

# Ashdale Insights

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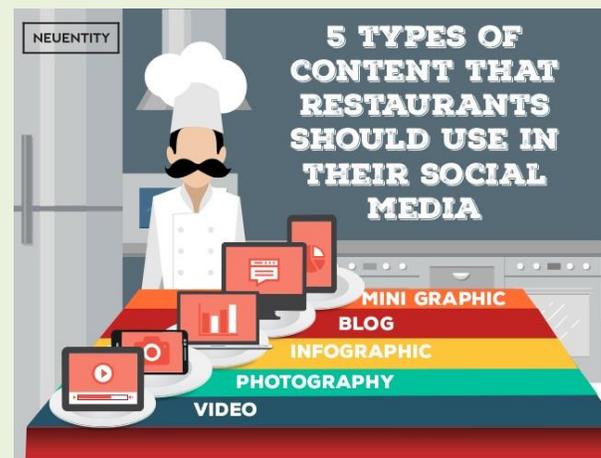
## Is your media unsociable?

*This month we look at whether your website and social media accounts attract or put off customers?*

Over the last few months I have been working with an independent licensed coffee shop not far from where I live. Having spent a little bit of time helping them re-merchandise their outlet and review their menus I turned my attention to looking at their on-line presence including how they were using social media.

As part of this work I showed them what a number of competing businesses were currently doing as well as looking at a cross section of other venues operating in the casual dining and hospitality industry. The aim being to look at best practice and search out clues from which the coffee shop could evolve its own online strategy.

It would be wrong of me not to acknowledge that we came across some real great and very



creative websites as well as some very engaging Twitter and Facebook accounts. However it also became very clear that the amount of time and effort some operators were putting into this important part of their communication mix was varied to say the least.

### **A website is not just for Christmas**

According to BT over 80% of the UK is now online in some way or another. Research presented at the 2016 Pub Goers conference by Cardinal Research also highlighted how customers are increasingly using venue websites as part of their

decision making process to determine whether or not they visit a particular pub, bar or restaurant.

Faced with such compelling insight it never ceases to amaze me how some operator seem to think that changing their website is something which only needs to be done once or twice a year.

**To read this and previous articles in full go to Ashdale Articles**

[www.ashdale-consulting.com](http://www.ashdale-consulting.com)

or

**Casual Dining Magazine**  
[www.casualdiningmagazine.co.uk](http://www.casualdiningmagazine.co.uk)

**ONS figures suggest the economy grew at its slowest since 2013**

**Lidl was again the fastest growing retailer up +19.2%, taking its market share to a new record high of 5.3%**

**Consumers appear to be in a mixed mood – with some consumer measures up and others down**

## Economic Headlines

*These headlines are from our Economic Bulletin.*

CPI for August 2017 was +2.9% up from +2.6% in July, this is the joint highest it has been in the last five years as the price of petrol and clothes rose.

Latest figures from the ONS show that unemployment fell to 4.3%, however the

squeeze on real incomes continues as wages rise by +2.1%.

The final estimate for GDP for Q2 was +0.3% unrevised from the second estimate as ONS figures suggest the economy grew at its slowest since 2013.

CPI	+2.9%
RPI	+3.9%
CPIH	+2.7%

UNEMPLOYMENT	+4.3%
PAY	+2.1%

Q2 GDP	+0.3%
TRADE BALANCE	(£8.6BN)
SERVICES	+£25.80BN

## Retail Headlines

*These headlines are from our Retail Bulletin.*

Retail sales rose +2.4% in August 2017 vs. August 2016, ahead of economic forecasts, boosted by sales of clothing and non-essential items.

Year-on-year contribution of food stores remains flat as contributions to the overall growth came

from non-essential items.

Latest 12 week figures saw the Grocery Market grow by +3.6%, as disappointing August weather meant a difficult month for traditional summer categories.

RETAIL VOLUMES	+2.4%
RETAIL VALUES	+5.6%
INTERNET SALES	+15.6%

GROCERY MARKET	+3.6%
GROCERY INFLATION	+3.2%

Lidl	+19.2%
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## Consumer Spending Headlines

*These headlines are from our Consumer Spending Bulletin.*

Average family spending power was down (£1) a week in August at £198 as the bottom 60% of households currently see their discretionary incomes fall.

The estimated average mortgage debt in July was

£121,343, meaning the average annual interest paid would be £3,094 per household (based on a rate of 2.55%).

GfK's UK Consumer Confidence Index was (9) in September up +1 compared to August, although confidence in personal finances has declined.

HOUSEHOLD INCOME	£769
TAXES & COST OF LIVING	£571
DISCRETIONARY	£198

HOUSEHOLD DEBT	£57,349
EXC MORTGAGES	£7,436

Overall Confidence	(9)
LY Personal Finances	(1)
NY Personal Finances	+4

## Wine Update

Latest data from the HMRC shows that still wine returns for June 2017 were down (1.5%) versus June the previous year.

This wasn't enough to offset the growth seen in April +4.6% and May +2.3% which meant that Q2 was up +1.7% vs. 2016.

This means that the current MAT is up +1.3% vs. this time last year.

Sales of sparkling wines were up again in June, +5.9%.

Combined with increases in April and May this meant Q2 was up +11.9% vs. 2016.

This means that the current MAT is up +8.8%

compared to last year.

As before Prosecco continues to be a big driver of this growth.

Source: HMCR August 2017



**After a slow January & February Sparkling Wines are back in strong growth**

## Pub & Bar Update

Patron Capital has completed its acquisition of Punch Taverns plc, with around 1,900 of the pubs being sold to Heineken. The deal, at 180p in cash per share, valued the equity of Punch at approximately £402m, implying an enterprise value of around £1.8bn.

C&C Group plc has announced that, in

partnership with Proprium Capital Partners and Admiral Management, it has agreed to acquire the entire issued share capital of Admiral Taverns. The deal is thought to be worth £220m. Admiral have an estate of about 845 predominately wet-led pubs.

In other news Stonegate are in pole position to by Revolution Bars for around £101.5m.

Pub Goers Conference 11<sup>th</sup> October 2017



**Patron Capital has completed its acquisition of Punch Taverns plc**

## Weather Summaries

For more months and years then simply go to:

[www.ashdale-consulting.com](http://www.ashdale-consulting.com)

AUGUST	
	Temp = (0.4) Rain = 117 Sun = 98
<ul style="list-style-type: none"> <li>Cloudy with quite a bit of rain, warmer between the 17<sup>th</sup> &amp; 23<sup>rd</sup></li> <li>The SE did see some high temps between the 27<sup>th</sup> &amp; 29<sup>th</sup></li> </ul>	

SEPTEMBER	
	Temp = (0.1) Rain = 124 Sun = 88
<ul style="list-style-type: none"> <li>Mostly unsettled, especially in England &amp; quite windy</li> <li>Average temps, below normal in the South but above in the North</li> </ul>	

**The weather in September was mostly unsettled especially in England**

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**Analysis  
Insight  
Strategy**



## About Ashdale Business Consulting

Ashdale Business Consulting is an independent consultancy providing analysis, insight and strategy across the UK alcohol and hospitality industry. Specialist areas include Strategic & Marketing Analysis, Scenario Planning & Forecasting, Category Management and Profit & Value Chain Modelling. We also deliver training across a range of business and marketing activities, all of which help to improve an organisations ability to make more profitable decisions.

Clients range from individual outlets and microbrewers through to regional/national brewers, as well as global drinks companies and trade organisations.

**For more information go to our website:**

[www.ashdale-consulting.com](http://www.ashdale-consulting.com)

**For more information about our FREE and chargeable eLearning training go to:**

[www.http://ashdale-academy.teachable.com](http://www.http://ashdale-academy.teachable.com)

## Dates and Events for Your Diary

**General**October

Various School ½ Term  
29<sup>th</sup> Clocks Go Back  
31<sup>st</sup> Halloween

November

5<sup>th</sup> Bonfire Night  
22<sup>nd</sup> Autumn Budget  
23<sup>rd</sup> Thanksgiving (USA)  
24<sup>th</sup> Black Friday

**Licensed Trade**October

2<sup>nd</sup> – 4<sup>th</sup> Bar & Pub Show  
9<sup>th</sup> ALMR Late Night Awards  
11<sup>th</sup> Pub Goers Conference  
11<sup>th</sup> – 22<sup>nd</sup> Wetherspoons  
Ale Festival

November

13<sup>th</sup> Nebbiola Day  
(Italian Wines)

**Sports**October

7<sup>th</sup> Rugby League Grand  
Final  
8<sup>th</sup> World Cup Qualifiers  
22<sup>nd</sup> Grand Prix (USA)

November

12<sup>th</sup> Grand Prix (Brazil)  
12<sup>th</sup> – 19<sup>th</sup> Tennis ATP  
23<sup>rd</sup> – 27<sup>th</sup> Aus v Eng 1<sup>st</sup> Test  
26<sup>th</sup> Final Grand Prix (Abu  
Dhabi)

## Ashdale Training Dates

**Licensed Trade**October

24<sup>th</sup> How To Make More Profit (BoT)  
Elearning courses available

November

22<sup>nd</sup> How To Make More Profit (Sheff)  
23<sup>rd</sup> How To Make More Profit (BoT)  
Elearning courses available

**Marketing**October

26<sup>th</sup> Marketing Planning For Small Businesses  
Elearning courses available

November

21<sup>st</sup> Marketing Planning For Small Businesses  
Elearning courses available