



MEMO

DATE: 19.03.2020

DISTRIBUTION:

Joule's Taphouses

Re: Taphouse Opening Action Plan

Your Taphouse will re-open, and there are some great opportunities to complete to be ahead of the market. Use the time now to focus on re-opening effectively and efficiently.

- Prepare a list of maintenance that you can personally complete
- Internal painting – let the office know what you need magnolia, bold terracotta or conker, and we can order paint and get it sent directly to you
- Is your furniture ageing? Look at repairing it with screws, braces etc..
- Look at deep cleaning kitchen and storage, pull out bottle fridges etc
- Complete the jobs that always get pushed to the bottom of the lists
- Get the garden ready but hold off with baskets until you can afford/need them. Things you can do, weeding, bench sanding, tidy your parasols away. Getting your garden ready is a message that your customers will appreciate
- Are all your Aboards up to date?
- Look at your marketing planning for the next year, overlay our events with things you want to do. Do not book until we have certainty
- Speak to suppliers about contract suspension, check DD's to avoid no extra is there.
- Look at your offer to see if you can trim it. Do stocktakes show unnecessary items? Are some food items not selling? Come back leaner and stronger to avoid needless cost
- Assess your financial performance over the last 12 months and ask of every cost, is it essential?
- Whatever the outcome of your staff (full pay, SSP, or let go) treat them respectfully, keep in touch with them. A good team will be needed when you re-open.
- Keep active on social media, let your customers see what you are doing, send out positive and uplifting messages not just about the pub, being in their mind is important
- Switch your remote cooler back on and do a full line clean when you are ready to go.

When we re-open we want to be ready to serve your customers and get back to normal, let's not be distracted with things we can address now.

Share your progress and ideas in the Tenant and Managers Facebook Group. Not on it? Speak to Sam or Rachel, and they will invite you.

- Joule's Management Team