

BIBENDUM



GETTING BACK TO BUSINESS

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No matter what the future holds, our teams at Bibendum are standing ready and waiting to support you as your business navigates new situations and restrictions.

The months to come will hold certain challenges that require new ways of thinking and operating. Whether there are more lockdowns or new restrictions, we have put together this booklet to help guide you through ways of operating safely and in line with new legislative measures.

The coming year may pose unprecedented challenges to everyone in the industry, and we want to reassure you that we are on hand to help in any way we can. We hope you find this guide helpful and inspirational for ways your business can adapt - please don't hesitate to get in touch for extra advice, or to find out more.



It is likely that official guidelines will change over time. We have included a library of useful links at the end of this booklet, where you can keep up to date with legislation.

GO TO THE
LIBRARY





STAGE 1

REOPENING AFTER LOCKDOWNS



STAGE 2

DAY TO DAY BUSINESS



STAGE 3

TO THE FUTURE, AND BEYOND



STAGE 4

HELP AND GUIDANCE





STAGE 1

REOPENING AFTER LOCKDOWNS

With the COVID-19 pandemic still in effect across the globe, it may be that there are additional lockdowns in the future, past the ones currently affecting businesses in the UK. This checklist aims to make the reopening process as easy as possible for you and your staff, so you can ensure that on the day of reopening, everything is in working order for you to hit the ground running

PREPARE YOUR VENUE

SITE CHECKS

REPLENISHING

CHECK YOU'RE LEGAL

DRIVE FOOTFALL

STAFF CHECK

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GET PREPARED

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RISK ASSESSMENT

You may need to undertake another site risk assessment, as legislation continues to change. These are essential for keeping both your team and guests as happy and healthy as possible. Around 60% of the population say that concerns around health risks is putting them off visiting venues – so make sure you're clearly demonstrating that you're complying with rules, and reassuring guests that you can keep them safe.

HEALTH SERVICE EXECUTIVE
OFFER COVID-SPECIFIC GUIDANCE ON COMPLETING THESE, AND TEMPLATES TO MAKE THINGS EASY FOR YOU, [HERE](#)



***Tip:** before you do this, make sure you're up to date on current government legislation, as this will influence what should be identified as a risk. This will be updated as time goes on, so keep checking!*

[SEE IT HERE](#)

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SITE CHECKS



Check all your equipment is still fully functional and working. If anything needs to be fixed by a contractor, it's best to know now!

Reschedule any Planned Preventative Maintenance visits that have been missed: it's likely health and safety measures will continue to increase.

Turn on **lights** gradually, to avoid power spikes

Check for signs of **pests**

Run your cellar **cooling system** for 24 hours, to check it's still working

Do a **line clean** for all dispense lines

Run **water** for five minutes out of all faucets to clear your pipes

Check **air conditioning** systems over 24 hours

Clean and sanitise your ice machine, glasswasher, and dishwasher

Check all your **fire alarms** and **emergency lights**

Deep clean and sanitise all areas in your venue ahead of reopening

GET YOUR ORDERS IN

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You may have put stock ordering on hold while your business was shut. Suppliers may have altered their timelines and delivery schedules, so make sure you're giving yourself enough time to stock up and prepare as necessary.

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***Bibendum remain open and operating**, but some postcodes may have slightly altered delivery schedules.*

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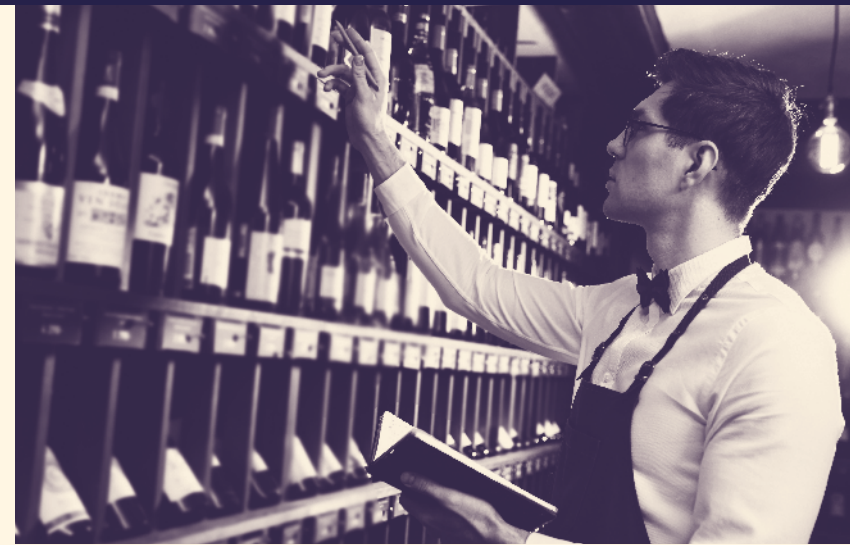
GET IN TOUCH WITH YOUR ACCOUNT MANAGER TO SEE IF YOU ARE AFFECTED

4



*Legislation is constantly changing in the UK, so it's a good idea to **keep on top of new measures** and make sure your business is complying with them.*

YOU CAN FIND A FULL LIST OF THE CURRENT MEASURES [HERE](#)



CHECK OUT
OUR RANGE
OF CANNED
WINE [HERE](#)



***Have you considered** adding single-serve items to your list? Options like 175ml bottles or canned wine reduce the risk of cross-contamination, making it safer for customers and staff.*

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DRIVE FOOTFALL

Make sure to let your customers know when you'll be reopening. If you have a CRM, send emails to your customer base to encourage them to book tables when your doors are open, to reconnect with those they haven't seen during lockdown.

AN EXTRA BENEFIT: *by taking table bookings in advance, you should be able to forecast how many staff you will need on and how big your first orders should be.*



Remember

all venues now need to record data about every customer who visits, to support NHS Test and Trace. Guests can provide this information when they book, or you can take it at the door.

[FIND OUT MORE HERE](#)



1



CREATE CONFIDENCE

Think about how to keep both your team and your guests as happy and healthy as possible, by maximising their safety and protection.

Questions to ask:

- *Have you removed multiple use sauces, salt & pepper from each table?*
- *Are you offering single use or digital menus?*
- *Is there a distance of at least a metre between each table?*
- *Is hand sanitiser available?*
- *Are one way routes or at-risk areas clearly marked?*
- *Are your staff equipped with PPE?*
- *Is track & trace in place?*

IF YOU HAVE A KITCHEN OR A FOOD PREPARATION AREA, IT WILL NEED TO COMPLY WITH GOVERNMENT GUIDELINES, [WHICH CAN BE FOUND HERE](#)



Bear in mind that you may need to limit your bar and kitchen menus, to allow your staff to stay in fixed workstations, at least 1m metre apart from one another.

It's also time to stock up on PPE. Look at your risk assessment to determine what level of PPE is necessary for your staff to wear: it will increase their safety, as well as customer confidence that you are taking necessary precautions.

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RAMP UP YOUR TECH

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Technology will be your friend in this 'new normal'. Digitise your menu and have it be accessible via QR codes on every table, limiting any unnecessary contact.

You can also use apps like LOCAL to have customers order and pay via their own phones, enabling your staff and customers to stay socially distant and safe.

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[FIND OUT MORE ABOUT LOCAL HERE](#)

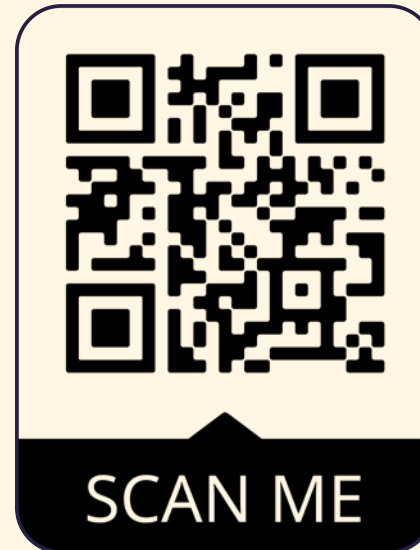
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Contact your Account Manager to find out how you can get your menu designed and uploaded to LOCAL today.



To see how a QR code menu could work in action for you, check out the example here: just point your camera at the QR code to get started.

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STAFF CHECKS

After coming out of lockdown, it may be that several of your staff members' situations have changed. Things like changes to childcare, high-risk members of family, and bereavements may all be factors that affect their ability to return to normal working conditions. Be sure to check in with them and make sure you're prepared to help them all to return to work as best as you can.

Utilise your HR department for support and advice where necessary, and consider solutions such as part time work, staggered start times, and having non-necessary teams work from home.



Useful links

SHOULD THEY BE SELF-ISOLATING?

DO THEY NEED EXTRA SUPPORT?

ARE YOU BEING SURE TO TREAT
EVERYONE EQUALLY AS
THEY RETURN?



It's also worth getting your staff's opinions on your risk assessment, and the solutions you come to. They know your business better than anyone, and will be able to identify any areas for improvement.



STAGE 2

DAY TO DAY BUSINESS

Although some government restrictions may require a change from the norm for you and your staff, there are lots of ways you can work within the new laws to make sure you're still delivering a fantastic, value-filled customer experience.

TRACK & TRACE

CHECK IN

COST CONTROL

RE-RANGING

GET MARKETING

SPEAK TO SUPPLIERS

THE TAKEAWAY SOLUTION

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DELIVER SEAMLESSLY

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TRACK & TRACE

*Under current restrictions, groups visiting your venue will need at least one member to check into the **NHS Track & Trace app**. The easiest way to do this is to ensure guests either check in to the app, or fill out their contact details, as you seat them.*

By getting this out of the way early, you leave your customers free to relax and enjoy their experience in your venue, while complying with legislation.

Businesses in England and Wales can create a bespoke NHS QR code [HERE](#) for their venue. All you need is an email address, and the address of your business.

You will receive a QR code poster by email, for you to print and display around your business. The codes will also work if displayed on digital screens.

You will also need to keep a record of all staff working on the premises, along with shift times on each given day, and their contact details.

ALL THIS INFORMATION MUST BE KEPT FOR 21 DAYS. MORE INFORMATION ABOUT THE TRACK & TRACE SYSTEM CAN BE FOUND [HERE](#)



DON'T FORGET: YOUR ORGANISATION STILL NEEDS TO COMPLY WITH GDPR IN DOING THIS. FIND OUT HOW TO MAKE SURE YOU ARE STAYING WITHIN THE LAW [HERE](#)



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CHECK IN

*Check in with your customers! After all, many of these restrictions will directly impact their usual experience of your venue. **Make use of online reviews and suggestions** to find out how you're doing, whether they're happy with the measures you have in place, and what impact any new ideas you've had have done for their satisfaction levels.*

COST CONTROL

We don't mean reducing your staff – that should always be a last resort. Instead, consider re-ranging your menus until the industry is more stable – focus on high margin, but low cost products. Invest in a menu engineering system that will give you instant live data on which dishes are working and which aren't, and simplify your offering so you're focusing on sales with high margin.

***BUT don't discount quality.** This will result in short term savings, but a long-term impact on guest experience.*

RE-RANGING ADVICE

1



Be aware of what it is that your customers want in terms of a drinks list. Should you have more wines available? More cocktails? More low and no options? Your menu should be simple, but tailored.

2



*Working with a brand like **PROOF** can give you insight into the consumer groups that will be visiting your venue, and what drinks they are most likely to buy. For example, if your consumer base is largely made up of young drinkers (18-34), focusing on your selections and promotions on sparkling wine, cocktails and gin will mean you are ticking the boxes of consumer demand.*

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FIND OUT MORE ABOUT **PROOF** [HERE](#)



PROOF

Evidence based Insights



SPEAK TO SUPPLIERS

Many of your suppliers will actively be trying to help venues return to normality by working in a partnership model, offering extra promotional support or changing T&Cs at this time. Get in touch to see what's on offer and how this could help you hit the ground running.

MERCHANDISING: USE YOUR VENUE

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Merchandising will be key when you reopen, as you look to advertise new products or altered ranges to your customers in a quick, easy way that involves little human contact. Promotional material like chalkboards will be vital here – have a look below to see some solutions we're happy to put together for you, and get in touch with your Account Manager to find out more.

You can use these to upsell, promote new dishes or seasonal serves, and encourage your customers to try something new - all with no physical contact



THE TAKEAWAY SOLUTION

Many venues have turned to offering takeaway and delivery services with success during this time. The pandemic has demonstrated the importance of omni-channel strategies, and it's vital that you continue to offer alternatives to the norm which will set you up for success, no matter what the future holds. It's all about retaining that cash flow; people will return to restaurants en masse eventually, but it may not be immediate, so make sure you're catering to everyone's needs.

Apps like LOCAL offer an easy way for venues to set up takeaway and click-and-collect services easily, with minimal fees.

FIND OUT MORE [HERE](#)



Got an idea about how to make collection or takeaway work for you? Whether it be draught pints to go, an on-site bottle shop or a full food delivery menu, we're here to help. Get in touch to find out how we can work with you.



STAGE 3

TO THE FUTURE, AND BEYOND
Long term strategies and solutions

GET DIGITAL

USE YOUR CRM

EVALUATE YOUR MENUS

MARKET FOR THE FUTURE

UPSELL

MONITOR THE LANDSCAPE

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GET DIGITAL

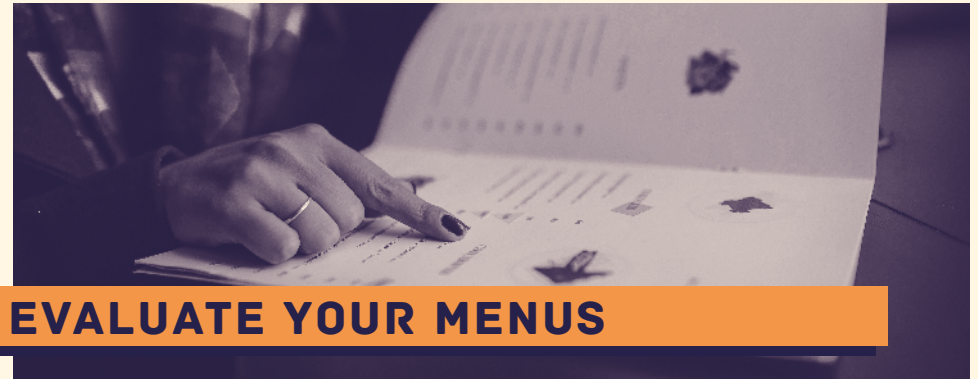
With many customers stuck indoors, it's never been more important to make sure you're being seen and heard online. Review your marketing channels, your social media profiles, your advertising campaigns, and revamp them if necessary. It's also important to engage with your audience – reply to comments, answer questions, and share what you're up to!

USE YOUR CRM

Your CRM will be a vital tool for reaching loyal customers, and reminding past visitors that you are still here. If you're running any promotions, operating a takeaway service, or want people to pre-book tables, get emailing! It's a great way to book out tables ahead of time, or make potential customers aware of any great ideas you have in place.

MARKET FOR THE FUTURE

Focus your marketing efforts on campaigns to achieve maximum exposure and customer loyalty. Record customer data, and use this to create personalised emails, to encourage return visits. Enquiry management technology can help you access enhanced tracking and reporting tools, which will allow you to improve your conversion rates drastically.



EVALUATE YOUR MENUS

Now that the crucial period of returning to business has passed, it's time to plan for the future. Get a solid inventory management process in place, so that you can achieve food cost control. Identify and reduce all wastage, and mark this against sales data for the past six months, so that you can see exactly which products and dishes are working, and which aren't. Remove anything that isn't working, and don't forget to bear portion control in mind, either.

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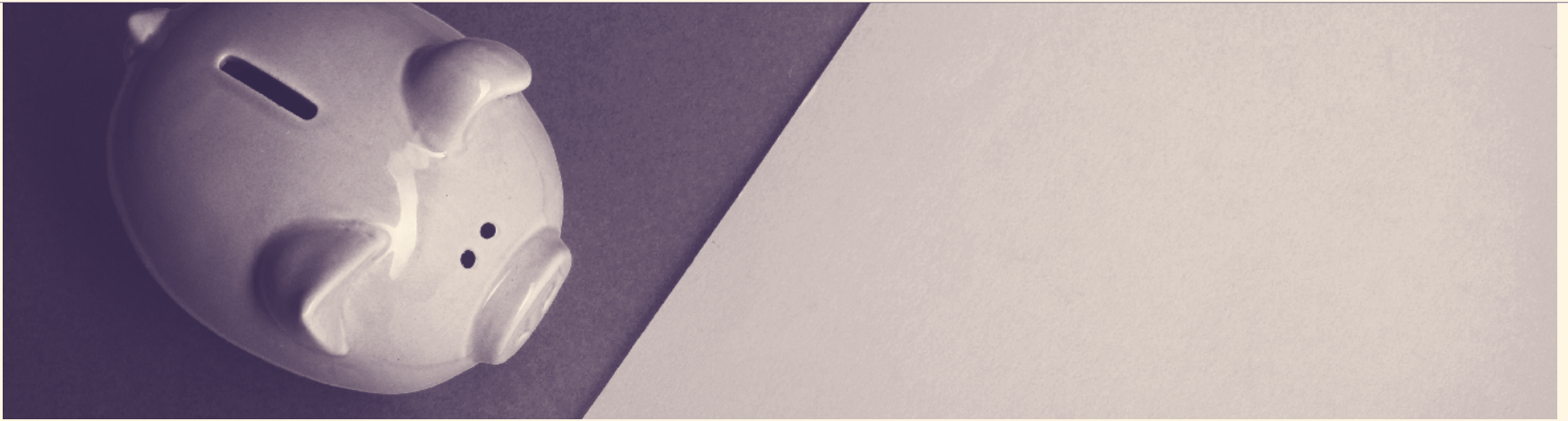
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UPSELL

Upselling will be the quickest way to increase spend per head in the weeks to come. Although 85% of the public are expected to be limiting their spending due to financial concerns after lockdown, 1 in 5 also plan to spend more on food and drink, to treat themselves after a hard year.

Give your guests the excuse to indulge a little and treat themselves after a period of confinement!

To increase this, look into using technology that allows guests to pre-order, like Access Collins – statistics show they spend up to 12% more when ordering in this way.

MONITOR THE LANDSCAPE

Some businesses around you may have closed, others may be reopening, and some may be testing out new business models entirely.

Think about how this will affect your trade, and make sure you're prepared to respond.

For example – if a large office around the corner from you has closed, how will that affect your lunchtime service? Is it worth opening during those hours? Or, if you're situated in a more residential area, is it worth upping your lunchtime offering to target home-workers looking for something different to a sandwich made in their own kitchen? Above all, make sure you have everything in place to make that as seamless a transition as possible.



STAGE 4

HELP & GUIDANCE

**GOVERNMENT SUPPORT,
FURLOUGH & FINANCIAL HELP**

**REQUIREMENTS, REASSURANCE,
RECRUITMENT**

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GOVERNMENT SUPPORT, FURLOUGH AND FINANCIAL HELP

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The furlough scheme has now been extended until December, with workers on the scheme receiving 80% of their salary from the government, up to a maximum of £2,500 per month. Under this extended scheme, the cost for employers of retaining workers will be reduced.

A FULL GUIDE TO THE FURLOUGH SCHEME CAN BE FOUND [HERE](#)



2



The Job Retention Scheme is also still in effect and has been extended until 31 March 2021; under this, businesses have the option of bringing back furloughed employees on a part time basis, and are only asked to cover the costs of National Insurance and employer pension contributions.

FOR BUSINESSES LOOKING TO PLACE EMPLOYEES ON THE JOB RETENTION SCHEME AND WANT TO KNOW HOW TO CLAIM, PLEASE CLICK [HERE](#)



3



*Businesses required to close in England under the newest restrictions are to receive grants of up to £3000 per month, under the **Local Restrictions Support Grant**. Your business may be eligible for other loans, tax relief and cash grants from the government, whether you are currently open or closed.*

CHECK WHAT YOU MIGHT BE ELIGIBLE FOR [HERE](#)



FIND OUT MORE ABOUT GOVERNMENT SUPPORT IN PLACE [HERE](#)



GOVERNMENT HELPLINES ARE AVAILABLE HERE FOR ANYONE WHO MAY NEED THEM. [HERE](#)



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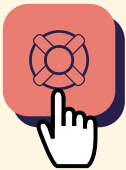
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REQUIREMENTS, REASSURANCE, RECRUITMENT

*Some staff will need reassurance and motivation after a trying time. **Make time for them, listen to their concerns and be proactive about putting training plans in place.***

Where possible, be flexible with payment options; some of them will be facing cash flow issues. Have a defined tip system and share the policy with guests.

*You may need to replace several members of staff whose circumstances might have changed; **rapid recruitment and training will be essential**, so be prepared.*

*Find out what online courses you can enrol your staff onto. **Bibendum offer a number of courses that are free to all our customers**, and cover every level of expertise, whether you're training new staff or giving returners a refresher.*

[FIND OUT MORE HERE](#)



Tip: First Aiders will have to update their training based on the new post-COVID guidelines.

[FIND OUT MORE HERE](#)



1



LINK LIBRARY

click on the resource to get to the relevant website



2



LEGISLATION AND GUIDANCE

*General Government Guidance
Food Preparation
Delivery and Takeaway
Employee Support*

3



RISK MANAGEMENT

*Risk Assessment Guidance
Advice for Employers*

4



OTHER

*Keg Return and Refund Scheme
Premise License Applications
Free Staff Training
First Aid Training
Support Services*

We're to help to help you get back to business.
For more information please get in touch
with your Account Manager



www.bibendum-wine.co.uk

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