

KEEPING BRITAIN'S PUBS ALIVE



COVID-19 BATTLEPLAN

WE LOVE PUBS.



OUR FIRST JOBS WERE IN PUBS. WE CATCH UP WITH OUR FRIENDS AND FAMILY IN PUBS. SOME OF OUR HAPPIEST MEMORIES WERE MADE IN PUBS.

ONCE THE CORONAVIRUS LOCKDOWN IS OVER WE KNOW WHERE IT IS WE WANT GO, AND WE WANT TO MAKE SURE OUR COUNTRIES PUBS ARE STILL OPEN FOR BUSINESS.

NOW MORE THAN EVER UK PUBS SHOULD BE SUPPORTED, WHICH IS WHY WE'VE ESTABLISHED THE UK PUB SURVIVAL ASSOCIATION - A COMMUNITY OF UK PUBLICANS TO SEEK AND SHARE ADVICE ON HOW TO CONTINUE OPERATING IN THE CURRENT SITUATION.

MEMBERS ARE ALSO BACKED BY LEADING UK MARKETERS FOR THE BEST WAYS TO MAKE SURE THAT THEIR LOCAL AREA KNOWS ALL ABOUT WHAT THEY CAN OFFER.

TOGETHER, LET'S KEEP BRITAIN'S PUBS ALIVE.

JACK & JOHN.



WHAT'S IN THIS GUIDE.

WE'VE COLLATED FOUR KEY IDEAS FOR KEEPING YOUR PUB IN OPERATION AT THE MOMENT. THIS IS BY NO MEANS AN EXTENSIVE LIST, BUT THE AIM IS TO GIVE YOU SOME FOOD FOR THOUGHT, TO KEEP YOUR DOORS (METAPHORICALLY) OPEN FOR BUSINESS.

WE'VE SET UP THE UK PUB SURVIVAL ASSOCIATION GROUP ON FACEBOOK WHICH YOU WILL NOW HAVE ACCESS TO. WE STRONGLY ENCOURAGE YOU TO ENGAGE WITH THE GROUP, TO ASK QUESTIONS AND OFFER ADVICE TO YOUR FELLOW PUBLICANS AS THERE WILL BE MANY GREAT IDEAS OUT THERE FOR YOU TO REPLICATE.

WE WILL BE ON HAND TO OFFER ANY MARKETING ADVICE YOU MIGHT NEED, FROM HOW TO EFFECTIVELY MANAGE SOCIAL MEDIA TO CREATE A BUZZ IN YOUR AREA, AND UTILISING FACEBOOK ADVERTISING TO DESIGNING GREAT FLYERS FOR YOUR LOCALS WHO DON'T HAVE THE INTERNET!

#1 - TAKEAWAY MEALS

IF YOU ARE IN A POSITION TO KEEP ELEMENTS OF YOUR KITCHEN OPEN, TAKEAWAY SERVICES ARE A QUICK AND EASY WAY TO KEEP OPERATING. THERE ARE A FEW DIFFERENT WAYS IN WHICH PUBS CAN OFFER TAKEAWAY SERVICES TO THEIR CUSTOMERS DEPENDING UPON YOUR CURRENT CAPACITY TO PREPARE FOOD.

COLLECTION OR DELIVERY?

IF YOU AREN'T IN A POSITION TO DELIVER, DON'T BE PUT OFF THE IDEA OF OFFERING A TAKEAWAY SERVICE AS MANY PUBS ARE TURNING OVER A GOOD TRADE IN COLLECTION-ONLY MEALS. IT IS LIKELY THAT WE WILL STILL BE IN THE CURRENT SITUATION FOR A NUMBER OF MONTHS, SO IT'S A GOOD IDEA TO GET YOUR FOOT IN THE DOOR EARLY BY OFFERING A SMALLER SERVICE. IF IT PROVES COMMERCIALY VIABLE FOR YOU, YOU MAY CONSIDER USING APPS SUCH AS JUSTEAT OR UBEREATS TO FURTHER PROMOTE IT. YOU MIGHT EVEN FIND IT PROFITABLE ENOUGH TO TAKE ON A MEMBER OF STAFF TO RUN DELIVERIES FOR YOU!

• BATCH MEALS.

THINK LASAGNE, CURRY, CHILLI AND MORE. THESE KIND OF MEALS CAN BE COOKED IN BULK AND PACKAGED PRIOR TO SERVICE, WITH THE ADDED BENEFIT OF BEING ABLE TO STORE ANY UNSOLD PORTIONS FOR A SHORT TIME. FOR MEALS SUCH AS LASAGNE, CONSIDER ADDING A BOTTLE OF WINE AND A DESERT TO CREATE A MEAL DEAL OFFER.

• FRESH MEALS.

IF YOU'RE ABLE TO, NOTHING BEATS A FRESH HOT PUB MEAL! TO MAKE THINGS MORE MANAGEABLE, YOU COULD CONSIDER IMPLEMENTING A REDUCED MENU, OR EVEN THEMED NIGHTS. FOR EXAMPLE, PIZZAS ARE A QUICK MEAL TO PREPARE (AND OFFER LOTS OF ROOM FOR PROFIT). ORDERS AND PAYMENT CAN BE TAKEN OVER THE PHONE - IT'S JUST A MATTER OF GETTING THE WORD OUT TO YOUR LOCAL AREA.



#2 - TAKEAWAY DRINKS

LICENSING RULES ALLOWING, THIS IS A REALLY SIMPLE OFFER THAT NEEDS VERY LITTLE EXPLAINING! PUBS ALL OVER THE COUNTRY ARE TAKING THIS ROUTE AND DEMAND IS OVERWHELMING (AFTER ALL, WHO DOESN'T NEED A BIT OF THEIR FAVOURITE TIPPLE RIGHT NOW?!)

- **STANDARD DELIVERIES.**

ASIDE FROM OFFERING SOMETHING OUT OF THE ORDINARY, YOU CAN OFFER YOUR CUSTOMERS COLLECTION OR DELIVERY ON THEIR FAVOURITE DRINKS - THIS CAN BE DONE EITHER TO ORDER OR IN SPECIAL "PACKAGES".

- **TASTING EVENINGS.**

THIS IS WHERE YOU CAN GET CREATIVE TO MAXIMISE PROFITS. SIMPLY PUT TOGETHER COLLECTIONS SUCH AS RED WINES, SOME TASTING NOTES AND MAYBE EVEN FOOD SUCH AS TAPAS AND YOU CAN MARKET A WHOLE EVENINGS ENTERTAINMENT FOR YOUR CUSTOMERS IN THE FORM OF A TASTING EVENING. IT'S NOT ONLY WINES YOU CAN DO THIS WITH - USE THIS AS AN OPPORTUNITY TO SHOW YOUR CUSTOMERS WHICH BEERS YOU HAVE TO OFFER (MAYBE THROW IN SOME PORK SCRATCHINGS!).

- **COCKTAIL EVENINGS.**

THIS IS ANOTHER GREAT WAY TO BE CREATIVE WITH YOUR OFFERING. YOU CAN MIX UP A COLLECTION OF COCKTAILS FOR YOUR CUSTOMERS FOR DELIVERY OR COLLECTION - OR EVEN SUPPLY THE INGREDIENTS WITH A RECIPE CARD FOR THEM TO DO AT HOME!



HOPE

#3 - COMMUNITY HUB

FROM ALL OF OUR CONVERSATIONS WITH PUBLICANS ACROSS THE COUNTRY, THIS IS OUR FAVOURITE IDEA AND TRULY SHOWS THE VALUE THAT PUBS HAVE TO OUR LOCAL COMMUNITIES.

MANY PUBS ARE THE CENTRAL HUB TO SMALL VILLAGES AND COMMUNITIES, AND AS SUCH ARE REALLY STEPPING UP TO THE PLATE. THESE PUBS ARE TAKING REGULAR SHOPPING ORDERS FROM VULNERABLE OR ISOLATING MEMBERS IN THE LOCAL AREA USING THEIR WHOLESALE CONTACTS TO GET REASONABLE PRICES.

THESE ORDERS ARE THEN GENERALLY DELIVERED (DUE TO THE NATURE OF THE CUSTOMER'S SITUATION). IT'S A SIMPLE IDEA AND NOT THE MOST PROFITABLE BUT HAS SOME SERIOUS BENEFITS THAT SHOULDN'T BE IGNORED.



FIRSTLY, THE ABILITY TO HELP YOUR LOCAL AREA IN SUCH A TANGIBLE WAY IS A REAL PRIVILEGE. WE ARE ALL IN THESE UNPRECEDENTED TIMES TOGETHER, AND ANY SUPPORT YOU GIVE TO YOUR COMMUNITY WILL NOT BE FORGOTTEN.

BY PROTECTING AND ASSISTING THOSE IN NEED IN YOUR AREA, NOT ONLY WILL YOU FEEL PROUD OF HOW YOU ACTED DURING COVID-19, BUT YOU WILL BE TRULY CEMENTING YOUR POSITION AS A KEY ASSET TO THE LOCAL COMMUNITY.

IN TIME, THAT POSITIVE REPUTATION THAT YOU HAVE BEEN BUILDING WILL TRULY PAY OFF FOR YOU IN THE FORM OF RETURNING CUSTOMERS.



#4 - DIY RECIPES

IF YOU AREN'T IN A POSITION TO OFFER PREPARED MEALS, BUT CAN STILL RECEIVE DELIVERIES FROM YOUR SUPPLIERS, THIS IS A GREAT WAY TO KEEP YOUR LOCAL AREA ENGAGED.

- **ADULT MEALS.**

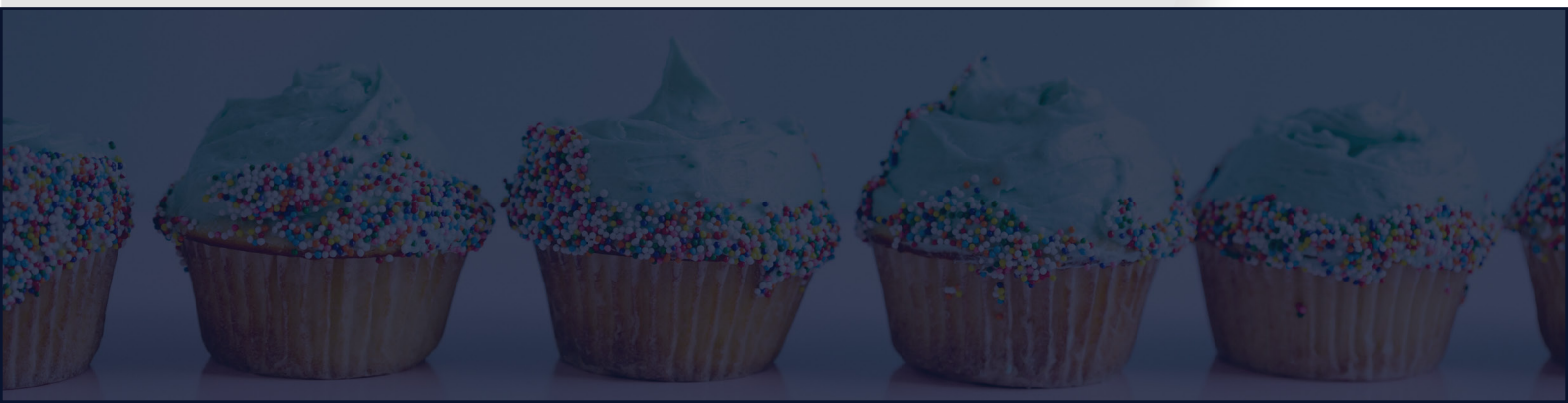
IT'S SIMPLE TO PUT TOGETHER RECIPE CARDS AND PACKAGE PRODUCE SUITABLE FOR COLLECTION OR DELIVERY, AND HAS SOME ADDITIONAL BENEFITS. KEEP THE RECIPES FAIRLY LIGHT ON INGREDIENTS (AND COST EFFECTIVE!), AND CONSIDER ADDING BOTTLES OF BEER OR WINE FOR A FULL MEAL EXPERIENCE.

- **KIDS FOOD.**

WITH A LARGE NUMBER OF PARENTS WORKING FROM HOME, WITH NO SCHOOLS OPEN, PEOPLE ARE UNDER A LOT OF PRESSURE TRYING TO KEEP THE KIDS BUSY! SOME OF THE PUBS WE HAVE BEEN IN CONVERSATION WITH HAVE COME UP WITH A GENIUS IDEA OF SELLING CHILD-FRIENDLY BAKING KITS FOR THE FAMILY TO ENJOY AS AN AFTERNOON'S ACTIVITY.

- **NEXT STEPS.**

ONE OF THE BIGGEST BENEFITS OF THIS IDEA IS THE LEVEL OF SOCIAL MEDIA ENGAGEMENT YOU CAN GET. BY ADDING A SIMPLE MESSAGE IN THE PACKAGES, YOU CAN ENCOURAGE CUSTOMERS TO SHARE THEIR CREATIONS ON FACEBOOK AND INSTAGRAM. THIS WAY, YOUR CUSTOMERS ARE PROVIDING ADVERTISING FOR YOU!





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