

# Ashdale Insights

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## Attracting new and different customers

*This month we ask are operators missing opportunities to attract new customers?*

No matter what type of retail operation you are running there is usually a genuine belief by the management that once a customer has come through the door and experienced the offer they will have no hesitation on returning time and time again. Of course in the cold light of day this is over simplistic and probably somewhat naïve. That said many operators seem to believe this to be the case whereas in reality this is far from the truth.

Assuming the above is broadly true then day to day operational issues and challenges aside; getting 'new' customers in through the door is the single most important things that any outlet needs to focus on. While traditional methods such as advertising obviously can have a role to play, they can be expensive and not right for everyone. One way operators have looked to



address this and particularly when it comes to attracting millennials etc. is to make more use of social media such as Facebook and Twitter. Again nothing wrong with that but today I would offer up some additional and complementary ways in which to get the message out there about what you can offer and how good you are.

### Experiential marketing

There are a few different definitions of what experiential marketing is but for our purpose let's view it as "creating a closer bond between potential customers and your retail brand by

immersing them in a fun and memorable experience". At its basic level this may also be regarded as just great PR.

There are a number of alternative ways in which you can engage in these sorts of activities but in this instance I would like to focus on showcasing your offer at alternative locations and events.

The purpose of this approach is to interact with and involve potential customers you may not usually come across. So what might this look like?

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

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

**The largest downward contribution this month once again came from gas and electricity prices which fell between September and October**

**Growth in the overall market slowed, all four of the main supermarkets struggled to make gains this month**

**Going forward consumers need to be convinced they will be able to balance their personal accounts beyond 'just about managing'**

## Economic Headlines

*These headlines are from our Economic Bulletin.*

CPI for October 2019 was +1.5% down on +1.7% in September, its lowest level in almost 3 years as the energy cap helped keep electricity and gas prices in check.

Latest figures from the ONS show that the unemployment rate was

3.8%, as wage growth continues to increase ahead of inflation at +3.6%.

The latest estimate for GDP for the 3-months to September 2019 (Q3) was +0.3%, with more positive news in terms of the Construction industry this quarter.

CPI	+1.5%
RPI	+2.1%
CPIH	+1.5%

UNEMPLOYMENT	+3.8%
PAY	+3.6%

Q3 GDP	+0.3%
TRADE BALANCE	(£6.41)
SERVICES	+£26.75BN

## Retail Headlines

*These headlines are from our Retail Bulletin.*

Retail sales rose +3.1% in October 2019 vs. October 2018, as Department Stores improved slightly although Household Goods Stores continue to struggle.

Although October was wetter and colder than usual this didn't boost

clothing sales as would have been expected, as fuel sales helped boost the monthly figures.

Latest 12 week figures saw the Grocery Market grow +1.0%, slightly behind the rate last month, against a backdrop of political uncertainty and a persistently wet autumn.

RETAIL VOLUMES	+3.1%
RETAIL VALUES	+3.3%
INTERNET SALES	+8.5%

GROCERY MARKET	+1.0%
GROCERY INFLATION	+0.8%

Lidl	+8.8%
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## Consumer Spending Headlines

*These headlines are from our Consumer Spending Bulletin.*

Average family spending power was up £14 a week in August at £216, helped by a combination of favourable wage growth and a slowdown in the rate of inflation. **No update.**

The estimated average mortgage debt in

September was £130,978, meaning the average annual interest paid would be £3,143 per household (based on a rate of 2.40%).

GfK's UK Consumer Confidence Index was (14) in November flat compared to October, as consumers are clearly in a 'wait-and-see' mode, pre the election.

HOUSEHOLD INCOME	£818
TAXES & COST OF LIVING	£602
DISCRETIONARY	£216

HOUSEHOLD DEBT	£59,823
EXC MORTGAGES	£8,108

Overall Confidence	(14)
LY Personal Finances	+0
NY Personal Finances	+1

## Cider Update

Latest data from HMRC shows that cider returns in Q3 2019 were up +0.7% on the same quarter a year ago.

The quarter started off well as returns in July were up +1.6% vs. July last year.

This positive performance continued as returns in August were up +8.0% vs.

August 2018.

The quarter ended poorly as the returns for September were down (7.6%) compared to September last year.

A result of this has been that Cider returns on a MAT are up very slightly at +0.1%.

These numbers are for

traditional apple Ciders only. Fruit based Cider volumes are categorized as Made-Wine for duty by HMRC.

Source: HMRC November 2019



***This is the first time Cider returns on a MAT basis have been in growth since July 2018***

## Casual Dining Update

Consumer restaurant spend declined by (5.2%) last month, takeaways and fast food transactions saw a rise of 11.4%. As the colder weather and longer nights arrived, it seems diners took advantage of food delivery apps over venturing out for a meal.

Over half of diners would like more meat-free

options when eating out, with 71% seeking more healthy meals. The findings come from a report by Nestlé Professional, entitled Balancing Plates: Navigating consumer dining demands in 2020, which surveyed 1,000 consumers in the UK.

Deliveroo has launched

‘Pickup’, its new click and collect service, allowing customers to order food for collection, rather than just delivery. People can also order for collection from restaurants who may not do delivery.





***Over 700 restaurants in 13 cities across the UK have already signed up to Pickup, such as Byron, Pizza Express, Pizza Hut, TGI Friday’s and Frankie & Benny’s***

## Weather Summaries

For more months and years then simply go to:

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

OCTOBER	
<b>COLD</b> 	Temp = (0.5) Rain = 109 Sun = 95
<ul style="list-style-type: none"> <li>Generally unsettled with temperatures below the average</li> <li>Wet in most regions most notably Yorkshire &amp; South West</li> </ul>	

NOVEMBER	
<b>COLD</b> 	Temp = (0.9) Rain = 97 Sun = 84
<ul style="list-style-type: none"> <li>Started mild and unsettled before getting wetter and colder</li> <li>Some localised flooding in parts of the Midlands and the North</li> </ul>	

***November began with mild and wet weather before turning colder including sleet and snow falling on high ground***

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## Helping clients...

**Sell More**  
**Charge More**  
**Lower Costs**

## About Ashdale Business Consulting

I help my clients *sell more, charge more* and *lower costs*.

Having been a client myself I understand you always have *more things which need doing* than you ever have time for. Sometimes you also need *additional skills* or *experience* to complement those already in your organisation.

### Sound familiar?

That's where help. I provide an independent flexible resource to draw from on just those occasions. I work across a range of different industry sectors providing *analysis, insight* and *strategic thinking*, however I specialise in helping the UK alcohol and hospitality sector.

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 my website:

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

## Dates and Events for Your Diary

### General

#### December

2<sup>nd</sup> Cyber Monday  
12<sup>th</sup> General Election  
22<sup>nd</sup> Winter Solstice  
25<sup>th</sup> Christmas Day  
26<sup>th</sup> Boxing Day  
31<sup>st</sup> New Year's Eve

#### January

1<sup>st</sup> New Year's Day  
2<sup>nd</sup> New Year Holiday (Scot)  
25<sup>th</sup> Burns Night  
25<sup>th</sup> Chinese New Year (Rat)

### Licensed Trade

#### December

17<sup>th</sup> UKH (ALMR) Christmas  
Lunch

#### January

29<sup>th</sup> National Breakfast &  
Brunch Awards

### Sports

#### December

1<sup>st</sup> Abu Dhabi GP (last one)

#### January

20<sup>th</sup>-2<sup>nd</sup> Tennis Open (Aus)

## Ashdale Training Dates

### Helping Pubs & Bars Make More Money

No more Open Workshops in 2019\_

For more information [click here](#).