

PUB RE-OPENING WEBINAR CASE STUDIES

SHORT QUESTIONNAIRE

PUB NAME: The Golden Ball Inn (run by the Golden Ball Co-operative Ltd.)

LOCATION: York

STYLE OF PUB: Grade II listed pub with a well-preserved Victorian layout, situated in a largely residential area - inside the city walls but just outside the main tourist part of the city. Listed in CAMRA's national inventory of historic pub interiors and included in the 2020 Good Beer Guide. Leased from a pubco on a commercial basis, having gone free-of-tie in 2018.

USUAL WET/DRY SALES SPLIT: 90% wet

1. What have your approximate sales been (like for like) for the **last 3 months** (April to June 2020), compared to last year?

No sales, as the pub has been completely shut and staff furloughed.

2. What are your approximate projected sales (like for like) for the **next 3 months** (July to September 2020), compared to last year? If you can, please indicate month by month.

We don't have any projections as yet. Perhaps 30% of equivalent period last year ?

3. What date do you intend to re-open and why?

Week commencing 6th July for takeouts.

Week commencing 13th for trial runs of use of the beer garden, which will open to the general public later, on an unspecified date (perhaps a 'soft launch').

4. How will you be adapting the pub and customer experience, post lockdown?

Takeouts from a new hatch installed in a historic 'jug and bottle' area.

Table service only, in a reconfigured garden: removed a shed and part of the flower beds to create more space. Staff to take orders, not via an app. Contactless only payment.

Table bookings only ?

Specific times to be set aside for more vulnerable customers.

One way system: enter the garden through the pub but exit the garden straight back onto the street. Fortunately our toilets are outside, accessible from the garden.

Perhaps pavement seating if this becomes legal and feasible from a space point of view.

Plan to re-open one of the four inside rooms - for single group bookings only - in due course.

5. How much have you had to invest in re-opening?

Budget of £250 for essentials and a further £300-£400 for 'nice to haves'. A further c£400 for wet/cool weather improvements to the garden later in the summer.

Plus as yet unquantified cost of additional card machine/payment app and table booking app.

Also a few £ks of internal works that probably needed doing at some point anyway (e.g. cellar floor and bar floor) and we are taking the opportunity presented by the closure of the inside of the pub to get these done.

6. What are the key re-opening challenges you are anticipating?:

- a. SALES
- b. PROFIT

7. Do you anticipate any longer term challenges, over the next 6 months to 24 months?

Paying back rent arrears run up (with the freeholder's agreement) during lockdown.
Renegotiating our lease, which runs out August 2022.

8. Is there any other useful advice you can give to other community pubs?

Not as yet !