



MEMBER CASE STUDY

Peter Wall
Chairman, Tails

Tails is a family owned start-up, established in 2010. We produce perfectly mixed cocktails, now in conjunction with Bols of Amsterdam, an industry leader. The products started life in Selfridges, John Lewis and Harvey Nichols and progressed through to EasyJet Flights and Virgin Trains.

I've been involved with the CBI for over 20 years now. Initially as part of a larger firm, but more recently via Tails which is a small family owned business that has gone from strength to strength - most recently winning a major contract with a national pub chain as well as developing plans for international expansion in association with Bols of Amsterdam. It is through Tails I've found that my involvement in CBI's work has grown.

Being a member of the CBI has had a number of organisational and personal benefits. It's given me the opportunity to represent not only my company, but all small businesses as a whole. I've sat in HMRC meetings, been to Number 10, met the Prime Minister and other government ministers, as well as worked with a number of CBI Director Generals. Without the CBI I wouldn't have had the opportunity to attend and speak at these meetings which have enabled me to give a voice to small business, who often get overlooked in some of the bigger policy discussions.

As a member of the CBI I've had the opportunity to sit on the SME Council (now the Enterprise Forum) and more recently the West Midlands Regional Council which forms part of the network of over 600 senior business executives that meet quarterly to discuss

and decide the CBI's key policy focus and thereby influence the policy landscape. I've also attended the CBI's Annual Conference where I've heard from a number of senior politicians and had the chance to network with business peers. As a result of all of my engagement, I get to regularly meet other likeminded business people, discuss some of the problems we face and in many cases learn from their experiences.

THE BENEFITS OF MEMBERSHIP:

1. The opportunity to represent small businesses on a number of CBI councils
2. The chance to sit on some key political meetings and really get my voice heard by the right people
3. The business networking opportunities that have come as a result of my membership

WE'RE YOUR VOICE

A COMMUNITY FOR YOUR BUSINESS
membership@cbi.org.uk

ABOUT CBI MEMBERSHIP

Membership of the CBI means you are part of the UK's premier business community giving you access to a network of 190,000 ambitious businesses across all sectors and sizes. Bringing you together with likeminded individuals to ensure that the UK is the best place in which to invest and do business from.

The CBI represents all business, regardless of size or sector

The CBI is the leading business organisation for all sizes and all sectors of business across the UK. Whether you're an ambitious start-up, are an established local business, or are multi-national, CBI membership can benefit your business.

No two memberships are the same

We know that you are busy running your business and there is no 'correct' model of engagement, we look to make our opportunities as flexible as they can be. Whether you want to receive our information virtually, dial into the occasional webinar and attend the odd event or would prefer to get fully involved in our consultations, forums and events – your membership is tailored to you.

The CBI is an organisation for business funded by business

We're a not-for-profit organisation financed by our member contributions and participation in commercial events.

The CBI is unique amongst membership organisations

The seniority of our network and our access into government is what sets us apart from other business organisations. It is CEOs steering our agenda, and the top levels of government want the CBI and our members round the table when making policy decisions. The fact we represent all sectors and have offices throughout the UK and internationally also means we have a diversity of views no other organisation can compete with.

We want your whole organisation to benefit from your membership

There are a variety of opportunities at the CBI for everyone across your business. Many of these are at board level and we will work with you to manage the relationship, and meet your business needs.

The benefits are tailored to you

CBI members use their membership in different ways depending on what they are looking to get from the relationship usually members are looking for a combination of: access to government, influence over policy, good practice sharing, B2B networking opportunities to grow their business, insight & intelligence to help their business planning.