

Ashdale Insights

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All I Want For Christmas Is You

This month we ask can operators do more to support their staff during very busy periods of trading such as Christmas?

Although the exact origin of the phrase “He who fails to plan is planning to fail” isn’t clear, what isn’t disputed is how such a simple statement can be applicable in so many areas of business and life in general. For me it is particularly important when looking at how operators plan and prepare for the Christmas trading period. This for many venues may start as early as Mid-November and run through until at least the first week of January.

It is encouraging that more and more operators are getting better at planning their activities for what can often be a make or break time of the year for some outlets. However one area which often doesn’t get the amount of attention it should is the on-going management of the in-house team during this often quite stressful



trading period. In my experience the happier and more motivated the team; the better the experience will be for your customer. This in turn should translate into more money coming through the tills either there and then or through repeat business at a later date.

So how can operators get the most out of their teams during these times?

Where is Brenda today...

Talking to operators I am repeatedly told that one of the most challenging aspects of their jobs is the scheduling of staff – and that’s just on a normal week to week

basis. When it comes to staff rotas in and around Christmas this challenge seems to grow exponentially. I therefore recommend that venues try and plan out their staff rota in far more detail and well in advance of what they would ordinarily do. This should help both the outlet and individual staff members to have a clear picture of who is required to be in on any given day.

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

www.ashdale-consulting.com

Pay (including bonuses) fell by (1.0%) on a year earlier, private sector pay fell by (2.1%) and public sector pay grew by 4.1%

The Co-op performed well particularly in the North of England as local lockdowns meant shopping closer to home

A key metric for confidence will be future personal finance as this will reflect on how much consumers are willing to spend in the run-up and over Christmas

Economic Headlines

These headlines are from our Economic Bulletin.

CPI for August 2020 was +0.2% down on +1.0% in July, with the Eat Out to Help Out and the reduction in VAT in the hospitality sector being a big driver for this drop.

Latest figures from the ONS shows that the unemployment rate grew

to 4.1%, as pay fell by (1.0%), with a number of businesses starting to announce redundancies.

The latest estimate for GDP for the 3-months to July 2020 was (17.3%), as all areas of manufacturing, particularly car makers, saw improvements.

CPI	+0.2%
RPI	+0.5%
CPIH	+0.5%

UNEMPLOYMENT	+4.1%
PAY	(1.0%)

3-Mth to Jul-20 GDP	(17.3%)
TRADE BALANCE	+£12.01BN
SERVICES	+£29.59BN

Retail Headlines

These headlines are from our Retail Bulletin.

Retail sales were up at +2.8% in August 2020 vs. August 2019, as online sales continue to grow suggesting a more fundamental change in shopper behaviour.

Non-Food Stores continue to show declines as footfall remains well

below usual seasonal norms – with more shoppers preferring to purchase online.

Latest 12 week figures saw the Grocery Market grow +10.8%, although sales slowed in August as consumers took advantage of the Eat Out to Help Out scheme.

RETAIL VOLUMES	+2.8%
RETAIL VALUES	+1.7%
INTERNET SALES	+52.7%

GROCERY MARKET	+10.8%
GROCERY INFLATION	+2.3%

Co-op +13.4%

Consumer Spending Headlines

These headlines are from our Consumer Spending Bulletin.

Average family spending power was down (£2) a week in August at £213, with the top 60% of earners being most impacted and the lower 40% seeing slight increases.

The estimated average

mortgage debt in July was £134,376, meaning the average annual interest paid would be £2,903 per household (based on a rate of 2.16%).

GfK's UK Consumer Confidence Index was (25) in September up +2 vs August, with confidence remaining fragile due to economic headwinds and a 2nd lockdown.

HOUSEHOLD INCOME	£815
TAXES & COST OF LIVING	£602
DISCRETIONARY	£213

HOUSEHOLD DEBT	£60,403
EXC MORTGAGES	£7,471

Overall Confidence	(25)
LY Personal Finances	(7)
NY Personal Finances	+1

Wine Update

Latest data from the HMRC shows that still wine returns for June 2020 were up +16.6% versus June the previous year.

This combined with April up +14.6% and May up +16.0% meant that Q2 was up +15.7% vs. 2019.

This means that the current MAT is up +2.9%

vs. this time last year.

Sales of sparkling wines in June were down (9.8%).

Combined with a decline in April of (7.5%) and growth of +0.8% in May meant Q2 finished down (5.3%) vs. 2019.

This means that the current MAT is in decline of (6.1%).

Fortified wine saw an increase during Q2 up +6.5% vs. 2019 with the MAT now at +3.2%.

Source: HMRC August 2020



Overall wine sales performed well during Q2, helped by their strong Supermarket presence during lock-down

Pub & Bar Update

Star Pubs & Bars is to fund membership of the British Institute of Innkeeping (BII) for its leased and tenanted licensees. The move worth £155 will give licensees access to additional services, impartial advice and sales-building support that will help them operate in the 'new

normal' environment.

Buoyed by the success of the Eat Out To Help Out scheme, Three Cheers Pub Co, which runs nine venues in London, has announced it will continue to give customers 50% off food in October.

Stonegate Pub Company has announced further

business support within its leased and tenanted business, Ei Publican Partnerships. The overall support package is said to be in excess of £36.5m.



The additional Stonegate support includes rent reductions of 30% in October and 20% in November for tied publicans operating substantive agreements in England

Weather Summaries

For more months and years then simply go to:

www.ashdale-consulting.com

AUGUST	
	Temp = +1.0 Rain = 135 Sun = 88
<ul style="list-style-type: none"> Started cloudy, 6th-13th quite hot, then showers & rain 3rd highest August temperatures since 1884 	

SEPTEMBER	
	Temp = +0.2 Rain = 77 Sun = 117
<ul style="list-style-type: none"> Started with showers but also quite warm & sunny Most of the UK was dry with exception of Norfolk & W Scot 	

For most of the UK September was a dry sunny month, with 77% of average rainfall and 117% of average sunshine

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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

October

23rd Breast Cancer Now Day
25th Daylight Saving
31st Halloween

November

3rd USA Presidential Election
5th Bonfire Night
8th Remembrance Sunday
26th Thanksgiving (USA)
27th Black Friday
30th St Andrews Day (Scot)

Licensed Trade

October

1st World Vegetarian Day
1st-4th Indy Beer (Man)
7th National Curry Week
12th-18th Imbibe Live (Online)
25th World Pasta Day

November

18th-21st Robin Hood Festival
(Nottingham)
9th-11th Lo & No Beverage
Summit (Virtual)
21st-24th Taste of Xmas (Lnd)

Sports

October

4th London Marathon
8th England v Wales
11th England v Belgium
14th England v Denmark
15th-18th PGA Golf
17th Rugby League Final

November

12th Masters (Augusta)
15th Belgium v England
18th England v Iceland

Ashdale Training Dates

Helping Pubs & Bars Make More Money

No current Open Workshops in 2020

For more information [click here](#).



*Events and Sports maybe subject to postponement or cancellation due to the Coronavirus