



www.plunkett.co.uk

FUTURE PLANNING: WE ARE NOT
GOING BACK TO NORMAL
HOSTED BY
PETER AUSTEN AND DAVE HOLLINGS





power to
change

business in
community
hands



www.plunkett.co.uk



CO-OPERATIVE &
COMMUNITY FINANCE
the lender for social purpose



Ministry of Housing,
Communities &
Local Government

CMS

Co-operative & Mutual Insurance Limited



pub is the hub



GOVERNMENT GUIDANCE – SHIFTING SANDS

- 1 metre / 2 metre, inside / outside – have contingencies for every scenario
- Will meeting friends and extended family in a pub even be allowed?!
- Awaiting HSE guidance before finalising risk assessments and new models for opening
- Use other governments' advice and guidelines instead – USA, France, Italy, Republic of Ireland

A PHASED APPROACH TO RE-OPENING

- Will the pub simply re-open or could it re-open in stages?
- Government guidance may enable some services to open before others e.g. the shop before the bar
- Re-open some services before other services
- Re-open outside before inside
- Re-open with reduced or changed hours

RISK ASSESSMENTS

- The committee should carry out a risk assessment before re-opening:-
 - Staff and volunteers
 - Customers
 - Serving
 - Cleaning
 - Social distancing
 - Equipment, glasses, cutlery, crockery

STAFFING

- Roles and responsibilities:
 - Pre-opening
 - First 4 weeks
 - Months 2 - 3
- Safety – responsibilities to each other, involvement in policy making
- Attitudes - morale, flexibility, kindness, teamwork
- Prime cost and labour % - no new rules or benchmarking
- Return from furlough – when & how, flexi solutions
- Volunteers – when & how
- Balancing short term and long term staff strategies

STAFF PROTECTION

- Pre-opening staff discussions, awareness and joint policy making NOW
- Risk assessments – staff ‘buy in’
- PPE – see Irish HSE guidelines
- New protection means amending contracts, job descriptions and processes
- Protecting staff will protect your business (SEE CHECKLIST)
- 1 metre / 2 metre, inside / outside – have contingencies for every scenario

CUSTOMER PROTECTION

- Pre-opening tasks NOW, including budget (SEE CHECKLIST)
- Risk assessments – all areas, especially ‘contact’ areas
- PPE – see Irish HSE guidelines
- Most customers will want reassuring
 - Processes and procedures
 - PPE / screens / temp checks / furniture layout / technology
- Protecting customers will protect your business
- Bookings only – control customer flow
- 1 metre / 2 metre, inside / outside – have contingencies for every scenario

SOCIAL DISTANCING MEASURES

- Customer/member polls – NOW on Facebook and email
 - Listen to consumer concerns like never before
 - Test your pub's 'attractors' / 'detractors' – what would make them visit and return?
- 1 metre / 2 metre, inside / outside – which contingencies are viable?
- Gradually phase social 'un'distancing (start strictly for July, August)
- Pre-warn customers of any measures
- Customer flow – bookings and technology
- 80:20 rule – don't let the 20% ruin it for the sensible (and nervous!) 80%
- HSE guidelines crucial

CELLAR & BAR

- Pre-opening:
 - Clear out OOD stock, chase supplier and duty refunds
 - Unique time to refurbish, clean, paint & improve
 - Beer lines, cellar cooling – book a service & maintenance visit
 - Re-evaluate all supplier deals
 - New stock levels – cashflow is king, reduce to 7-10 days stockholding
- Post opening:
 - Weekly line and stock checks, monitor performance
 - Pricing and Gross Profit forecasting essential
 - Competitor analysis
 - K.I.S.S.

KITCHEN

- Pre-opening:
 - If closed, clear out OOD stock, insurance claims on wastage
 - If doing takeaways – ‘WWW x 3’ (What’s Working Well, What ISN’T Working Well, What Would Work Better?)
 - Unique time to refurbish, clean, paint & improve if affordable
 - Equipment - service & maintenance visits
 - Re-evaluate all supplier deals
 - New stock levels – cashflow is king, reduce to 2-4 days stockholding
 - Establish prime costs (labour + cost of food)
- Post opening:
 - Weekly line and stock checks, monitor performance
 - Pricing and Gross Profit forecasting essential
 - Competitor analysis
 - K.I.S.S.

CUSTOMER AREAS

- START AGAIN! Re-draw your areas, depending on gov guidance
- Licensing and staffing considerations
- CLEAN, CLEAN, CLEAN
- Clarity, put customers' minds at rest
- Don't drop standards, ambience or values – why do people love your pub?
- Don't let service and safety suffer just to get 2 or 3 extra tables in

OUTDOOR AREAS

- Learn from the big brands, other industries, other countries
- Furniture investment – agree budget
- 2-4 month opportunity (eg. if areas are heated, illuminated)
- Bad weather contingencies
- Technology – Payment, bookings, promotion
- Allow customers to go outside and STAY outside! - extra cover, cleaning, staffing?

TOILETS

- Don't underestimate importance, especially to some customer groups
- Awaiting Government / HSE guidance
- CLEAN, CLEAN, CLEAN
- Appoint staff 'Toilet Monitors' each day
- '1 in, 1 out', self imposed distancing & hygiene v staff supervision

KEEPING THE BOARD TOGETHER

- How does the board take decisions in a lockdown world?
- Physical board meetings are not possible, but board meetings can be held by Zoom or other on-line means
- Decisions by e-mail
- But talk to each other. Pubs are normally places where board members can have conversations before matters come to any decision. Those informal conversations still need to happen.

CONSULTING MEMBERS AND THE COMMUNITY

- There will be a range of views among your members and in your community – reflecting the range of views in wider society
- You will not be able to please everybody
- Regular, clear communications by e-mail, leaflets, Facebook or whatever media you normally use
- Be clear about why you are taking the approach you are doing

NEW MARKET GAPS?

- Will all other services in your area re-open? Especially other pubs.
- Will the demand for 'local' survive beyond Covid 19?
- More people will be working from home during the day – does this provide opportunities?
- On-line activities
- Serving the whole community – what could that mean

SERVING THE WHOLE COMMUNITY

- As lockdown is lifted, it won't be lifted for everybody.
- Those in vulnerable groups will still be advised to stay at home.
- People with Covid 19 or who have been tracked and traced should be self – isolating
- How does the pub serve these people?

FINANCIAL FORECASTS

- Before & After Covid P&L examples?

A SECOND WAVE?

- A second wave of infections might happen nationally or locally.
- What are your plans if it does?

PLUNKETT SUPPORT

- Specialist advice
- Webinars
- Fortnightly community pub Zoom call
- Community Pubs network Facebook page
- Small grants and emergency grants (finished)
- Recovery grants (to follow)

WE HAVE ADVISORS WE CAN ALLOCATE TO PROVIDE SUPPORT ON THIS OR OTHER TOPICS.

- If you need help and advice or have training needs with regards issues arising from Covid 19 or another aspect of setting up or running a community business please contact us.
- You can keep up to date with information, news and events by following us on Twitter and Facebook or through our website www.plunkett.co.uk or email info@plunkett.co.uk

Membership



www.plunkett.co.uk



Join a **growing number of like-minded people and organisations working together** to help rural communities tackle the challenges they face.



Share **knowledge and experience** through our network and find the right products and services with our directory of suppliers who share your values and can **help your business to thrive**.

**PRIORITY
ACCESS TO
NEWS,
RESOURCES &
INFORMATION**

**BE PART OF A
NETWORK OF
COMMUNITY
BUSINESS
EXPERTS**

**LEARN AT
EVENTS,
WEBINARS &
TRAINING**

**INFLUENCE
OUR WORK
TO SHAPE THE
FUTURE OF
COMMUNITY
BUSINESS**

Join today: plunkett.co.uk/membership

THANK YOU FOR ATTENDING
PLEASE CONTACT US IF YOU
REQUIRE FURTHER HELP AND
SUPPORT
INFO@PLUNKETT.CO.UK

WWW.PLUNKETT.CO.UK

OR FOLLOW US ON FACEBOOK TO FIND OUT MORE ABOUT UPCOMING WEBINARS AND
HOW WE CAN HELP COMMUNITY BUSINESSES.



Plunkett
Foundation

www.plunkett.co.uk