

## **Join us for a brew 26.02.21**

Thank you to everyone who attended the session, and to those who submitted questions in advance. We hope you enjoyed it. We thought it was good timing to hold a business owner Q & A following the roadmap to recovery being issued last Monday and we had some interesting dialogue around this area. The recording of the session will be posted on all our usual communication channels, however as the technology decided to have a small glitch at the start (!), and we had a few questions that we didn't have time to cover in the session, below is a summary of the introduction points and questions submitted.

Stephen's update covered the 3 main objectives from an Everards perspective which he has highlighted on previous video messages which are as pertinent now, as they were at the beginning of the pandemic:

1. The importance and focus on the **Health & Wellbeing** of our teams – our business owner community and the Everards home team
2. The importance of continuing to **attract and retain talented business owners**
3. Building a **stronger Everards**

Our intent is to hold further sessions in the future, therefore please let us know if this is something you would like to see and any suggestions of any topics from yourselves.

See below the list of questions, which were asked and responded to in the session, and as we didn't have time to cover all, those questions complete with our follow up response. We are also hoping to receive some further detail specific to the hospitality industry and pubs through the One Voice group which will help answer some of the detailed restrictions questions following the roadmap to recovery announcement.

### **Questions**

- What beers are likely to be available for opening? Nick and his team are working on a plan which will be informed by responses from business owners following the re-opening survey we have sent out. Please take the time to complete and send back as this will help with not just our brewing plans but also deliveries for when you open your doors.
- We're being asked about wakes before indoor opening. The guidelines, as we understand them, are that we could accommodate 15 people outside with individually plated food (whereas everyone is going to expect to be all over a buffet!). 2. We assume we can provide toilet access during outdoor opening? 3. The rule of 6 or 2 households mixing combo seems confusing. 4. If your garden is a little remote from the pub, as ours is, there could be an issue of taking face to face card payments if they can't come inside to pay. 5. It sounds like we're going to be compelled to do track and trace again after half a year of open businesses not doing so. And calm.
- 1. I would like clarification on the use of marquees, are these allowed?  
2. Any advice on stopping people gathering in toilet/corridor areas etc in the event of a change in weather when only allowed outside. How strictly will this be policed by the authorities? When we opened last year we had visits from the police every week sometimes up to 3 times a week.

- Do Everards have a ROADMAP back to normality?
  - Rent
  - Investments
  - Purchases
  - Sales
  
- Obviously we have all had a year or little or zero take, the following year is also uncertain (thank goodness for the vaccine), thanks to zero/reduced rent, furlough and grants, many pubs will struggle but should start to grow steadily again, without talking money how stable are our parent company Everards?
- Over the last year we have spoke to many customers who have praised Everards for their support of pubs and their business owners alike, maybe this is a time to shout about it (that's my marketing advice given)
- Looking at some of the great jobs people have done with their pubs, it seems that decoration should be on hold for sometime, it now looks like it will only be significant investments are potentially needed, would they look at pubs with reasonable growth opportunities for investment? Would the opportunity of reciprocal investment by both the Business Owner & EBL looked on more favourably?
- Externals are normally refreshed every 5+ years, will this continue?