

Exploring the challenge of re-opening your café/restaurant when the time is right

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How full is your energy tank?



you wouldn't do this to
your car, so why keep
doing this to yourself?
stop running on empty.

Survive...**Plan**...Thrive

**Survive
& Thrive**

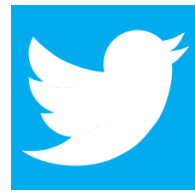
To Furlough or not to Furlough

- Job retention scheme now extended to **31 October**
 - 80% of wages up to a monthly cap of £2500
 - Employer contributions effective in August (incl PT work)
 - How will this affect you financially
- Future Planning through to the New Year and **communicate** to your customers (Marketing & PR)
- Are you building your **Dream Team** so you have the right people on the bus
- Consider whether your **Company Values** have changed

Essential preparations for RTW

- Ensure your expectations to RTW are in writing to Furloughed workers and manage any objections sensitively – consult with HR if in doubt
- Risk assessment and create policies in writing
- Stagger return, rota, potential job losses – consider your demand spike and be ready
- Signage, notices, letters and policies for all employees
 - Hand sanitizers, wipes, PPE, shared areas, kitchens, toilets, staff rooms, offices, meeting rooms

Are you Covid Secure? – FRA Seal



Re-opening a Café: After June 1



Pick Your Own: From 4th July

- **Communicate your plans well in advance**

- Ticket the event to control numbers
- One way systems / clearly marked rows
- Great signage
- Hand wash areas / sanitisers
- Pre-order to collect (as an option to PYO)
- Be creative!**Make it part of the experience**



Integrating your team after lockdown

- Meet with your Heads and share your expectations
- Encourage smaller meetings with each team to re-establish the dynamics and authority lines
- Don't expect too much too quickly – be patient
- Be sensitive and compassionate – time to adjust
- Regular communication
- Plan a team event post lockdown (team building)
- Identify anyone who needs additional support

Marketing & PR: Plan ahead

- How was trading before lockdown? Don't forget!
- Is it time to think differently? (business interruption loans)
- Those who invest, prosper. Those who wait for business to improve may struggle to realise their dream
- Marketing activities support your brand which results in raising your profile and driving traffic to your business. Don't delay!
- Communicate at all times. What is coming up, what went well, share and promote.
- Ecommerce: It doesn't need to be expensive!

Summary

- Clear Plan, Prioritise, Pivot
- Bring back essential employees and think ahead
- Risk assessments, record and communicate
- Create safe and memorable experiences
- Be patient, mindful and caring – share expectations
- Invest in your business, marketing and innovation
- Build now for the future!



Thank you!

Q & A

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