



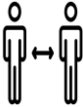
# MCCP Consumer Research – Return to the Pub

## - Key Takeouts 25<sup>th</sup> May 2021

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### **Safety and Hygiene still at the forefront of peoples minds**

Expectations of safety have evolved since last summer – adherence to rules a given, not a nice to have:

- ✓ All staff to wear masks- not visors 
- ✓ All tables and seating to be well spaced out with tables and counters regularly cleaned. 
- ✓ Older patrons concerned about young people in the pub as they believed them to be more likely to break the rules 

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### **Enforcing Restrictions – pubs should be vigilant while respectful to people**

- ✓ Accept that adherence to rules is a personal responsibility. 
- ✓ Believe it will be more difficult to enforce rules as more drink is consumed 
- ✓ Understand need to remove people if they persistently break the rules 
- ✓ Expect to be notified if outbreak occurs in the pub – HSE, not Pub Owner's responsibility 





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### **Pub Atmosphere is critical – important people feel safe while atmosphere is maintained**

- ✓ Buzz and banter in the pub can not be replicated at home - concerns that restrictions will impact the sociability of the pub. 
- ✓ Quality of draught and good range of drink options important 
- ✓ Need reassurance on the quality and comfort of outdoor seating areas – heating and rain cover a concern. Use social channels to bring this to life before they come - See [Pub Hub](#) for some useful tips. 





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### **Booking Rules and Procedures more accepted from last year**

- ✓ Concerns over lack of space and availability outdoors and so pre-booking offers some reassurance. 
- ✓ Simplicity is key – easy booking system is important as is easy menu access/ordering system 
- ✓ Some will miss sitting at the bar and felt older patrons should be exempt from this rule. 
- ✓ Interaction with staff is important - don't just want to deal with an iPad! 

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### **Returning to normal – consumers will return again if 1<sup>st</sup> experience is good**

- ✓ People are looking forward to a warm welcome from a familiar face - Owner and/or staff. 
- ✓ Under 35's more open to return immediately, some older groups will wait and see before returning. 
- ✓ People will return again after first visit if experience is good – others will follow if they hear positive stories of safety, comfort and atmosphere 
- ✓ Sport and other occasions – birthdays/brunch will also encourage return 
- ✓ Restrictions should not compromise service – people don't expect to be kept waiting a long for service. 