the Year. We sponsor these two award ceremonies to reward our customers for their successful use of music and the commitment and dedication they have to using music within their pub.

**Winner – The Publican Music Pub of the Year 2005
Riffs Bar, Swindon - Andy Pett and Teresa York**

‘Music generates a lot of interest and such a healthy trade’

Price Guide (1st October 2005 – 30th September 2006)

This price guide will give you an indication of the annual cost of a PRS Music Licence. All prices are quoted before VAT and are taken from the full published tariff, a copy of which is available on request.

Don't forget that using music is prohibited without the copyright owners' permission. A PRS Music Licence allows you to use music lawfully in your premises.

If you require any assistance or wish to apply for a licence, please call 0800 068 48 28

*If a licence is not applied for prior to music being played in the premises then a 'higher royalty', which is calculated as 50% higher than the standard royalty, may be applied.

Background Music

	Annual Higher* Royalty	Annual Standard Royalty
Bar area up to 120 square metres		
Television including satellite/cable	£92.57	£61.71
Video Player	£138.89	£92.59
Radio	£115.70	£77.13
Record/CD/Tape player	£231.44	£154.29
Record/CD/Tape player combined with Radio	£287.60	£191.73
Bar area 121 square metres or more		
Television including satellite/cable	£138.86	£92.57
Video Player	£208.34	£138.89
Radio	£173.55	£115.70
Record/CD/Tape player	£347.16	£231.44
Record/CD/Tape player combined with Radio	£431.40	£287.60

Live Music †

	Per Session Higher* Royalty	Per Session Standard Royalty
Where there is no admission charge		
First 100 persons fire capacity	£10.58	£7.05
Each additional 25 persons fire capacity	£2.69	£1.79
Spontaneous musical performances	£92.57	£61.71

† If spending on live music is more than £14,000 a year (AND the customer asks to be charged by this method in advance) the annual royalty is 9% (higher rate) or 6% (standard rate) of that spend.

Where there is an admission charge, the annual royalty is 4.5% (higher rate) or 3% (standard rate) of gross receipts UNLESS the gross receipt per session are, on average, less than £228.00.

Discos, Karaoke or Music Quizzes

Where there is no admission charge

First 100 persons
fire capacity

Each additional 25 persons
fire capacity

Per Session
Higher* Royalty

Per Session
Standard Royalty

£10.58

£7.05

£2.69

£1.79

Events that combine live music with disco/karaoke

The charge for live music is as shown in 'Live Music'.

The additional charge for the Disco/Karaoke element is:

First 100 persons
fire capacity

Each additional 25 persons
fire capacity

Per Session
Higher* Royalty

Per Session
Standard Royalty

£5.30

£3.53

£1.34

£0.89

Video or Film Performances

First 100 persons
fire capacity

Each additional 25 persons
fire capacity

Per Session
Higher* Royalty

Per Session
Standard Royalty

£5.30

£3.53

£1.34

£0.89

Jukeboxes

Bar area up to 120 square metres

Audio jukebox

Video jukebox

Bar area 121 square metres or more

Audio jukebox

Video jukebox

Annual Higher*
Royalty Per
Machine

Annual Standard
Royalty Per
Machine

£271.80

£181.20

£356.21

£237.47

£305.55

£203.70

£389.96

£259.97



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For advice on obtaining a PRS Music Licence
Call free on: 0800 068 48 28
Email: musiclicence@prs.co.uk
Or visit www.prs.co.uk/musiclicence

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