Ashdale Business Consulting Ltd

April 2020

Ashdale Insights

INSIDE THIS ISSUE:

Just Another Quiet Monday

This month we ask what can operator do to fill their venues during less busy times? When open again!

Over the last few years as well as my usual consulting work I have also been teaching a number of Marketing courses at Nottingham Trent University. On the whole this has worked out quite well as I have been able to structure my workload around my time at the University. It has also helped that the main projects I have been working on haven't been time sensitive so I have been able to be quite flexible as to when I do things.

Speaking to a colleague at the University who was in a similar position I discovered how lucky I had been. Unfortunately for this individual the projects and clients she was working with had quite tight timings and this had meant that she was finding it increasingly difficult to balance that workload with the requirements of the University. This came to a head towards the end of the academic year as a couple of project deadlines clashed with when student assignments and exams needed to be marked. This experience has made her reflect on what commitments she can give to the University going forward so as not to compromise the time she is able to dedicate to her other clients.

Of course peaks and troughs in business are nothing new. And when it comes to the world of hospitality it is one on the great challenges. So how can operators go about filling their venues during less busy times?

What's the aim of the game…

It may seem obvious but whatever activity you plan to do be very clear what it is you are hoping it will deliver. Without clear objectives it is unlikely that you will know whether you have been successful or not.

At the most basic level you may wish just to get people into your venue during quiet times to help off-set some of your fixed overhead costs.

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

www.ashdale-consulting.com

The largest downward contributions to CPI this month came from motor fuels as petrol fell by 2.4p per litre and video games

Economic Headlines

These headlines are from our Economic Bulletin.

CPI for February 2020 was +1.7% down on +1.8% in January, this in part was helped by falling prices for motor fuels and computer games.

Latest figures from the ONS shows that the unemployment rate was up slightly at 3.9%, with concerns this may rise further due to the impact of Covid-19.

The latest estimate for GDP for the 3-months to January 2020 was +0.0%, as growth in Construction, driven by housebuilding, offset declines elsewhere.

CPI	+1.7%
RPI	+2.5%
CPIH	+1.7%

UNEMPLOYMENT	+3.9%
PAY	+3.1%

3-Mth to Jan-20 GDP	+0.0%
TRADE BALANCE	(£9.35BN)
SERVICES	+£23.33BN

Co-op's extensive number of convenience outlets helped to attracted people looking to shop locally

Retail Headlines

These headlines are from our Retail Bulletin.

Retail sales were flat at +0.0% in February 2020 vs. February 2019, as the bad weather kept British shoppers at home – this pre-dates any Covid-19 effect.

While the expectation is that Food led stores and online will receive a boost in March the drop in the other sectors is likely to be at unprecedented levels.

Latest 12 week figures saw the Grocery Market grow+7.6%, with the past four weeks growing by +20.6% the biggest month on record for grocery sales.

RETAIL VOLUMES	+0.0%
RETAIL VALUES	+0.7%
INTERNET SALES	+5.3%

GROCERY MARKET	+7.6%
GROCERY INFLATION	+0.9%
Lidl	+17.6%

It is worth noting that the research for Consumer Confidence was carried out in the first 2 weeks of March, when coronavirus was not impacting day-today lives

Consumer Spending Headlines

These headlines are from our Consumer Spending Bulletin.

Average family spending power was up £10 a week in December at £217, this was the slowest rise in the Income Tracker since November 2018. No update this month

The estimated average mortgage debt in January was £132,242, meaning the average annual interest paid would be £3,134 per household (based on a rate of 2.37%).

GfK's UK Consumer Confidence Index was (9) in March, as the impact of the coronavirus begins to have an impact on people's day-to-day lives.

HOUSEHOLD INCOME	£820
TAXES & COST OF LIVING	£603
DISCRETIONARY	£217

HOUSEHOLD DEBT	£60,363
EXC MORTGAGES	£8,082

Overall Confidence	(9)
LY Personal Finances	+2
NY Personal Finances	+3

Wine Update

Latest data from the HMRC shows that still wine returns for December 2019 were down (1.4%) versus December the previous year.

This combined with October up +5.8% and November down (5.3%) meant that Q4 was down (0.6%) vs. Q4 2018.

This means that the current MAT is down (2.2%) vs. the same time last year.

Sales of sparkling wines in December were down (3.8%).

Combined with a growth in October of +12.9% and a decline of (17.3%) in November meant Q4 finished down (4.2%) vs. Q4 2018.

This means that the current MAT is in decline of (5.2%).

Sparkling wine returns have now been in decline on a MAT basis since November 2018.

Still wine returns have only seen calendar year-on-year growth once in the last 9 years (that was 2017)

Pub & Bar Update

The NPD Group has published findings from its Covid-19 British Foodservice Sentiment Tracker, revealing a quarter of respondents intend on eating out more often than they did before the pandemic, once it has subsided. The survey, which was carried out on 20th March showed that more than half of all respondents (53%) confirmed they will return to eating out once British foodservice outlets are permitted to open 'in a conventional manner'.

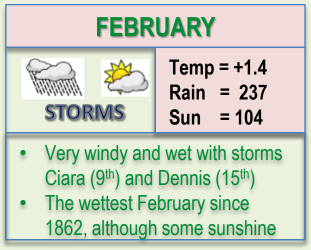
The government has confirmed that pubs and bars are able to carry on operating as food delivery and takeaway operations. It is understood that serving alcoholic drinks to be taken off premise will continue to be subject to existing licensing laws. Premises license conditions will still apply.

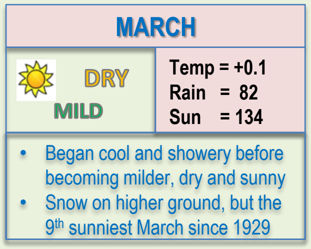
Food delivery and takeaway can remain operational and can be a new activity supported by the new permitted development right

Weather Summaries

For more months and years then simply go to:

www.ashdale-consulting.com





March began with a cool showery westerly type, bringing sunshine and showers and occasional longer spells of rain, with sleet and snow 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

Dates and Events for Your Diary*

General

April
10th Good Friday
12th Easter Sunday (BH)
13th Easter Monday (BH)

May
8th Early Bank Holiday (VE Day)
17th National Children's Day
25th Spring Bank Holiday

Licensed Trade

April
No events due to the Coronavirus lockdown

May
No events due to the Coronavirus lockdown

Sports

April
No events due to the Coronavirus lockdown

May
No events due to the Coronavirus lockdown

Ashdale Training Dates

Helping Pubs & Bars Make More Money

No current Open Workshops in 2020

For more information click here.

***Events and Sports are being postponed/cancelled due to the Coronavirus**