



WALTHAM ABBEY TOWN COUNCIL

TOWN HALL, HIGHBRIDGE STREET, WALTHAM ABBEY, ESSEX EN9 1DE

K R RICHMOND BA (Hons) FILCM
Town Clerk & Chief Financial Officer

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YOUR REF:

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Dear Member,

A meeting of the Licensed Bars & Catering Subcommittee will take place on Thursday, 27th June 2019 at 7.30 p.m. at the Town Hall.

Yours sincerely,

..... TOWN CLERK

AGENDA

1. **Recording of Meetings:** To note that this meeting may be recorded or filmed and will be capable of repeated viewing or another use by such third parties. It is possible that any such recording may capture images and this may result in the possibility that images may become part of the broadcast. This may infringe human and data protection rights. To avoid this please move to the rear of the room. Anyone present intending to record the meeting, or any part thereof, must declare their intention to the Chairman and Officers before the meeting commences.
2. **Apologies for Absence:** To receive apologies for absence.
3. **Disclosure of Interest:** Under the Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012, made under s.30 (3) of the Localism Act, Members must declare any disclosable Pecuniary Interests which they may have in any of the items under consideration at this meeting.
4. **Town Mead:** To receive the Bars Manager's report. (Enc. 1)
5. **Methods of Promotion:** To consider methods of promotion for all function suites.
6. **Any Other Business:** Items which the Chairman may allow for discussion only.



7. **Exclusion of Press and Public:** To consider that in view of the confidential nature of the business about to be transacted, it is advisable in the public interest that the press and public be temporarily excluded and they are instructed to withdraw
8. **Cash Flow:** To receive the Officer's report.(Enc. 2)

TO:

Cllr Mrs H Kane (Chairman)
Cllr M Fitch
Cllr Mrs J Lea
Cllr Mrs A Mitchell
Cllr A Watts

Mrs. K. Richmond - Town Clerk
Mr Alain Giauna – Bars Manager

All Other Members for information.

21st June 2019

FW: BARS MANAGER REPORT – June 2019 -from 03/06/2019 to 18/06/2019

Sales

The Town Hall has achieved consistent weekend trading sales.

Bar revenue can be improved with staff reorganisation to focus on sales and promoting drinks.

Town mead is underperforming Monday to Thursday with some bookings on Fridays, Saturdays and Sundays. those bookings generate some revenue, but it is inconsistent.

Marketing

Bars Manager should be actively involved in meeting new clients and building long term relations with customers to encourage repeat business.

Current food offering is basic, and the business needs to improve quality and overall standard. First choice is to offer fresh seasonal food (in house catering chef) second choice to search for an outside catering contractor and negotiate a fee for Events.

The business needs to invest in marketing and advertising.

Service

Currently most of the service provided to the clients is from the bars area.

Staff are not learning new skills and their knowledge of wines, spirits, cocktail drinks, prosecco and champagne are inadequate.

Standards

Overall standards are average and inconsistent, lack of business during the week has not helped and it is demotivating to be quiet for a long period of time.

Manage bar stock

Town hall bar stock level has been reviewed and a stop on beverage ordering is in place to reduce overall stock volumes. Town mead stock has been reviewed, drink's transfer between both halls is happening to reduce stock level and increase profits.

Staff uniforms

To improve overall image and look professional, all staff should wear casual uniforms during the day and smart staff uniforms for weddings.

Capital expenditures

Town mead seating area should be refurbished (budget allocation) and a bar food menu introduced at the same time.

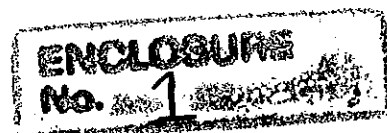
Review outdoor seating area as current space is not utilised.

Town hall kitchen and equipment to be reviewed as it is not in fully operational.

Overall business review and conclusion.

A business plan with short and long terms objectives should be introduced in order to have a clear vision and direction to where the business should be in the next few years.

In conclusion I am confident I will be able to make all necessary changes to improve the overall business and profits with the support of the management.



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