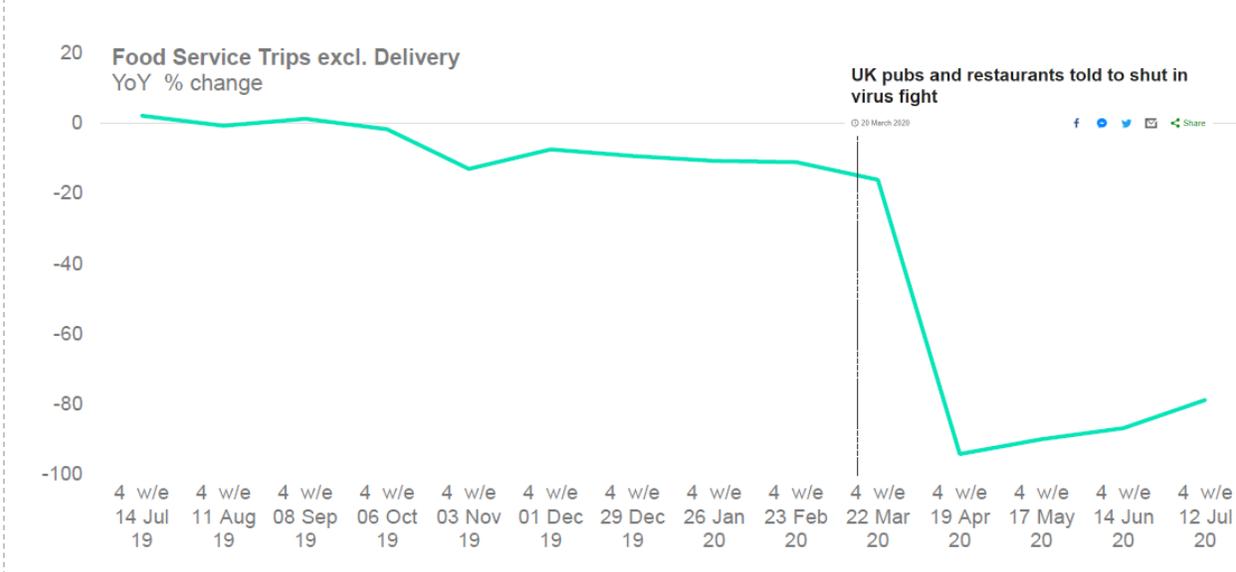
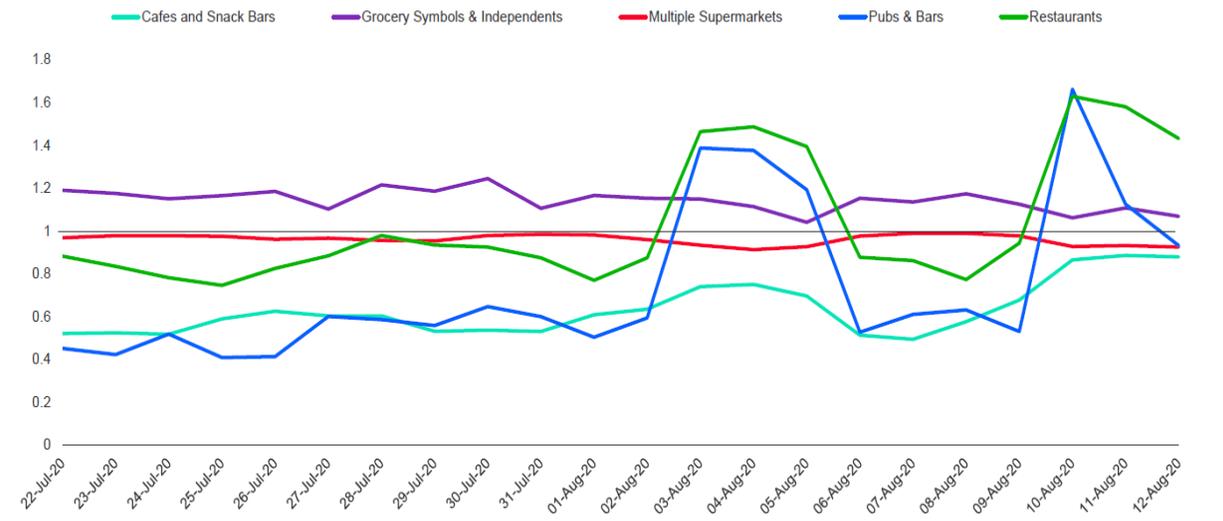


Impact of Eat Out to Help Out across UK



Since outlets had to close in March there was a huge drop in the food service sector. Despite reopenings in early July, uptake has been slow, and the Eat out To Hep Out scheme was launched to encourage consumers to return.

Eat Out to Help Out has helped drive footfall, which in turn has impacted consumers need in home, resulting in lower footfall for grocery and convenience.



What Outlets are Consumers visiting?



32%
Restaurants



28%
Cafes



24%
Pubs



10%
Bars



42%
None

- Now that On-Trade outlets have re-opened have you visited any of the following establishments?
- On-Trade Outlets should seek to focus on ensuring consumers feel safe through seamless means that do not interfere with the overall on-trade experience.
- On-Trade Outlets should seek to focus on providing a premium experience, or experience that is regarded as valuable by the consumer, so that they feel the on-trade experience is worth their money.
- Where possible pubs and bars should seek to offer, if they don't already, food options for customers to help increase dwell time.

Since the On-Trade re-opened, consumers have begun to return, but there are still **42%** of consumers who have yet to do so.

What COVID measures do consumers feel most comfortable with?

I felt comfortable when I was at this venue.

Consumers most likely felt more comfortable at restaurants and cafes as these are outlets where social distancing measures are more easily adhered to by consumers.

In order to ensure consumers feel comfortable at Pub and Bars, these outlets could consider increasing seating options, taking advantage of any unused space.

Giving consumers the opportunity to pre-order drinks could increase speed of serve at smaller sized venues preventing the need to visit the bar.

Restaurants

83

Cafes

80

Bars

79

Pubs

77

1

Socially Distanced Seating (2m or more)

2

Alcohol rub/wipes available at the entrance/ in the establishment

3

Limited number of customers

4

Clear queuing instructions

What measures did you think were most effective?

Social distancing remains what consumers regard as the most effective Covid measure, as this is the most seamless but effective measure. Consumers do not feel their overall experience has been compromised but still feel safe.

This is a small but easy to implement measure to ensure consumers feel safe. This should be placed at both the bar and entrance.

How can BBG help?



<https://rlds.co/p/iCSVUW#>



What types occasions will dominate early week on-trade visits?

<p>2019 Monday – Wednesday Occasions are more likely to be</p>	 <p>For lunch or before</p>	 <p>Quick</p>	 <p>Have one person</p>
<p>2019 Saturday – Sunday Occasions are more likely to be</p>	 <p>After lunch</p>	 <p>A treat or reward</p>	 <p>Have two or more people</p>
<p>Pre Lockdown the above occasions were most popular at different intervals in the week. With early week out of home occasions likely to become more indulgent and start later in the day, the key for on-trade outlets will be to understand how much of this behaviour will stick when the Eat Out to Help Out scheme ends.</p>			