

# Restaurants & Cafés



The Performing Right  
Society



Sound Advice





## Restaurants and Cafés

Whether you play copyright music in public for the benefit of your customers or staff, music can provide a variety of benefits.

You may want to:

- Mask conversation in quieter times
- Attract new or existing customers
- Differentiate your business from your competitors

However you use music in your restaurant or café - be it from the radio, CD, TV, telephone music on hold or even live performances - music is a great way to entertain your customers and motivate your staff.

Music can be used in a variety of ways throughout your restaurant or café. Have you thought about using music in:

- The dining area
- The bar area
- Customer washrooms
- Staff rooms

Using different music in different areas enables you to create style and ambience as well as define areas throughout your establishment for specific purposes.

### Customer Behaviour

During your busiest period you can decrease the amount of time it takes your customers to finish their food and drink by simply increasing the tempo of the music. In your quieter periods you can slow the music down so customers will stay for longer, possibly spending more money and making your establishment look popular and enticing to passers by.

A study by psychologist Milliman in 1986 proved a link between the tempo of music played and the speed of customer activity. This study conducted in a restaurant showed that slow music led to longer meal times and more drink being bought.

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

## Perception

The perception that existing and potential customers have of your business can determine how successful you are. Creating the right message and identity is essential. Music can play a key role in this.

A study by North and Hargreaves (1996) outlines the message that music can be used to influence your customers' perception. They found that diners' liking for food in a student cafeteria increased with their liking for the music played.

A North, D Hargreaves (1996b) The effects of music on responses to a dining area.

Music is such a success for me that I use it to theme evenings at The Minnis. I host Jazz Gourmet Dinners in my upstairs restaurant, usually once a month and such is the demand, they sell out 6 months in advance.

Jason - The Minnis Bar & Restaurant





## Motivating employees

Music helps raise workers' morale by arousing and stimulating their minds. Workers who have a high level of morale in the workplace report more job satisfaction than do workers with low levels of morale.

J Connolly, C Viswesvaran (2000). The role of affectivity in job satisfaction: A meta-analysis.

## Telephone music on hold

Research undertaken by Leicester University for PRS has proved that callers prefer music to silence and are likely to hold for 20% longer when music is played, which lowers the risk of abandoned calls and the loss of potential bookings. For more information and a breakdown of prices please see separate leaflet – Music on hold.

A North, D Hargreaves J McKendrick (1999) Music and on-hold waiting time.

## Why do I need a PRS Music Licence?

If you perform music within your restaurant it is classed as a public performance. If you use copyright music – from background music (radio, CDs, TV and DVDs) through to live bands and music on hold - 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.

To enquire about a licence call free on 0800 068 48 28  
or email: [musiclicence@prs.co.uk](mailto:musiclicence@prs.co.uk)



## Price Guide (1st July 2005 – 30th June 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, maybe applied.

### Featured Music

Live Music – expenditure £11,106 or more (if seasonal £491 per week)

When the total annual expenditure on music by performers is £11,106 or more, the royalty rate is

Annual Higher* Royalty	Annual Standard Royalty
6% of Expenditure	4% of Expenditure

Live Music – expenditure less than £11,106 (if seasonal £491 per week)

First 100 persons capacity

Each additional 25 persons capacity

Subject to an annual maximum of

Per Session Higher* Royalty	Per Session Standard Royalty
£11.34	£7.56
£2.87	£1.91
£666.36	£444.24

Live Music – No Expenditure (e.g. a letting where the hirer provides own music)

First 100 persons capacity

Each additional 25 persons capacity

£11.34	£7.56
£2.87	£1.91

Recorded Music (featured)

Featured performances by CD, tape or record – discos, karaoke, ordinary dances, dinner dances, banquets and similar functions, the royalty per function for the first 100 persons capacity is

Each additional 25 persons capacity

£11.34	£7.56
£2.87	£1.91

Events that combine live music with disco, karaoke, dances and similar functions the charge is at the per function rate above.

However, where you are already paying a percentage rate for live music the charge for the recorded element is:

The royalty per function for the first 100 persons capacity is

Each additional 25 persons capacity

£5.67	£3.78
£1.43	£0.95

## Background music

### Television (terrestrial/satellite/cable) without video

Up to 30 seating capacity

Each additional 20 seating capacity

### Radio

Up to 30 seating capacity

Each additional 20 seating

### Record and/or compact disc and/or tape player

Up to 30 seating capacity

Each additional 20 seating capacity

### Music centre or radio cassette player

Up to 30 seating capacity

Each additional 20 seating capacity

### Video player (with or without television facilities through the same screen)

Up to 30 seating capacity

Each additional 20 seating capacity

### Audio jukebox

Up to 30 seating capacity

Each additional 20 seating capacity

### Video jukebox

Up to 30 seating capacity

Each additional 20 seating capacity

### Annual Higher\* Royalty

£141.68

£47.21

£141.68

£47.21

£249.38

£83.12

£283.40

£94.46

£215.43

£71.82

£283.40

£94.46

£396.74

£132.24

### Annual Standard Royalty

£94.45

£31.47

£94.45

£31.47

£166.25

£55.41

£188.93

£62.97

£143.62

£47.88

£188.93

£62.97

£264.49

£88.16

Where two or more different kinds of background music instruments are audible in the same room, the combined charges for those instruments for that room are reduced by 10%.

At fast food outlets and establishments with both seating and separate counter/takeout service the background music rates are increased by 17.5%.

### Seasonal reduction

Where the premises are open for not more than 26 weeks in the year, the annual royalty for background music is reduced by 1/3 subject to a minimum of

£47.21

£31.47

### Minimum annual royalty

Minimum annual royalty for this tariff (with the exception of charges subject to the seasonal reduction) is

£113.40

£75.60



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

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