

As this time of great uncertainty, we know many Restaurant and Takeaway owners are unsure about the steps to take to maintain your business and what support is available from the Government.

Our aim is to provide you with the latest information, research findings and provide practical tips to keep your business open in these difficult times.



## Latest News



On Sunday 10<sup>th</sup> May, the Prime Minister announced that 1<sup>st</sup> July 2020 will be the earliest date restaurants will be allowed to open again.

Until then, there are steps you can take to protect your business



You can claim cash grants worth up to 80% of wages, capped at £2,500 per month, per worker, as part of the Coronavirus Job Retention Scheme, which has been extended until October 2020

Payments are made into your bank accounts within 6 working days.

The online portal to make an application for the scheme is [here](#)



Visit the Government website for all the measures available to support small businesses. Click [here](#)



## Takeaway and food delivery continues to be popular

Food and drink businesses are still allowed to operate takeaway facilities, either on a delivery or “grab-and-go” basis.

Food takeaway will continue to be popular as locked-down customers grow weary of home cooking, or look for a break in their routine.

In fact, **over half the adult population** have already ordered, or are planning to order a food delivery<sup>1</sup>

## ...but there is more you can do

New research by Westmill has highlighted that **74%** of consumers have **3** main concerns which can prevent them from ordering:

- 1 Customers want reassurance that extra steps are being taken to ensure good hygiene<sup>1</sup>
- 2 They want to see social distancing steps being practiced<sup>1</sup>
- 3 Whilst health is their major concern, customers are also worried about home finances and are looking for offers<sup>1</sup>



# RESTAURANT & TAKEAWAY COVID-19 GUIDE

## Delivering end to end hygiene

Customers want reassurance that extra steps are being taken to ensure good hygiene. Try these simple steps:



### Takeaway Collections



When customers collect, ask them to sanitise their hands when entering.

Have a bottle of hand sanitiser at your entrance with a sign stating:

*“For the safety of everyone, please use this hand sanitiser before entering. Do not enter if you are ill.”*



If customers touch surfaces (e.g. card machines or counters) wipe down afterwards with sanitiser (where possible use contactless payment)



Consider wearing a mask and gloves when customers collect

### Food Deliveries



When collecting food, drivers should wash their hands; preferably in a dedicated area to minimise contact with kitchen staff



Consider wearing a mask and gloves when drivers deliver food to your customers



# RESTAURANT & TAKEAWAY COVID-19 GUIDE

## Maintaining Social Distancing

Can you adjust your menu, or reorganise ways of working, to maintain the 2-metre distance in the kitchen?



## Takeaway Collections



Only allow one person into your premises at a time to collect their food order



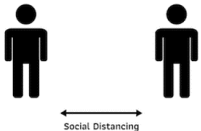
Wherever possible, take payment over the phone when the order is placed; If this isn't possible, have a contactless card reader at the collection point



Stagger your collection times to minimise the chance of a queue at the collection point



Put a table outside & place orders on it to eliminate customers coming into your premises



If a queue forms, ensure your customers always stand 2 metres apart



Customers could park outside and pop their boot open for you to place their order inside the car

## Food Deliveries



Offer contactless deliveries:

1. Ring the customers doorbell
2. Stand back 2 metres
3. Wait for the customer to collect the food



# RESTAURANT & TAKEAWAY COVID-19 GUIDE

Westmill

## Enhanced Value

Create special offers and use your social media to promote them



1 in 10 younger customers are planning a big night in<sup>2</sup>.

Create a 'big night in' offer with starters, mains and desserts. Advertise on Thurs, Fri & Sat.



39% of consumers are ordering both food and drink for delivery<sup>2</sup>.

If your license permits, include drink as part of your delivery service



Customers are looking for offers<sup>2</sup>.

Consider creating family deals (e.g. kids eat free or family meal deal)

32% of consumers said they were interested in buying a meal kit to prepare at home<sup>2</sup>.



Put ingredients into a simple kit for delivery to generate some extra profit.



Customers want to see how you are supporting the community.

Share videos on social media of all the great things you are doing

Meal kits can also travel well so you could extend your reach to customers<sup>2</sup>

If you missed our last guide, then click [here](#) to get your FREE copy!

