

ISSUE 47

CATERING QUARTERLY



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Inside:

The lockdown
delivery venture:
BLOW WATER
(page 12)

Discover
**CAPTAIN HANK'S
CRAB & SNACK SHACK**
from Fowey, Cornwall.
(page 4)

Learn about the
popularity of
independent mobile
bars with:
**LILY MILLS
DRINKERY**
(page 24)

We sat down with
Reis a mere two years
after he fried his
first **NUGS**
(page 34)

Planning for
success in
2023
(page 16)

Plus:

**INDEPENDENT
INNOVATION**
(page 18)

**THE WIDER WORLD
OF HOSPITALITY**
(page 48)

**THE SEFTON
PROJECT**
(page 38)

and more...



Blow Water



Lilly Mills



Captain Hank's



Nugs



ISSUE 47

CONTENTS

A WORD FROM NCASS

It has undoubtedly been a period of great change (to put things lightly). Since the beginning of the production of our Autumn issue, the country has gained a new Prime Minister, a new King and The Great British Bake Off is back on our screens once more. However, despite these seemingly never-ending changes, the industry, as always, has remained resilient. The last two years have changed life as we know it in a way that was once unimaginable, yet the independent hospitality industry continues to fight against the many hurdles it has had to endure. It goes without saying that the cost-of-living crisis, soaring energy prices and staff shortages have disproportionately impacted the sector. Yet, as we move towards the final quarter of 2022, we remain inspired by the resilience and determination of our members and the innovative ways in which they have adapted to this 'new normal'.



04 Captain Hank's

12 Blow Water

16 Plan for success in 2023

18 Independent Innovation

24 Lilly Mills drinkery

31 APP4

A 'normal' which has necessitated imaginative thinking to cut costs down and remain profitable. We wanted to share these stories of strength and determination with you to celebrate and champion the achievements of those within the sector. As we optimistically await news on further government support for the sector, it is important that we take any and every opportunity to say a massive well done to all our members.

34 Nugs

38 The Sefton Project

40 Branching Out

46 New Safety Management System

48 The Wider World of Hospitality

56 NCASS Gas Engineer Directory

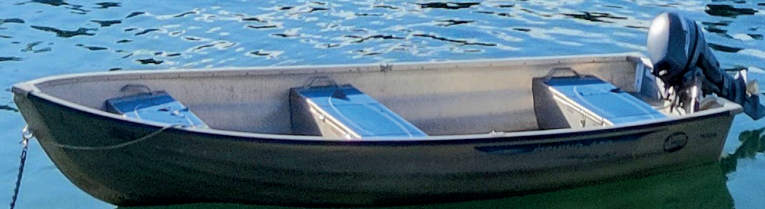
You continue to deliver exceptional service day in, day out and embody the vast potential of the sector to reignite economic and communal growth across the country. We hope that you find Issue 47 of Catering Quarterly informative, motivational and gain a valuable insight into the triumphs of your fellow members.

A Season of Hope

CAPTAIN HANKS

Crab & Snack Shack

Nestled on the water's edge, Captain Hank's Crab & Snack Shack is a wonderful testament to the versatility of seafood, the creativity of owner Holly Foster and the quality of fresh Cornish crab. Located in Fowey, Cornwall, Holly and her team prepare fresh food from a vintage van overlooking the picturesque River Fowey.





"THAT'S MY NUMBER ONE GOAL, TO GET TO A POINT WHERE I'M ENTIRELY HAPPY AND THIS IS THE CLOSEST I'VE EVER BEEN TO BEING ENTIRELY HAPPY."

Working between 85 and 90 hours a week during the season, Holly's passion for seafood and providing her customers with the very best, is palpable. Holly's venture into running an independent food business came about through trusting her instinct; and that instinct has stood her in good stead.

In 2021, Captain Hank's won a TripAdvisor Travellers Choice Award and it is clear that Holly's determination, passion and resilience will keep Captain Hank's as a 'must visit' for anyone visiting Fowey. We sat down with Holly to learn more about her trustworthy gut, the importance of reliable staff for small businesses and the secret to her special Marie Rose sauce.

What made you decide to start your own independent food business?

It all happened organically. I was working all over, in Portugal and London, temping mostly, and

hoping for an epiphany as to what to do with myself! I finished my outdoor education degree, but then I realised I didn't like teaching! I had already been working part time in hospitality during the time I was studying and I had always wanted to get out of it to be honest; I never thought I would have the chance to do something solo. Then some friends of friends had a trailer that they were trying to sell because it had become too much for them and they just wanted to get rid of it and I wasn't worried about the thought of taking it over. Normally I'm someone who worries about things, but I knew that I wanted to do seafood and I knew that I could do it well.

So very much trusting your gut then!

Yeah, it was great, and it's been going well since then. I've been really lucky because I've developed a fruitful and easy-going relationship with the Harbour Commission.

Even though it's private, they are a publicly accountable body and they wanted to build something more substantial to serve the visiting yachts. We have visiting yachts all year round, there are lots of them (I can see about eight in front of me right now!) and the Harbour Commission provide services for those yachts. So, what I do is beneficial to them as well and they've said that they are so happy with what I've been doing.

That's amazing to hear and bodes well for the potential of Captain Hank's. Do you see yourself continuing as a mobile business or will Captain Hank's have a more 'permanent' home in the future?

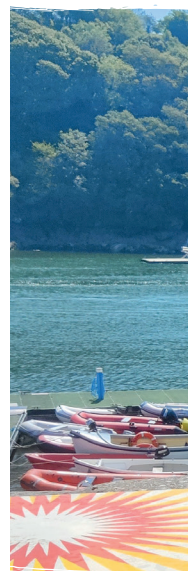
I'm very focused on spending more time doing what I'm doing right now, right here. That's my number one goal, to get to a point where I'm entirely happy and this is the closest I've ever been to being entirely happy.

I got an alcohol licence this year as well, so being able to offer the whole experience now is lovely. I think it will be a good few years before I'm ready to move on to something different, but I like to take opportunities as they come more than anything.



Can you tell me more about a typical season for you?

So, a typical season in Cornwall is April to October, that's when we get most of our activity from tourists. It's quite a different market to cater for locals than catering for tourists, but around 85% of my customers are tourists. Because of that it's not fruitful to operate in the winter, there just aren't enough people for me to make money and the weather is too unpredictable. Covid was really hard and we ended up only being open for around four months in the year during lockdown, it was very intense though and I was burnt out by the end.



I feel so good about the relationship that I have with the Harbour Commission, particularly the Harbourmaster who oversees everything, so I would be more than happy to go down some kind of route with them.

I've had a couple of investment opportunities come up to expand the business, but they've not felt right. We're a seasonal business and I do all the prep, often working right through till the evening, but I can still orchestrate things in the best way for me and the business. There is the risk when you start doing something on a broader scale that you could potentially be working 24 hours a day; or it'll feel like that anyway!

I tend to go with gut instinct with these kinds of things, if it feels right then pursue it, otherwise just let it pass by. I don't think that you necessarily have to pounce on every offer that comes along because I do believe that the right thing will come and it will feel good to pursue it.

It sounds like that has stood you in good stead so far. Your whole journey has been very organic and it's incredibly impressive that you are attracting these offers.

True! Also, if it were to be a restaurant then that would mean the end of Captain Hank's and everything that I'm doing right now. I feel like that would be doing it a disservice to be honest, it's not peaked yet in my opinion and there is still room for growth and improvement. I want to see that through, so once I've reached a point where I don't think I can do anything more with it then that would be the time to think about what's next. Right now, it treats me well! I get about five months a year where I can do what I want! Of course, it hasn't been great during covid as half of the year was spent in lockdown and it really impacted my season, but it's nice the way things are so it would have to be something very appealing to make me step away from this lifestyle.

Even though I get that time off in the year, I work between 85-90 hours a week so it's very condensed and very intense. Everything very much amped up a degree during covid though – I was shocked by how busy everything was in Cornwall. Lots of people were having staycations because that's all they could do, so it was like a bottle neck. We went from nothing to everybody wanting to come to Cornwall because they couldn't travel outside the country.

This year is our first full year since 2019 without any restrictions and I'm glad to be back to some sense of normality.





"WE'VE ALSO STARTED SELLING ALCOHOL, SO THAT HAS HELPED WITH THE OVERALL SPEND PER TRANSACTION GOING UP..."

It's much more manageable and it means that we've got the full season.

You mentioned that catering for tourists is very different compared to catering for locals. In what way is it different?

For this year, it's the frequency of people wanting to eat out. Locals will do it maybe once or twice a month, probably as a treat meal. On the other hand, tourists will eat out every day. Cornwall also attracts a lot of people with more disposable income; we get a lot of people come from London and the Southeast. That generates a lot of spending power for the area and locals often don't have that same spending power. I do have a good crop of regular locals, but Fowey is a holiday town, not that many locals live here all-year round. It's quite a small town and there are a lot of holiday lets so not that many people live here. It's very beneficial to have all these tourists in town, but it definitely atrophies a little bit during winter.

There are a lot of different factors as to why fewer people live in

Cornwall, the housing crisis and disparities in average salaries across the country definitely contribute and that means that roughly 85% of my business is from tourists.

Talking about the spending power that tourists can bring, have you noticed changes in how much tourists are willing to spend? The cost-of-living crisis and soaring energy bills are forcing a lot of people to budget, do people seem as eager as they were during staycations?

Thankfully, the spend per transaction is up, but not half as much as it should be considering how much prices have gone up (which I've had to do as some suppliers are charging so much more). We've also started selling alcohol, so that has helped with the overall spend per transaction going up, but only by around £3. It's less than it should be considering all the factors and we've also noticed that people are sharing food more now. I mean I completely understand, I'm in the same situation: I've been feeling the pinch particularly with energy and fuel; those prices



are eye watering right now! I've definitely noticed that people are more hesitant this year.

Over the past few years, it's almost been like people have been throwing money at us because they were so desperate to be fed and everywhere was packed because everyone was staying in the UK. Before, people didn't even look at the prices, whereas I've noticed more comments at the start of this season about things being more expensive. I do try to break it down for customers though; the cost of my crab has gone up by 25% and the cost of Rapeseed oil has gone up 100%. Thankfully most people are understanding and I've done what I can to keep prices at a reasonable level, for example my take from the business is now a smaller percentage but I can only go so far as I still need to make this worthwhile.

We're lucky in one sense though as we're opposite a restaurant that is owned by some people from London. They have a few other establishments there and they have



another restaurant in Cornwall too, but their prices are higher, so in comparison we are very good value for money!

It's a happy coincidence and I don't think they suffer for it because they cater for a slightly different clientele than we do. They set up during my second year and I was quite worried to begin with that they would Hoover up all the custom, but it's worked out well for both of us, so it's mutually beneficial and I get on really well with the staff that work there.

That sounds like a great working relationship, especially with the staff that are there all the time. Staff really are the beating heart of the industry and that ties in well with my next question. How have you been affected by the staff shortages we're seeing across hospitality?

They really are! I mean in my situation I am both working and the owner, so I'm there putting in the hours, but mutual respect between staff and the owner is a big part of it because the staff are there working hard every day.

The staffing crisis has been a big headache to be honest! I'm lucky in that the people I had last year

decided to return this year as it suited them in terms of their lifestyle. One of my main baristas is a guide for a partially sighted skier. They were training for the Paralympics, unfortunately they just missed out, but they are now about to enter another four years of training. She does that in the winter so that's been really beneficial for her lifestyle wise. My chef had two jobs last year and he went to work for a temp agency in the winter, but I've successfully negotiated with him and he's come back as well. I've had to pay them more and I've paid above inflation, but I was happy to do it because they've proved themselves to be loyal, hard-working and reliable; plus, the customers like them!

However, the adverts that I put out before they confirmed whether they would stay on or not, had worryingly low responses; as in keeping-me-up-at-night low. I'm a bit concerned about next year now because I've not confirmed anybody. I hope that they come back, but people's situations change and I've got no control over that. I've worked out how many people I need to run the business and it can work with two people (with one of those people always being me), because I can fill in most positions, but ideally, I need three people for the best service. I mean I prep all the food and then my chef helps me during service and if the barista is off, I can do the coffee, so in most situations if someone is off, I can fill in for them. But I can't split myself in multiple directions, I can't be two different people at the same time.

I've definitely found it stressful and it's made me somewhat cautious about the future. I've been presented with some amazing opportunities, but you

can have the best ideas in the world and have the money there to fund it, but if you can't staff that restaurant then it's completely unviable. I know that it is impacting larger businesses as well. A local brewery that has around 100 establishments had 98 vacancies last month. It's a reputable company, they offer a decent all-year salary and they've really struggled to fill those positions. I worry then what the rest of us are supposed to do because I've got a seasonal business, I can't offer an all-year salary or the same security, so it's been really hard.

A lot of other members have been struggling with the same thing, it's so important for independent businesses to have staff who are as passionate about the business as you are because they are sharing your dream with the clientele.



"KNOWING THAT IF THERE ARE ANY PROBLEMS, OR ANY UNEXPECTED ISSUES ARISE, THERE IS SOMEONE THERE TO GIVE ME A LEG UP IN TERMS OF ADVICE AND INFORMATION; IT JUST MADE SENSE ON SO MANY LEVELS."

I was trying to explain this to some friends the other day! Staff are a very public and permanent reflection of your business and that's fundamental. Larger businesses can potentially shrug that off and customers won't necessarily be put off by one person's bad opinion, but for us, other people may take that review and use it either as incentive to visit us or as a warning not to. You need to find people who are just as invested as you and have a good work ethic and high standards. I found those people last year and have them with me this year as well, I still need to be there to maintain the finer details but that's okay because I have a strong team. Like I said, it's hard for everyone though. One place near me were initially advertising for people with experience and a very specific working history, but they clearly got little to no response because then the criteria started changing and it eventually became "no experience is fine, we will train you."

What was it that made you pick seafood? You're based in Cornwall so I can see the connection there, but was there anything else that influenced your decision?

Primarily because I love eating and cooking seafood! So seafood has always been something special for me in that sense and all the feelings around seafood are very

positive. But yes, where we are, it's what people want to eat. We're right by the water so it's only right that we do seafood – it would be strange to do something like a burger place here I think. We are literally a stone's throw away from the river, so it's just a good fit looking at the water and eating seafood. It's what we love and we have the best produce from some of the most amazing suppliers based right here who also supply for the Southeast. I have one supplier who is based here, so all the scallops that I use are landed and prepped in Fowey and then delivered straight to me.

The crab company that I use as well, called The Real Cornish Crab Company, are amazing. They land everything in Newlyn, which is one of the biggest ports in the country, and it's all processed overnight.

So it's landed early in the morning and then picked from 4am and so it's fresh when I open at 11; it's fantastic. The crab just flies off the shelf as well, it's so popular. There's also Matthew Stevens & Sons, they supply the likes of Rick Stein so they're very prestigious and it's all so beautifully prepared.

The produce and its abundant availability is a massive factor and I also try to be as seasonal as possible because the end result is so much better for the consumer, it's at its natural best when it's in season. I also get the fruits and vegetables that I use from a supplier who has a depot 8 miles away and they provide a lot of



Cornish salad leaves, pea shoots and all kinds of lovely things for us.

That all sounds delicious! Having trusted, reputable suppliers is such a vital part of running a successful business. What led you to become an NCASS member and how has it benefited your business?

I know a couple of people with their own food businesses and they all recommended that I join. As soon as I looked into it, I thought to myself 'yes, I need advice and I need somebody to be there at the end of the phone to help me.' I was doing it alone and I didn't have the necessary experience with regard to regulations and things like that, so it was also for peace of mind as well. Knowing that if there are any problems, or any unexpected issues arise, there is someone there to give me a leg up in terms of advice and information; it just made sense on so many levels.

Then during covid, it was totally invaluable because everything felt just a bit overwhelming. I really appreciated the support with all the different risk assessments and



covid protocols and things like that. I called a couple of times regarding what I needed to do and it was very comforting having that advice. I've not needed to get in touch for advice or anything like that since the start of the season, but I know that if I did, I would get it and it would be worthwhile.

That's great to hear! My final question for you then; I'm on holiday in Fowey, I've just spent all day in the lovely sunshine and I've come to see you. What is something on your menu that I have to try?

Well today we had Cornish lobster, King Prawn and cantaloupe cocktail with my own take on Marie Rose sauce. It's a lovely thing that I do and for the sauce I use gochujang sauce and mix it with my homemade mayonnaise and it makes something reminiscent of Marie Rose but far more complex and interesting. It's slightly spiced as well with the gochujang chilli and then that's served with pickled cucumber, mixed with seasonal leaves, sourdough and organic olive oil croutons, chives and dill. That, for summer, is amazing. I'm totally biased obviously but it's so delicious!

The Cornish Crab is the thing that tourists want above anything else though. We do it as a traditional sandwich, but we do it dressed in homemade mayonnaise and I make a dill and lemon zest butter, so it has a unique angle on it. We also do a crispy crab bonbon, which is like a croquette and it's a mix of the white and brown crab meat (the brown meat often gets overlooked but it's full of flavour) and that's served with dill, lemon zest and garlic. We've got lots of lovely bits that people go crazy for!

I can imagine, I mean the lobster sounds amazing!

It is yummy! If there is any leftover then I'm secretly chuffed because then I get to eat it and I love it!

FOLLOW THEIR JOURNEY:



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BLOW WATER

"CONTRACTING IS HARD, IT FEELS LIKE AS A WOMAN IT'S HARDER TO GET THE RESPECT I DESERVE; I'VE HAD PEOPLE ASK ME WHERE THE BUSINESS OWNER IS."



Opening a restaurant was the furthest thing from Sabrina's mind, when on a spring morning in 2020, she travelled to Birmingham's China Town to buy 20 kilos of rice. Growing up in Hong Kong, this wasn't the first pandemic-style event that she'd witnessed, and she had a pretty good idea of what was to come.

Just as anticipated, lockdown soon followed and on that very first day in March, Sabrina created a menu for delivery in her local community.

Momentum for her food had grown rapidly in recent months, following Sabrina's supper clubs, renowned locally for the authentic Chinese cuisine that's hard to sample in much of the UK, save for some special places in the China Towns of the big cities. "I could never get home for Chinese New Year, so it became a tradition to cook for my friends; I'd make the same dishes I'd have eaten with my family back in Hong Kong. In Hong Kong or East Asia, the food we eat at home and the food we eat at restaurants is vastly different, so it was a new experience for a lot of my friends."



Sabrina's sell-out supper clubs, in which she fed up to 60 people per evening, and which drew to an abrupt close due to covid, meant that she had an established audience for her lockdown delivery venture; so when she announced via her neighbourhood Facebook group that she'd be cooking up her famed chicken teriyaki and rice, orders soon rolled in – and kept rolling in.

As winter and a second lockdown loomed, Sabrina decided to switch up her offering and made kits for customers to cook at home; she would often spend 6 hours per day delivering the kits and food orders.

It's clear Sabrina's proud of everything she accomplished with Blow Water in that time – turning what was a negative event on an international scale, into a personal success. And of course, she should be.

In those early days of cooking at home, of testing your menu, in what is generally a million miles away from a professional set-up, fuelled by self-belief and possibly little else, it can be easy to question yourself. In those long days and tired nights, visions of restaurant openings, or trading at big festivals, can seem like little more than just that – visions and hopes, but they form the solid foundations on which businesses grow.

Two years later, and with many a chicken teriyaki and satisfied customer under her belt, Sabrina is counting the days until her restaurant opens. As we speak, she's taking a coffee break from painting and sanding – the glamorous life of a restaurateur.

"I knew the landlord for the premises, so I just reached out and asked how he'd feel about me taking on the lease."

"I knew I had demand in the area, so decided to try my hand at Crowdfunding before looking into business loans."

Sabrina's business acumen and marketing finesse, honed from many years working in events management, saw her get 50 pledges in one day

"I timed the Crowdfunding carefully and launched it between the May bank holiday and the Jubilee weekend, where I knew people would be meeting up and possibly talking about it. I also had the emails from the deliveries which I used to send out a marketing campaign over a payday weekend."

The bare minimum Sabrina needed was 15k – a target she exceeded well before the deadline. But securing the money was just the beginning.

"Honestly, it's been a rollercoaster, some things have been really challenging."

Sabrina echoes a sentiment we've heard from female business owners more often than we'd like, that it can be hard being a female business owner

"Contracting is hard, it feels like as a woman it's harder to get the respect I deserve; I've had people ask me where the business owner is."



WE MOVE ONTO LESS DISHEARTENING TOPICS - AESTHETIC, CONCEPT.

"The menu will be quite similar to what I offered for delivery – people love the dumplings; they'll be a staple."

The branding is distinctive; you could spot the Blow Water logo a mile away. In Kings Heath, where Sabrina lives and the restaurant will be located, they adorn every other tote bag on the high street, identifying local fundraisers.

She is involved in every aspect of the process and has spent many an evening planning and painting. Most recently, she oversaw the installation of the tiles – an homage to the tiles of tea cafes in her native Hong Kong.

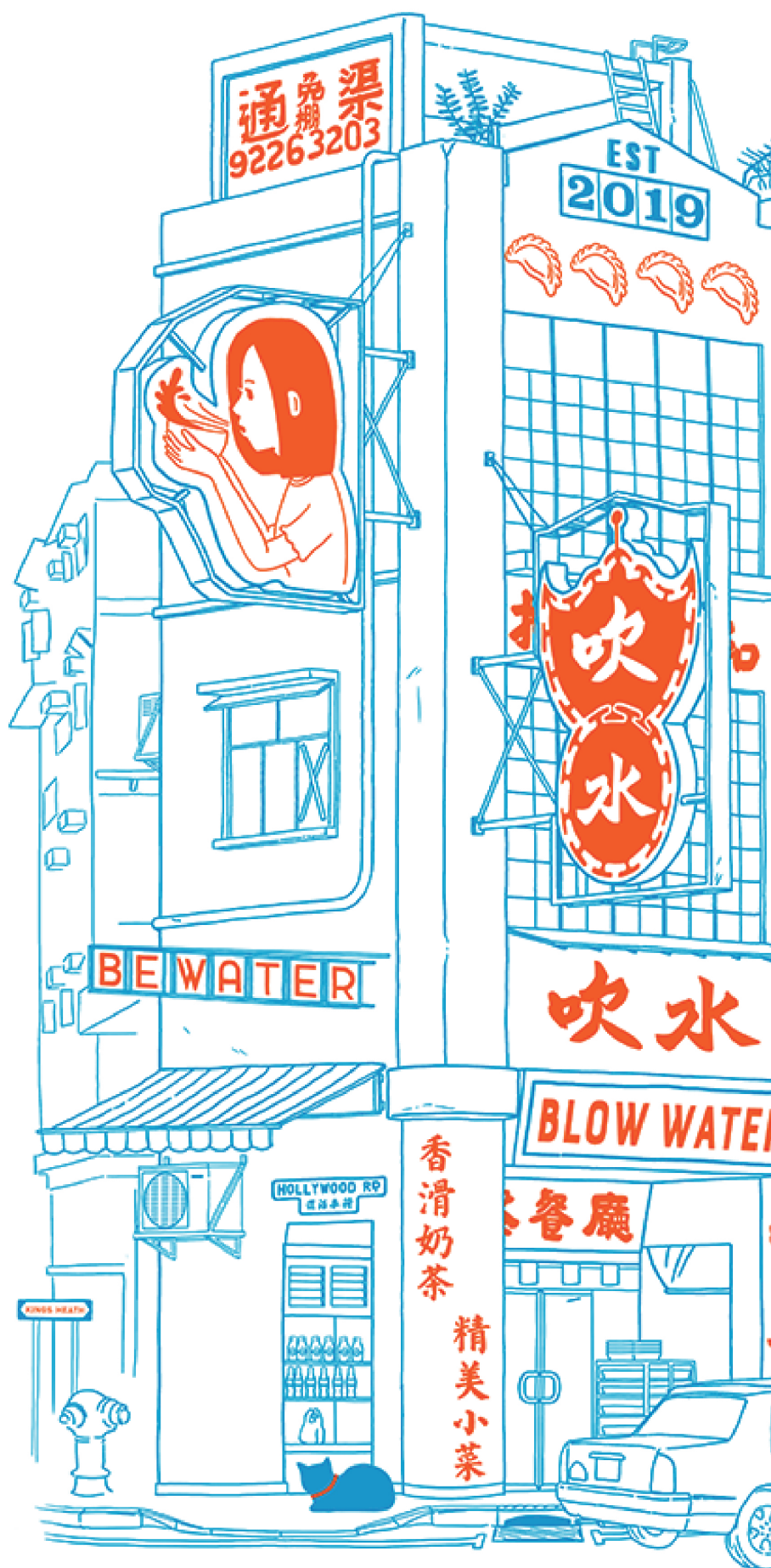
So often we're asked about what it takes to be a successful restaurateur, and while there are dos and don'ts – often the success lies in the intangible. The attention to detail, the consistency, passion, an inside-out knowledge of your audience. Sabrina ticks all of these boxes.

Untold hard work goes into turning an independent business into a success and it's easy to forget when you're sat at a table enjoying good food, perfect drink pairings and seamless customer service; but talking to Sabrina we're reminded of the countless steps it takes to get to this point; a fact we'll try to hold onto the next time we're at our favourite indie eatery, or the first time we sit down to sample

Sabrina's famed signature dumplings.

FOLLOW THEIR JOURNEY:

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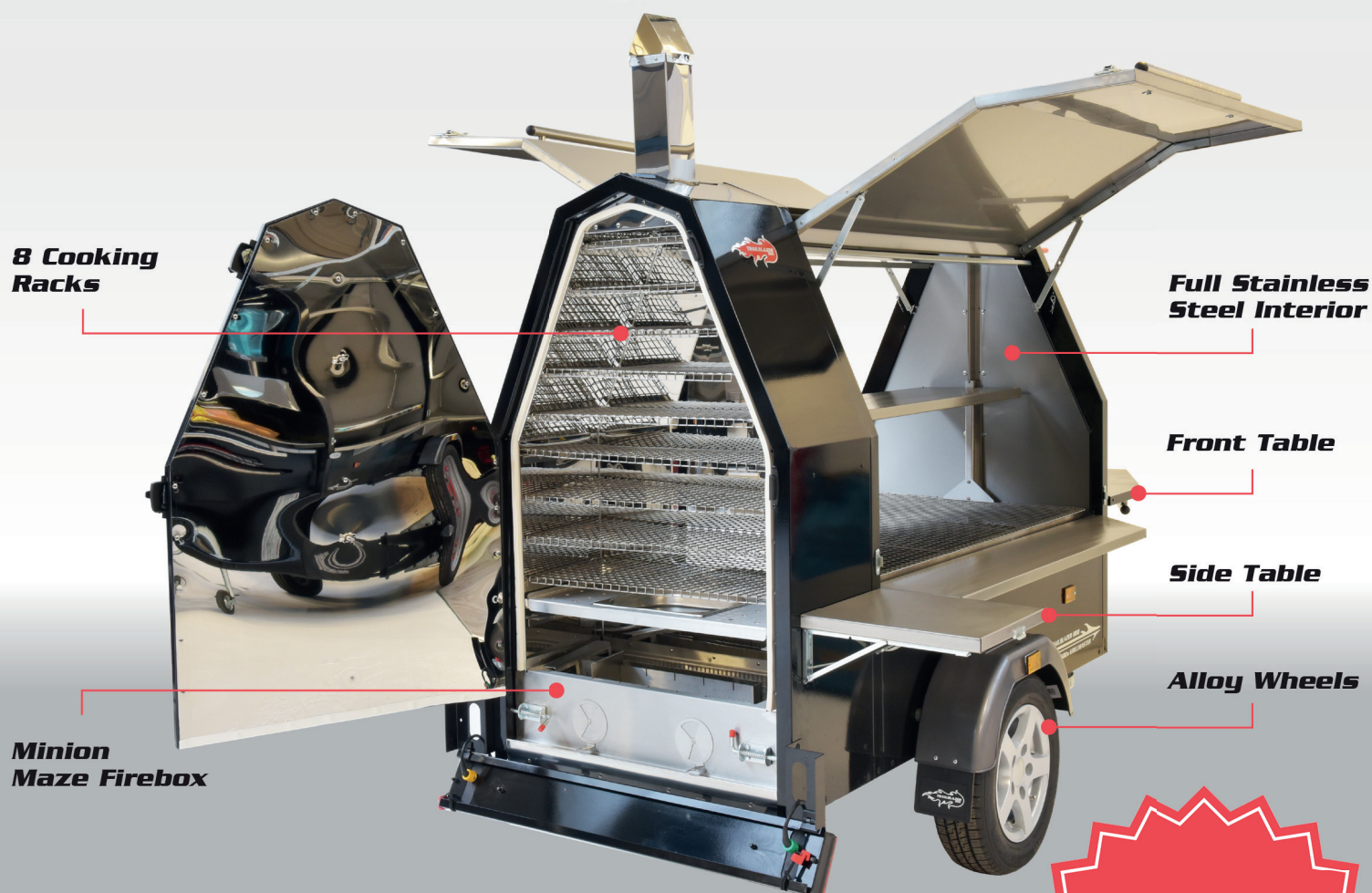




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PLAN FOR SUCCESS IN 2023



by Andrew James of The Catering Accounting Co

As those halcyon summer festival days and days when our restaurant tables were set out on pavements become confined to the memory now it is the time to start work to make sure that 2023 brings us the success that we are striving for. The work we put in now reflecting, assessing and planning will bear fruit in the coming year.

I can break down the work we should be doing now into three important steps:

1. Goal setting
2. Reflecting on 2022 and our performance
3. Planning for 2023

I will take you through each of those headings in turn and set out what I believe you should be doing to prepare for 2023.

GOAL SETTING

Now many business people I meet believe that goal setting is a woolly topic and not relevant to them, but I can assure you that this plays a vital part in every successful business. It is a statistically proven fact that business owners who think carefully about their goals, write them down and then take action to achieve them are

considerably more successful in business (3100% more successful). The secret is you deserve what you want, and you will get it by being purposeful and not by accident.

Consider first your personal goals, such as:

- What do you want from life?
- What do you want more of?
- What do you want less of?
- How far away are you from achieving those goals?
- What actions do you need to take to get there?

Having identified and documented your personal goals it is then time to consider your business goals and to ensure that they align with and help you achieve your personal goals.

I would be thinking carefully about such matters as:

- What level of income do I want?
- How many events will I need to attend or how many hours will I need to open to achieve the income I want?
- Does this give me sufficient family time and time for holidays?
- What does my business look like when it is finished?

REFLECTION ON THE 2022 SEASON

We need accurate financial information at our fingertips in order to make this part of our business planning successful. I would recommend QuickBooks or Xero as two software solutions that will provide us with the information we need. That said, no software will help us if the information that we have input is inaccurate, so consider using your accountant or bookkeeper to help you in this area.

I would be interrogating my financial information to answer the following questions:

- Which events were the most successful for me?
- Which days of the week was trading strong?
- What gross margin did I make and is this in line with my competitors?
- Which of my products gave me the best margin?
- How much did I spend on staff costs and compare that to my sales?

I need to go into a bit more detail to guide you on a couple of the bullet points noted above.

Let's take the first one;

When was trading the strongest?

We are not interested in the gross take at a specific event, location or permanent premises, what we are interested in is the profit we made at the end of the day after factoring in all the costs that we incurred. So, in assessing the profit of our strongest trading day, we need to factor in additional costs depending on whether we are a mobile or fixed site business. For example, pitch fees and travel costs, if applicable, as well as team costs and temporary changes to a fixed site premises (i.e. decorations, any potential losses from closing early to host an event etc.) to name a few. Only then can we see which days trading are the most successful for our business.

What is my gross margin?

Gross margin or gross profit is the profit we make on our sales after deducting the costs that we have incurred in making our product. To illustrate this, let's take the example of someone selling pizzas. We would calculate the gross profit by taking the sales figure for the week and deducting the cost of the

ingredients, the chef's labour cost, the utilities cost to run the oven and that would leave us with our gross profit.

We would then look to benchmark our results against our competitors to make sure we are making the right level of profit. If our results showed a lower margin than our competitors, then we may need to look at our pricing or where we are sourcing our products from and adjust accordingly for 2023.

PLANNING FOR 2023

Having set out our goals, reflected on what worked and what did not work in 2022, now it is time to build our plan and forecast for 2023.

With clients of The Catering Accounting Co., we use a system called LivePlan to document our plans and forecasts. This system allows you to record your goals, marketing plans and when it comes to the financials, it is wonderful at linking with QuickBooks or Xero and allows you to compare your plan with actual results.

I always start with the sales forecast. Month by month, record the sales that you would like to achieve in 2023. You will have got a feel for this by from your reflection on the 2022 season. Make sure that you can physically meet your sales targets by rescheduling successful events or maintaining profitable changes to the business.

For example, if you are an event caterer, I would immediately re-book your five most successful events completed in 2022. Then if you are still short of your sales targets having re-booked the top five events, fill in the gaps so that you are comfortable that you reach your sales forecast.

In the second step of putting our financial forecasts together, look at our cost of sales and gross margin – can we push our margin up a couple of percent in 2023?

Put a team budget together. How many members will make up our team? How are we going to reward them? Then record the numbers in your forecast.

Finally, think of your overheads such as insurance, repairs, travel and motor costs and professional fees. With the cost of living showing an upward trend, many of these costs are likely to be higher in 2023 than the year just completed.

Finally, you will be left with the net profit which is what is left for you as the business owner. Make sure that the income that you are left with meets the requirement that you wrote down as part of the goal setting process. It is also very important that you budget to pay your tax liabilities too, be that income tax for the sole trader or corporation tax for the limited company.

AND FINALLY...

Now all of this may seem a lot of hard work and maybe something that you are not comfortable with, but I assure you that if you get this right and you have every chance of making 2023 a cracking year.

There is support available to help you with this process. I have already mentioned some software solutions that can help make the tasks easier and here at The Catering Accounting Co., we have systems to help with goal setting, benchmarking and forecasting, so if you need help just get in touch. I can assure you it will be worth the effort.

**IF YOU NEED HELP JUST GET
IN TOUCH. I CAN ASSURE
YOU IT WILL BE WORTH
THE EFFORT!**

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INDEPENDENT INNOVATION

INDEPENDENT, BRICKS AND MORTAR FOOD BUSINESSES ARE AN INTEGRAL PART OF THE HIGH STREET. OFTEN UNIQUE TO THE SURROUNDING TOWN OR CITY, THEY ARE A KEY PART OF THE INFRASTRUCTURE, EVOKING A SENSE OF PRIDE AND OFTEN ESTABLISHING THEMSELVES AS 'MUST-TRY' DESTINATIONS FOR TOURISTS.

Post-covid, these spaces have undeniably struggled yet they continue to fight and provide excellent service to their respective communities. Nearly 9000 chain stores closed in 2021, resulting in many high streets across the country becoming 'ghost-towns.' Nevertheless, the 'demolish and rebuild' option is not the best way forward as this model can be environmentally disastrous. Instead, by occupying these abandoned spaces, independent bricks and mortar businesses can attract internal investment that can regenerate communal wealth. Retail is no longer 'King of the High Street,' and it is now the turn of bricks and mortar food businesses to showcase their assets and entice people back. In recent years, U.K. high streets have proved to be fragile eco-systems. Dependent on attracting enough visitors to remain economically stable, they have suffered from the effects of over

costs, market uncertainties and economic recession. Coupled with ever changing customer tastes and shopping habits, evidence suggests that the rigidity of high street stores and their subsequent inability to quickly adapt to changing trends, have negatively impacted footfall. Unsurprisingly, when covid came to town, it provided additional reasons for people to avoid city centres. In fact, figures show that the footfall in major city centres across the country fell by 57-75% as a direct result of lockdown and working from home. Nevertheless, the high street was already struggling, with the vacancy rate of premises in major towns and cities across the U.K. reaching 14.1% by June 2022; undoubtedly due to over 8,700 chain stores disappearing from retail locations across the country in the first six months of 2021. In short, larger chains occupied more space and so their decline resulted in greater premise vacancies; the shops were not there, so the customers were not there. The resulting increase in online spending and growth in

the number of out-of-town outlets, highlight how consumers have adapted to this decline. Still, the high street remains resilient. Reflective of the unique nature of their surrounding population, their potential to be cultural hubs, social hotspots and the epicentres of economic regrowth, remain. We could question why the rebirth of the high street is so important. Improvements in technology and banking security have made online shopping both much safer and more convenient. The answer: Town and city centres are just that, the central point of a community. Smaller centres benefitted from residents staying home during the pandemic and an engagement with local vendors simultaneously evoked a sense of local pride and encouraged consumers to support local businesses.





This model can be adopted by larger centres, regardless of their increased population. By investing in an experiential economy, high streets can shift from being solely places to buy clothes, to hubs of social and cultural significance. In doing so, they can become spaces that are unique to their location, support locals in starting their own businesses and encourage economic regeneration founded on local spending power. By investing in this local spending power, smaller centres have enjoyed a quicker recovery rate than other high streets across the country. Whilst there are a myriad of other factors that may have contributed to this, it is clear that high street recovery will take much longer than expected unless there is a notable shift in mentality regarding what consumers now want.



NCASS CEO Alan Fox notes that “we can’t pretend that the world hasn’t changed, so we need to find new solutions. I think independent hospitality businesses, placemaking and an experiential economy is exactly the way to do that.” An experiential economy is one that recognises the economic value of the customer experience. In such an economy, businesses that can offer the best customer experience, enjoy consistent popularity. Independent food and drink businesses have an unparalleled flexibility to create these memorable experiences and in so doing, attract people back into the community. As such, Fox observes, “independent businesses have the potential to regenerate the community, whilst bringing wealth into that community.” As opposed to large chains, independent businesses can be more readily available to everyone; be that entrepreneurs taking their first steps into launching a business, or customers searching for affordable, but meaningful, spaces in which to socialise. Through this, independent businesses can become representative of a given place so that “the local community have something that belongs to them and that they can be proud of.”

The question then becomes, what can independent hospitality businesses do to attract more customers? First and foremost, they can invest in the customer experience. The way in which consumers purchase items has changed exponentially as online shopping dominates the market; in fact, retail e-commerce generated an astounding £129 billion of revenue in 2021. As such, people want more enticing reasons to leave their home and head to the high street and independent hospitality businesses have the flexibility to entice customers. Consumers are more aware than ever of the monotonous uniformity of large chains and can often find the hospitable element of hospitality, missing in those spaces. Independent hospitality businesses can offer a more individualised and unique service that showcases and celebrates under-represented communities, palettes and produce, through food and drink. Nevertheless, implementing new tactics to attract customers must be cost-effective to enable businesses to reduce gratuitous costs and increase their revenue.

BUSINESSES CAN ATTRACT CUSTOMERS IN A COST-EFFECTIVE MANNER BY:

- **Using seasonal and local produce** – A proven way to increase profits and bring in new custom is the tailoring and creation of a seasonal menu. Seasonality creates the notion of variety and change which aligns with consumer desires for different experiences and ambiances throughout the year. This is not always a viable option for every business; however, the use of seasonal produce, rather than a seasonal menu, can provide a similar flexibility. Consumers want to feel that their food is fresh and a growing global consciousness as to the impact of importing food, has resulted in increased awareness of the importance of sustainability. Consumers are looking to eat more in-season and local fruit-

and vegetables, whilst businesses can benefit from the reduced cost of seasonal produce due to larger supplies.

- Ensuring strong branding –

Strong branding both cements a businesses' identity and creates a focal point for emotional investment for staff and customers alike. Consistent messaging and aesthetics across social media platforms and websites, creates instant recognition and can ensure that a business stands out against competitors. Recognisable branding is not limited to large brands and by ensuring memorable branding, independent food and drinks businesses can breed familiarity, encouraging customers to associate positive experiences with their brand. Effective branding is crucial for independents to connect with their customers, promote their brand and distinguish themselves from competitors.

- Investing in diversity – Research suggests that consumers want more fairness and inclusivity and businesses that empower under-represented communities are gaining momentum. Customers want to empower communities by supporting their businesses. By respectively showcasing these communities, either through highlighting the diversity of staff and produce, or putting on events to raise awareness of an under-represented community, businesses can engage with the voices that are changing the industry for the better and showcase a legitimate interest in advocacy to their customers.

- Offering limited deals – Set menus, happy hours and other promotional offers can encourage customers to try out new places, with less concern about expenditure. This enables independent businesses to create exciting experiences that encourage people to get back into the city and can promote return custom even after the promotion has ended.

- Providing multi-experience

spaces – It is projected that over the coming years, consumers will actively seek out spaces in which they can celebrate the variety of elements that make up their identities. Businesses that create multi-functional spaces, such as putting on wine tasting events or live music, can foster the meaningful experiences that customers are seeking. By creating alliances with other independents, businesses can share audiences through collective exposure and advertising across multiple platforms.

- Maintaining high standards

across the business – The experiential economy is grounded in creating an unforgettable experience for the customer. Consistent high standards are therefore integral. Independent businesses must be confident that all their staff can share their passion and professionalism with every customer. A study conducted by consulting firm Slalom, showed that approximately 76% of customers expect consistent interactions across a business. Moreover, the spending power of returning customers has been estimated to be 67% more than the spending power of new ones, highlighting the importance of creating experiences that will encourage customer retention.

- Investing in the customer experience –

In 2022, Insider published an article highlighting the unexpected drawbacks of robot servers. Whilst there are a variety of benefits that robot servers can bring, unexpected issues such as talking too much, running away from customers wearing too much jewellery and running out of charge during busy days, mean that they haven't yet trumped human servers. Even the restaurant owners, based in Milton Keynes, admitted that "human engagement is still a wonderful thing to have. It's the warmth of that person saying, 'how are you?'" This warmth is an integral part of the experiential economy and can subsequently lead customers to show more loyalty to human servers and the respective restaurant.





City wide events are a notable way in which people from the local community, and from much further afield, can be enticed back to the high street. However, without proper investment in local infrastructure, these events only generate short-term revenue, interest and custom for local businesses. Independent hospitality businesses benefit greatly from tourism, nevertheless, emphasising to the local community that such businesses are there, irrespective of one-off events, can generate consistent and stable custom both for, and from, locals. In 2017, Coventry was announced as the U.K. City of Culture 2021. Throughout the year, the city was transformed to showcase cultural programmes celebrating 'the city where movement began. Despite the pandemic, lockdown and social distancing requirements throughout the year, Coventry secured more than £172 million of direct investment. Through focusing on 'embedding engagement at a hyper-local level,' local communities became an intrinsic part of shaping and designing the creative programme; a programme which totalled £9.5 billion of economic output for Coventry. To kick off their year, the city simultaneously hosted Coventry Moves, an online celebration of the city and opened Coventry's own permanent indoor street food venue Factory. This permanent venue, a part of the artistically re-purposed industrial space FarGo Village, allows local independent food and drink businesses to serve customers in a multi-experience space beyond Coventry's year as the

City of Culture. Another such example is the Birmingham Restaurant Festival. Alex Nicholson-Evans, Founder and Director of Living for The Weekend, shared that "the festival is designed to inspire people to visit as many restaurants as possible – to spend time sharing a meal with friends and family, and perhaps to try something new." Originally set to launch in 2020, Nicholson-Evans admits that "it now feels like this event is needed more than ever before," and is confident that their partner restaurants will create dining experiences that are "an excellent excuse to get back into the city." The festival was established "to celebrate and showcase the fantastic restaurants across Birmingham" and includes independent restaurants across the city. It has been made financially viable for restaurants as there is no set specific-



price points that each venue must reach. "Each restaurant can choose if they want to offer their menu everyday or just some days. Because we've kept it so flexible [...] it's still achievable for our partner restaurants in the [economic] world we all find ourselves in now." Subsequently, the festival has the potential to attract customers to different restaurants across Birmingham, by offering memorable and cost-effective dining experiences that will hopefully encourage repeat custom after the festival's conclusion.

The independent hospitality industry is one of resilience. The flexibility that town and city centres must now exercise post covid, is something that the sector has long practised. Many businesses were born out of the crucible of covid, with furlough, redundancy and the overall uncertainty of the pandemic, encouraging many to take the leap and start their own business.

This unexpected 'wave of entrepreneurialism' saw approximately 726,000 new businesses created in 2020, a 14% increase on the previous year. Additionally, data from HMRC highlighted that more new businesses were created in March 2021, than since records began in 1989. The potential of independents is already being seen across the country, with many filling in the gaps left by larger chains. All regions across the U.K. have seen an increase in independent businesses, with a net increase of 1,152 independents on the high street in 2021 marking the first time, since 2016, that more independents have opened than closed.

Adversity can bring with it great opportunities and independent hospitality businesses have the power to catalyse the regeneration of the high street and subsequently regenerate local communities. The City of Culture title and events such as Birmingham Restaurant Festival

are prominent ways in which independent businesses can be showcased, whilst also creating a long-standing consumer base for independent food and drink businesses are part of the largest manufacturing sector in the U.K., contributing to a value greater than the automotive and aerospace sectors combined. NCASS CEO Alan Fox posits that "innovate independent businesses and entrepreneurs who [come] up with new ideas and new ways of doing things" are an integral part of the high street's revival. This innovation is already a core part of independent hospitality and works in synergy with its inherent creativity and originality. By focusing on their pre-existing strengths, celebrating what makes them unique and creating positive, unparalleled experiences for their customers, independent businesses have the potential to bolster the economic landscape of the U.K.



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THE SUBSTANCE OF STYLE:

THE POWER OF MOBILE BARS TO BRING STYLE AND SUBSTANCE

Independent bars have long been a staple of the hospitality industry. Through the creation of innovative cocktails and the showcasing of new and unfamiliar beverages, businesses can invite their customers to expand and enhance their tastebuds. The re-opening of a restriction free world has brought with it new opportunities and new challenges as the evolution of how people choose to socialise comes into play. Independent businesses are adapting and into this new arena steps mobile bars. Mobile bars provide a much sought-after flexibility for customer and vendor alike. For vendors, mobile bars offer the freedom to choose who they cater for, exposing them to an extensive variety of events or allowing them to focus on one specific type. For customers, mobile bars can be easily tailored to fit an event's theme, colour palette and style, creating a personalised experience that adds a bespoke touch to each event.

Mobile catering continues to have an astronomical growth in popularity and mobile bars are enjoying an equally stellar rise. For pre-existing mobile bar vendors and budding entrepreneurs, an earnest engagement with projected trends will expand the efficacy of this business opportunity, enabling them to create unparalleled experiences for their customers.

"MOBILE BARS PROVIDE A MUCH SOUGHT-AFTER FLEXIBILITY FOR CUSTOMER AND VENDOR ALIKE."

FIVE KEY PROJECTED TRENDS FOR 2023 ARE:

Low and alcohol-free options:

- Many people are making the health-conscious decision to reduce their alcohol consumption without compromising the social fulfilment that stems from having a drink with friends and family.

Sustainability:

- The drinks industry is not exempt from its environmental impact and an increased awareness of the importance of forward thinking and protecting the planet, has seen customers expect caterers to make eco-friendly choices.

Plant based options:

- Strongly connected to a growing environmental consciousness, the increased popularity in vegetarian and vegan diets is necessitating drinks that cater to these dietary requirements.

Flexible Spaces:

- The pandemic saw living rooms become gyms and gardens become bars and restaurants. In its wake, consumers are now more aware than ever of the appeal of multipurpose spaces that can offer food, drinks and entertainment, as well as businesses that can adapt to fit a variety of spaces and physical locations.

Enjoyable Experiences:

- Consumers are eager to shake off the cobwebs of the past two years, resulting in an experience economy in which people seek out joyful products that amplify the experience of having a drink, without relying on over-consumption. Personalised cocktails that cater to a specific event can elevate a consumer's enjoyment of the experiences.

To learn more about the popularity of independent mobile bars we sat down with Allie from The Lilly Mills Drinkery.

Founded by sisters Allie and Suze, The Lilly Mills Drinkery serve classic and bespoke cocktails, from their refashioned, vintage Rice Beaufort horsebox. Like many others, covid resulted in both Allie and Suze being made redundant, but from this they transformed their dream of opening a mobile bar, into a reality. Qualified Mixologists, Allie and Suze know how to make a delicious cocktail and their creativity and attention to detail continuously adds that special something for their customers.

Inspired by the entrepreneurial spirit of their late grandma, Allie and Suze pour passion into everything that they do, aspiring to constantly improve their business to create a memorable experience for all. Their branding truly reflects this passion and attention to detail, making The Lilly Mills Drinkery a standout across social media and on their website. In a short space of time Suze, the designated Instagrammer, has mastered how to create a consistent and eye-catching aesthetic across platforms, showcasing how they can enhance and elevate a plethora of events.

You describe yourselves as 'purveyors of merriment.' What exactly does that mean for you and your customers?

It's funny, because when we show up at an event, people always have a massive smile on their face when they see us. It's like they get that warm, fuzzy, happy feeling and obviously 'merriment' is a take on booze as well! We're of course responsible license holders so we like people to get merry, but not too drunk! We also wanted that 'old-world' feel because we had a really clear idea in mind for our branding. Lilly Mills was our grandma, and we didn't want to go down the equestrian route for names, so we've always had that sort of old-fashioned sway on our business. So that's where the tagline came from, it blended well with what we hoped to do for our customers and fit in really well with the vintage feeling.



That's lovely, it works wonderfully with your aesthetic and showcases what you bring to your customers too. What type of events do you do and what is your favourite?

Even though we are still relatively new, we've done lots of different events; it's such a wide cross section of bookings. It's amazing to have experienced that in our first year of trading. I think with weddings there's more emotion, we get deeply involved with the couple and we'll do cocktails that are named after them, or after something special to them, as a signature cocktail. There's also a lot of involvement with the décor and we will match with their theme and colour palette. We've even done a wedding where we've been asked to match the colour of the cocktails to the bridesmaid's dresses! There is a lot of detail with weddings which is great. But then we've also done so many other different things. We just love them all! We did a retirement village for the Jubilee as well; it's really about going with your gut and being true to yourself. We've also done vegan events where all the cocktails had to be vegan. We're not vegans ourselves but of course we made sure that we had the right products and thought about things from a vegan perspective. For example, some of the gins we use have got beeswax sealed bottle tops, so we didn't use those brands for that event.





It's a broad cross section but we get to stretch our imagination with different types of events; we love all of them. No two weddings are the same either, it could be a Tepee, Marquee or a village hall. We did a wedding just after some of the restrictions lifted, for a couple who had unfortunately had to cancel their wedding three times. They decided to just go ahead and get married anyway; how you go about chopping your guest list from 100 to 30 I don't know, but they did it! And we actually turned up to the house and they had a party on their driveway! Every single event is so different and I think that's what we really love about our job; it's just so diverse.

What a fascinating variety you've had and so many are events that you potentially wouldn't have considered possible! Have you seen an increase in the number of customers who prefer low or alcohol-free options?

Definitely. I think some people think of low/no alcohol options as being purely for health reasons, but it's

not always the case. Some people genuinely don't want to drink; there's a lot of people that don't like drinking alcohol. So, our cocktail board will have all the cocktails that we have crafted for a wedding for example, but we can then make all those cocktails as an alcohol-free option. You can get some really great alcohol free 'spirits' these days that can easily replace gin and rum. CleanCo is a brand that we love to use, it's hard to tell the difference and some people even double check with us that the cocktails are definitely alcohol free! We booked a Netflix wrap party last year, which was really unusual because they were still filming, and because of Health & Safety they weren't allowed to have alcohol on set. The cast and crew were a bit disappointed about that! But we were able to create some really tasty cocktails without alcohol in them. It's prime example of the alternatives we can offer; we had alcohol-free cocktails and sparkling wine in a big chiller on the bar. A group turned up (it was literally like what you see on TV where they have their headsets on saying 'and that's a wrap') and they came over for a drink. One lady came along and she was looking at the cocktails and another person said to her 'don't have a cocktail, they've got no alcohol in' and she had a glass of the alcohol-free sparkling wine in her hand! She was really shocked when she found out it was non-alcoholic! She couldn't believe that it didn't have booze in it because it is such a good replica. I definitely think that there is a growing trend for alcohol-free options, and we want to embrace that.

It's great that you can offer that to people with no loss of taste or flavour. Would you say that alcohol-free options are noticeably different to what they once were?

Very much so. If you're the designated driver, or if you're pregnant, you can feel left out. You don't really want to be drinking water or fizzy drinks all night and that used to be the only option; mocktails were just a glass of fruit juice really. Whereas now for example, we can replicate a Mojito with CleanCo R, an alcohol-free Rum that we use and it's brilliant. You wouldn't even know that it wasn't alcoholic. It's a great offering for our customers and some of them don't realise these options exist. They might come and say 'I'm driving, is there anything I can have?' What soft drinks have you got?' And we'll tell them that they can have an alcohol-free gin and tonic and they are really surprised; they feel like they get to still be part of the party.

We've also catered for alcohol free events that are intentionally alcohol free. We were recently contacted to run a mocktail bar at a PR event for Seraphine a maternity wear company based in London. CleanCo then asked if we would like to use their whole range of amazing alcohol-free spirit alternatives. As we've used them before, we were more than happy to – we love to collaborate! The event was a great success, the guests loved the mocktails, I don't think the breast-feeding mums or expectant mums, could believe they had zero alcohol in them!

"I DEFINITELY THINK THAT THERE IS A GROWING TREND FOR ALCOHOL-FREE OPTIONS, AND WE WANT TO EMBRACE THAT."



The variety of events that you've booked is incredible! How did you go about booking Netflix and your collaboration with CleanCo?

For both Netflix and CleanCo they contacted us directly, for Netflix it was after they found our website. Seraphine had been looking for a bar their event and Vogue Williams was going to be there. They told Vogue that we were going to be there doing mocktails and she then got in touch with us about a collaboration after talking to her husband Spencer, the founder of CleanCo.

That's fantastic! What a testament to the power of visually appealing and consistent branding. You've got a great look and feel that has the potential to really elevate events. Do you think that is part of the growing appeal of mobile bars?

Yes, in a way. We fit in well with the outdoor or festival style weddings; Marquees and Tepees are very popular right now. I think it also works well with regard to covid concerns, at least if something went wrong people can socially distance outside, whereas you can't do that if you're in a hotel or function room where you would normally have to cancel. But let's hope that those fears are gone for good now!

I think people also like us because it's pretty! We've got a picture of our Nan on the bar, sometimes she's up with the beer taps and sometimes she's up by the cocktails; we move her about a bit, but people always ask who it is. Our aprons have her name on as well, so we get the chance to tell our story and I think people like the authenticity of our backstory. We're sisters and our Nan was someone special in our lives, she was a real entrepreneur back in her time and that's something that we've hopefully inherited from her. People like the whole look and feel and the story; we also make a mean cocktail! We'll also often ask couples if they have a preference for draught beer, we serve Neck Oil by Beavertown which is a very brightly coloured, funky logo and I think people are pleasantly surprised that a tiny little horse box- like us has got something really trendy like that. People genuinely feel that we're unique and they feel that it's special when we turn up for their event.

It adds a little extra something for them, that personal touch you could say.

Precisely and I think because we are so meticulous for every event that really comes through. We kind of look at every event like it's our own party! We really put our heart into every event to try and make it special for people and we get great feedback which is so fantastic. We love it and we should have done it absolutely years ago.

You mentioned that Lilly Mills was your Nan's name. Why did you decide to name your business after her?

She was just such a strong woman. She wasn't in our lives for very long, she died when I was 14, but she was just one of those strong women. It's quite sad to be honest, she was a widow and she raised four kids by herself. But she went into property and bought those properties herself. She was just so amazing; she used to work for Paul McCartney! She was just one of those people, she was brilliant, fierce, strong and independent. If we've got a tiny bit of her entrepreneurial spirit, then we'll be laughing.

What a wonderful way to commemorate her and what she continues to mean to the two of you.

Yeah and she liked a good party as well! It would have been rude not to name it after her. We were also very specific about our branding. Our horsebox has been revamped and we've refashioned it into a luxury mini bar on wheels. I think people are really surprised about the amount of drinks that we can squeeze on that back shelf! Sometimes that is to our detriment though because we obviously can't travel with them in there, so we have to take them down and pack them away every time or do an event; it's really hard work.





I can imagine! But worth it for something you love no doubt?

We just love it and we should have done it absolutely years ago! We both worked for BP for years and always talked about doing this, but when you've got the security of a permanent job, the concept of just throwing it all in is scary. We have both done a lot of corporate event management in our previous job, as well as comms, sales and marketing roles, so we've got experience and a solid skillset between the two of us, but it's very different when you're doing it all by yourself.

What was it that encouraged you to take that step?

Redundancy; in a word. We both lost our jobs and we had been talking about leaving for years, but then covid came up and our jobs were put at risk.

We went through the whole of 2020 not knowing if we were going to have a job at the end of it. And as time ticked on, running the bar, which had always been 'Plan B,' became our Plan A. We started to shift our thinking and so we were hoping that we were going to be made redundant; it actually worked out really, really well! Having worked in large corporations for our entire careers, it was surprising how many transferable skills you take with you when you move to something new, even something on a small scale like we're doing.

You know, creating the website, Suze running our Instagram, doing the branding, we've both worked in Safety and Operational Risks as well, so we already had some background in Health and Safety; we were lucky really to have that under our belt and that gave us the tools to spread our wings and do our own things. We've never looked back and it's been brilliant.

Covid has been the catalyst for a lot of members, it's wonderful to see how people have managed to create these great things from something that was obviously so stressful for so many people.

There have definitely been people who lost a lot because of covid, but I think there were a lot of winners in that whole situation. There are people who have completely turned their lives around for the better. I'm not saying it's easy, because it's really hard work and it's very physical. But it's completely different. It beats sitting behind a desk though! Getting that fresh air and meeting different people, it's completely different to what we did before and every single event we go to, everyone is in a good mood because it's a party and they want to be there and it's great. We're really lucky; it's amazing.



Was it during this time that you decided to become NCASS Members?

Yes! Lockdown was brilliant for us because nobody was doing anything. It gave us lots of time to investigate, check everything out and sort out everything that we needed to do. It was during that time we found NCASS and it was a lifesaver. It set out all of the things that we needed to do. We did all our training modules for Health and Safety and the like which then enabled us to get a

Food Hygiene Rating, so we like to say we've got 5-star lemons and limes! It's having that ease of knowing that when we take, for example, a booking for a public event, we can send all our documentation with the click of a button and that takes the pressure off us. It keeps us safe and having worked in Safety and Operational Risk, I know that safety comes first no matter what you're doing and for us it feels like we've got that with NCASS. It also gives our clients that confidence to book with us knowing that we are members and that we're a business that takes things seriously.

Let's say that I've hired you for a 65th birthday party, I've given you free reign so it can be a classic or your own signature; what cocktail must I try?

At the moment, with it being summer, we've been doing a Summer Gin Fizz which is delicious. It's rhubarb gin, elderflower, rose and lemonade. It's a long drink, we do smaller drinks like Espresso Martinis and the like, but they are quite strong, so in the summer months we prefer to do long drinks and that is a delicious one. We don't sell anything that we haven't tried ourselves and that is no lie! We wouldn't serve anything unless we enjoyed it. So there's that one and we also did the Queen's favourite tippie for a couple of the Jubilee events that we did.


That sounds interesting, can you share what went into that?

It was gin and Dubonnet, which is very old fashioned. We did it as a small glass, so it was quite strong! We called it The Lilibet and it's a dry gin, Dubonnet and lemon. Apparently, the Queen has three cubes of ice in her Dubonnet, so of course we had to do it properly and have three cubes of ice in it. We did worry that it might be a bit old fashioned, but we tried it at an event we did for a retirement village and we actually sold out of Dubonnet! We didn't think that it would be that popular, but it was that delicious, you have to try it.

"WE FOUND NCASS AND IT WAS A LIFESAVER. IT SET OUT ALL OF THE THINGS THAT WE NEEDED TO DO."



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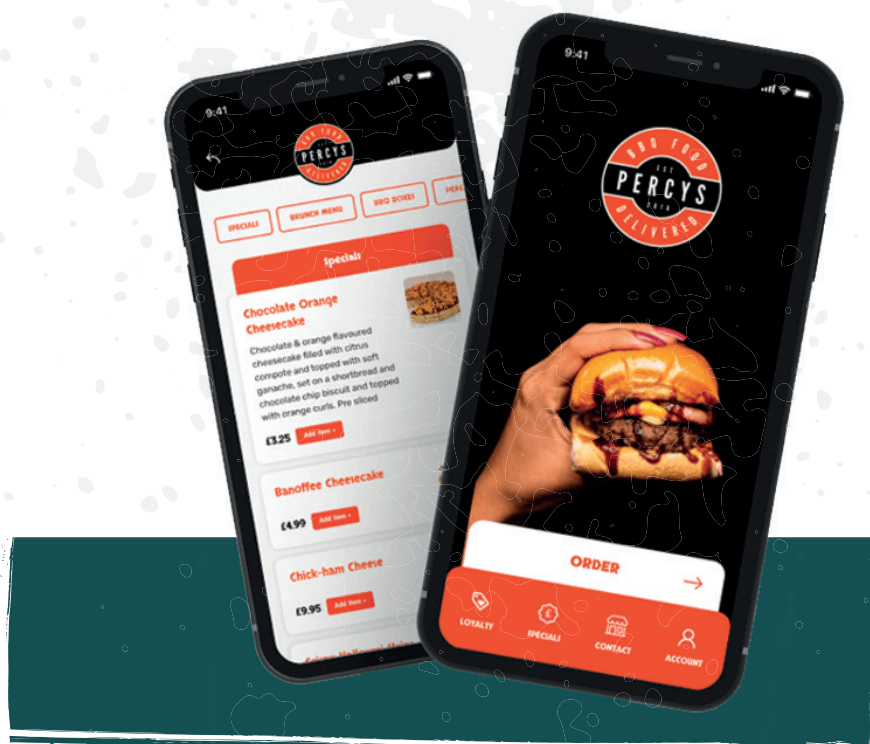
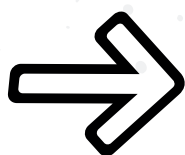
TOP TIPS FOR GAINING NEW CUSTOMERS AND KEEPING BUSY AT QUIETER TIMES

BY IAN CHAMBERS, CEO & FOUNDER OF APP4

Ask any business owner in hospitality and they will confirm, business fluctuates throughout the week, let alone the season.

By taking steps to encourage more orders during quieter periods, be that a quiet day in the week, or a quieter month/season such as January and winter, you can reduce the impact of those fluctuations and ensure your business is as successful as you want it to be.

Having worked with food and drinks businesses for the last 10 years, helping them to service their customers, reduce their costs and increase their profits, we have a great insight in to what can really help your business get noticed and keep customers coming back all year round.



Our top tips are:

MAXIMISE YOUR FREE MARKETING + ADVERTISING

There are lots of ways for you to advertise your business and services for free and whilst most may seem obvious many businesses don't do them, or don't do it effectively.

Firstly, your Google business listing is critical to you being found in your trading area. This applies to both mobile and bricks and mortar businesses and gives you the opportunity to not only detail your location, contact details and opening times, but you can showcase images, links to menus and ordering, video links and if you have them, your Google Reviews (if you don't have any, you should get some, they help a lot!)

Secondly, your Facebook page. With over 2.7 billion monthly active users, being active on this platform is a no brainer for your business. Like Google, you can publish your business location, opening times, website links, ordering links, and reviews, but it's also directly linked to your activity stream for the business, so people can see past events, pictures of food, feedback from customers, and so on, all for free. It doesn't need to be anything fancy, it just needs to be kept up-to-date and relevant.

Thirdly, your Instagram page. In second place behind Facebook with over 1.21 billion monthly users, Instagram is the perfect place to show off your food offerings, post live from events, tag in other brands and interact with customers. There's even a shop feature available that allows you to list your product range and boost sales. Social media offers a free marketing tool that enables you to reach new audiences in your key demographic areas, so why wouldn't you take full advantage?

Finally, Yell.com – formerly known as the Yellow Pages. Sounds like what you did in the 80's I know, but the Yell.com business listing, which is free, is quite good at boosting Google rankings and adding another potential listing when people search for a business of your type. My recommendation is do everything the free listing offers, in most cases the paid options don't add much more value.

LOYALTY, LOYALTY + LOYALTY

Unless you run an exclusive restaurant with reservations full for the foreseeable future, chances are you will already be familiar with the need to offer customers some incentive to order.

If you want your customers to stay regular all year round, then you need to reward them for their loyalty and make them feel special. Without sounding like your old headmaster, if you don't have some form of loyalty scheme in place then you're on the wrong path!

Big organisations like Tesco and Sainsburys have been offering loyalty schemes to customers for years, as it not only ties your customers to you, but it also gives the ability to personalise and target your marketing for these customers to encourage more regular and larger spends.

Even McDonalds and Burger King have now introduced their own loyalty schemes, giving customers points for pounds spent, with free items available with the more points you save.

The reason why? It increases the customers average spend by up to 20% per order and on average increase their order volumes by 1 order per customer per month, so in simple terms, people buy more often, and they spend more money as well.

USE YOUR DATA

If you have an online ordering system, marketing list or large social media following, then you have a list of customers and contacts that you can target to drive more business.

With your online ordering system, you not only want to target your regular customers (they make up 80% of your business after all) but you also need to look at the ones that are less regular or who may not have purchased for a while.

A good way to reach out to customers who haven't purchased anything from you in a while is to offer them an incentive to come back, for example sending anyone who hasn't been in the last 4 weeks a £5 off voucher on their next order placed in the next 7 days. This can be a friendly reminder 'Hey we noticed we haven't seen you in a while so here is £5 off so you can enjoy one of our tasty...'. This makes it seem more personal, it's not too aggressive and by making it £5, rather than a % off, it carries more weight

If you have a marketing list or 'mailshot database' then use it to remind people of your latest menu items, of any special events or upcoming changes, but ALWAYS ensure you leave a call to action to order. The number of emails, flyers, adverts and apps we see where people tell everyone about the amazing new burger and fries but forget to provide a link to order or add a QR code to download their app is astonishing.

If you have got a Facebook page, and you have built up a following of 500+ users then this can be a good way to drive new or repeat business for free. One great way is to run competitions for free food or money off, this can be to name a new dish, recommend a friend or share and like the page, but the idea is to get your existing 'likes' to get more people to like and share your page to increase exposure and ultimately get more orders.

WORK WITH COMPLEMENTARY LOCAL BUSINESSES

Teaming up with local businesses complement your business, such as a taxi firm can be mutually beneficial in growing sales. This could be as simple as exchanging flyers so the taxi firm's flyer is available on your premises and yours is available in their office or if possible in the taxis.

TIE IN WITH LOCAL + NATIONAL EVENTS OR EVEN CREATE YOUR OWN!

In traditional restaurant terms we have all seen the Christmas menu, Easter menu and Valentine's menu but this type of 'event-based menu' can be a good way to encourage customers to order.

Veganuary is a good example of how any business can piggyback off an event that will be heavily publicised and marketed by national firms, that you can use to drive business. By adding a couple of vegan friendly dishes, you can tie in with the topic and if you post on social media link into national trends and hashtags.

With the World Cup coming up in November, there is a huge opportunity to increase takeaway and delivery orders, as many people will stay at home to watch the football, and with match times mid or late afternoon, food will be a necessity.

You may choose to offer a discount on all orders placed on match days, you could run a competition for a free meal when you order in November, or simply use your data to send out reminders to pre-order their food 3-4 hours before kick-off.

And if there isn't anything left to tie in with, then make up your own, 'Two-for-Tuesdays', 'Milkshake-Mondays', 'Payday Pizzas', something that catches the eye or the ear, that isn't 'order food now' or something similarly repetitive.

CONSIDER NEW APPROACHES

It is always worth considering different approaches rather than relying on business as usual to help grow sales.

An increasing number of customers are beginning to plan their meals in advance, including takeaways. Giving customers the opportunity to pre-order, perhaps with a special offer to incentivise early orders on your quieter periods will help you capture these customers and boost sales on quieter days.

There is a growing demand for restaurant quality food that is finished or even made at home. Offering heat at home and/or meal kits with instructions could create an additional revenue stream for your business with minimal effort.

Incorporating all or some of these things will go some way in helping your business, and as always, we encourage you to take full advantage of working alongside NCASS and App4 to ensure you have all the resources, advice and support on hand to achieve the very best for your business.



NUGS

SERIOUS ABOUT NUGGETS



It's not unusual to see fledgling caterers, fresh off the summer festival scene, inspired by the bao, burrito and burgers that saw them through the season. What we're less used to seeing however, are those on the other side of the counter, so to speak, those with many years of experience in the events and festival industries, with a working knowledge of how hard this job is, saying "yeah, I'll have a bit of that, actually." Enter Reis. Brought up working in his parents' Turkish restaurant and with a successful career in working in marketing for live music events, the first lockdown of 2020, whilst "looking to latch onto something that wasn't covid", he was inspired to combine his two passions, and thus NUGS was born.

We sat down with Reis a mere two years after he fried his first NUGS in his parent's garden and were astonished at the progress he'd made not only in a short time, but during what has famously been the hardest period in the industry's history.

Thanks for chatting with us today, Reis. Let's start at the very beginning – why nuggets?

R: Honestly, I just saw a gap in the market, everyone loves nuggets, but they're not always seen as a complete meal, and I knew I could change that.

So, you're armed with a concept, what happens next?

R: I was living with my parents at the time and started experimenting with different recipes and coatings, my poor mum was so sick of the sight and smell of fried chicken, so I eventually found a commercial kitchen at The Rising Sun pub in Essex, food had never been their thing, so it was a bit of serendipity. They also gave me the kitchen for free for the first three months – win win.

And as things start to open up, you move from the commercial kitchen and get your own fixed site in Hornchurch, is that right? Did you always want to do fixed site, rather than events?

R: No, not at all – I'd actually booked 7 events for 2020 but obviously the pandemic had other plans. What I liked about the fixed site side of things was that it allowed me to build a team of people and the community in Hornchurch has really got behind the business. We have regular customers and a real family friendly; community feel business. We do events also though, so far these have been quite small-scale but we ramped it up for 2022 and traded at Formula 1, Brew London, and Reading Festival.





That's really interesting – you're getting the best of both worlds. Apart from your team in the restaurant in Hornchurch, who else is on Team Nugs?

R: Outside of the permanent site, I'm a one-man band, but I couldn't do any of this without the team there. Good staff is like gold dust, when you find decent people, you want to hold on to them.

How do you hold onto them? Obviously, it's been a difficult time for the industry and there's a staff shortage crisis.

R: For me, looking after your staff means understanding who they are and what they want from their role. The managers in the restaurant are in their 30s, they have families, and they want stability and to know well ahead of time what days they're working. As an employer you need to understand that this isn't their business – for them, home comes first. I make sure they have a good amount of time off over the six weeks holidays and appreciate that some days, they just can't get childcare. We also do profit sharing – why would staff be incentivised for it to be as busy as possible when they're not the ones reaping the rewards? Staff get free food obviously, but so do their families, if they want to order on the weekend, they don't pay. Basically, treat your staff like they're human beings!



That's really refreshing to hear; staff are a huge factor in a business' success and longevity. What are your plans for the future of the business?

R: We've just opened a second location in East London and it's doing well, we've got about 1400 people coming down every weekend at the moment. The aim is to get a third location, hopefully in Essex, by the end of the year. Eventually, I want us to be the Honest Burger of chicken nuggets, 50+ restaurants throughout the UK – we'll see.

In your opinion, what are the main reasons for NUGS' success? To be on the cusp of opening three sites in two years is a huge achievement.

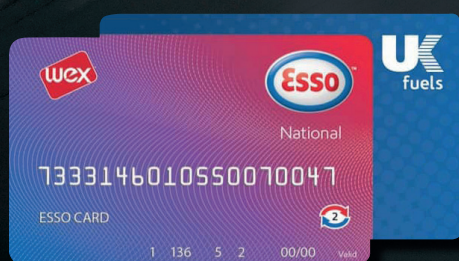
R: We've got a good product; we use high-quality meat, British meat and every single nugget is good – consistency is the key to success. Customers get excellent service every single time, we're always friendly, always pro-active, and always go above and beyond. I work hard on every aspect of the business – my foot is never off the pedal.

**FOLLOW
THEIR
JOURNEY:**
@seriousnugs



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**To find out more and apply visit
www.ncass.org.uk/rewards**

Terms and Conditions of Average 5 Pence offer: 1. This offer (the Average 5 Pence Offer) applies to all new customers who have their application for the Esso Card™ approved for Credit by WEX Europe Services (UK) Limited (WEX) when submitted by accessing the WEX landing page (whether the application is completed online or by telephone). 2. The Average 5 Pence Offer applies to transactions of fuel using a card within the United Kingdom, and does not apply to any International transactions or purchases of Non-Fuel Products. 3. The saving will be based on a comparison of the weekly price issued by WEX and the national average price. It will not be displayed as a separate price item on any invoices or communications. 4. The Average 5 Pence Offer cannot be used in conjunction with any other offers. 5. If the agreement between WEX and NCASS comes to an end, the Customer will move onto the standard pricing of WEX as at the date of communication and any changes to it thereafter. This will be reflected on all invoices. 6. WEX reserves the right to withdraw or amend this promotion at any time. Other terms, fees and conditions apply to use of the fuel Card. Please see the WEX General Terms and Conditions for more details. 7. Data is based on customers average saving from 1st January 2021 to 30th June 2021. 8. This limited time offer applies to new customers of the Esso Card™ only. If you enjoy access to the Esso network already through one of their current providers, this offer does not apply. Any applications received via WEX where this service is already supplied will be rejected at the point of order. 9. Offer only available for NCASS members with a registered business. Pump prices across the country vary significantly, in rare cases the weekly price from WEX may be more than the advertised pump price at an individual station.



THE SEFTON PROJECT:

SPEARHEADING THE REGENERATION OF HOSPITALITY

In June, we shared that NCASS have been working with the Department of Business, Energy & Industrial Strategy (BEIS) to design and develop a regeneration pilot demonstrator scheme. We're delighted to confirm that the project will begin in September 2022.

Both a collaboration between NCASS and BEIS and a part of the government's 'Build Back Better High Streets' and 'Levelling Up' strategies, the project aims to facilitate the ambitious redevelopment of the borough. At its core, it will support local, independent hospitality businesses and the training of entrepreneurs, thereby revitalising Sefton's regional economy. In so doing, the project will highlight the significance of independent hospitality businesses to the regeneration of communal wealth through the creation of jobs, supported industry training and the subsequent development of multi-functional community spaces.

By prioritising the local community, the project seeks to showcase how independent food and drink businesses, unlike large chains, can revitalise centres by contributing to the local economy rather than generating wealth for corporations outside of that area.

NCASS DIRECTOR MARK LAURIE OBSERVES THAT:

"Local Authorities often fight to bring large corporations into their area in order to create jobs. Whilst this can be successful, the money generated from these jobs is not necessarily put back into the local community. Also, if those corporations decide to pull out of the area, thousands of jobs are lost almost instantaneously and the money put into attracting those businesses is wasted. Local Authorities then run the risk of cannibalising each other in attempts to attract other large corporations to fill these gaps. To combat this, we questioned whether we could work with local people to create something truly unique, exciting and communal that will organically grow and develop into a destination for local people, the city and potentially the whole region."

With the availability of both an indoor and outdoor area, the project has the flexibility to be an evolving space that adapts to the wants and needs of the local community. To ensure that locals stay at the heart of the project, the scheme will also support those who want to start their own food and drink businesses, providing them with the tools and training to facilitate their entrepreneurship. This will run in a similar manner to the Aston Villa Catering Club which, in partnership with NCASS, Digbeth Dining Club and South & City Birmingham College, provided trainees with real life work experience, advice on setting up their own food businesses and a qualification in catering and hospitality.

The first cohort of Aston Villa Catering Club trainees graduated in May



In association with Hugh Baird College and Sefton employment services, interested individuals from the local area can gain culinary and hospitality training, work experience and access to business incubators. As Laurie notes, "there are so many areas in the country with lots of latent talent. So, it's a case of, can we find people with this talent, support it, refine it and help it to grow, and enable them to start their own businesses and run them in this new space that we're creating."

The Sefton Pilot project will capitalise on the power of independent hospitality businesses to create new jobs, generate communal wealth and foster a sense of pride in place. The success of Sefton will then enable further community development and a reliable blueprint for independent businesses and communities across the country.



**ARE YOU AN NCASS MEMBER
BASED IN SEFTON OR
MERSEYSIDE?**

Would you like to find out more about opportunities to trade and provide work experience? If so, email mark@ncass.org.uk

Sefton Council





BRANCHING OUT AND GETTING INTO WHOLESALE OR ONLINE SELLING

We all know that the pandemic was an unprecedented time for the hospitality industry. With high numbers of people being put on furlough and with many being made redundant, businesses had to think hard of creative ways to ensure that they could make it through the difficult months ahead. For many of our members, a total shut down in trading meant they had to re-examine how they could get their products out to customers in a way that was safe, legal and generated business so that they could continue to make money. Along came the rise of online shops and delivery deals, selling anything from DIY food kits, sauces and spices, through to shirts, trucker hats and tote bags.

Fortunately, life has returned to some sense of normality now and businesses have been able to reopen as before. However, we were keen to talk to those members that have continued to make a success of it and find out more about why adding products to their offering has opened them up to a wider audience and created new ways of working.



LINDSAY JACKSON – SMOKE + SOUL

Smoke and Soul are a team of passionate foodies, serving great tasting BBQ comfort food, packed with flavour and feel-good vibes. Sourced through their local award-winning Scottish craft butcher, the team creates mouth-watering BBQ slow smoked meats and homemade comfort food for customers to enjoy at home, inside their kitchen residencies and at pop up street food events across Scotland.

The same products we now sell for retail we make for our own restaurant operations (on a larger scale) for food service. At the start of the pandemic, we were forced to close through lockdowns and had a fridge full of our BBQ slow smoked meat packs we use for food service which would otherwise go to waste. We advertised online for customers to buy and the demand was there, so we kept it going thereafter.

I'd like to think the demand for at-home food kits is a trend that will continue. Many people learned new cooking skills at home through the pandemic and found a new love for cooking at home. Our products are great for customers who are not very confident in the kitchen, as they're very easy to heat and serve, but equally a great addition to a home cook who just wants a time saving product or does not have a garden or equipment to smoke their own meat at home.

The main perks of an online shop is that you can capture information about your customers which helps with marketing and building a direct relationship with them, whilst also retaining the margins. Otherwise, if you're selling through a third party then the margins can be much smaller.

Sometimes it can be tricky to manage demand alongside business operations, however we have invested a great deal into our production machinery so we can now produce 5x as much meat as we did when we first started. We had to stop advertising our retail products for quite some time until we had the capacity to bring these back to market.

We also became a UK dealer for Traeger Grills because we were the perfect ambassador to sell them – our customers try our BBQ slow smoked meats through our restaurant and street food menus, which is made on our own Traeger grills. It is a great way to connect with customers who share the same passion as we do for smoking at home and create some long-lasting relationships with like-minded people in our local area.



JAMES MITCHELL – GURT WINGS

The team at Gurt Wings are sharing their love and obsession for chicken wings in all their glory. Gurt Wings dishes up gurt tasty, buttermilk soaked, free-range chicken wings, locally sourced to the Gurt HQ in the Southwest of England.

We started selling our products to consumers after a fair few people asked us for our Buffalo Sauce to use at home, as well as expressing interest in our merchandise. We thought it would be great to sell a few bits online. Having a merchandise line-up is great advertising for us and in fact, we hear of some people wearing our merch being stopped in the street asking if they work for Gurt Wings and being told how great our food is, which is really nice to hear.

In terms of designing up the merch, we'd already got a solid brand in place. Then one day I was chatting to a customer about changing it and telling him how I always wanted a West Country looking chicken and he just happened to be a graffiti artist. He changed our logos for us in exchange for free chicken!

We're looking to add DIY food kits to our product line-up very soon. It's a trend that really got going during the numerous lockdowns and like I said, merchandise is essentially free advertising so having people out there showing off your brand and also, having the ability to get sauces out there to people who can't necessarily get to your events is a great add on to any business. I'd highly recommend it.

In terms of what products to get started on if you've never tried Gurt Wings before and are looking for a stocking filler, I'd recommend our Buffalo Sauce and a Gurt Wings hoodie for the winter months. For those you don't love, maybe our super-hot Gurt Locker Sauce which is only for the brave or those that love super-hot sauces. You've been warned!



JESSICA LY – FASHION BAKE

Fashion Bake is the brainchild of Jessica Ly, the proud daughter of Vietnamese refugees who escaped on a boat during the Vietnam war. Throughout generations, the Vietnamese people have been displaced from their homes, but one thing that has remained is their food. Fashion Bakes food represents the journey from Vietnam to Hong Kong, and finally to the UK.

We officially launched our frozen dumplings with temporary packaging in September 2020 and relaunched it with our new branding in January 2021. My reason for wanting to sell dumplings to consumers relates back to my “why.” I’ve always wanted to do something to spread joy and happiness - this is my creative platform to do that. Dumplings are parcels of happiness and I want everybody to feel the way I do when I eat dumplings; pure joy!

For us, we’ve really got to build a strong community from selling our dumplings online; events are great but having that 1:1 human interaction with our customers when they come to pick up their food is what I love and we’re really given the time to chat to them on a personal level and find out what it is that they enjoy about our food.

Our customers have played a huge part in the growth of our business; our strongest marketing technique is word of mouth. When you provide a good product AND service, people will sing and shout about you to their own communities and I’m really grateful that that has been the case! It’s also a good way to monitor customer demands; what’s popular and in demand and what’s not.

I hope the demand for at-home food kits continues. Since the world has opened back up again, people are making the most of being “out” so demand may have dropped a little, but I definitely observed a shift in support for local produce and food during lockdown which I’m still seeing to this day. People want good quality food and are keen to continue supporting local. We’ve built an amazing community since launching and I’m

super grateful and excited for it to continue as we grow as a business.

Our Char Siu Baos have earned a name for themselves in Northampton; the recipe has been developed and refined by my mum, Ly, for over 20 years - these always fly out fast when we’re doing events. My mum’s family used to sell bao buns on the streets of Hanoi, Vietnam so I feel really lucky to be able to continue that legacy. Our chicken and pork dumplings are also super popular; everything we make is hand made from scratch and hand pleated, and our community really appreciate that. People always say to us that they can taste the love in our food.

If other NCASS members were looking to sell their products online, I’d say “go for it,” as long as you’re doing it for the right reason. It always helps to put the customer first and ask yourself; what problem am I solving for the customer? Rather than, “I fancy launching a product, just because I want to.”



RUTH CHRISTIANSON-MONROY – MAIZE BLAZE

Maize Blaze was launched in Camden Market in 2014 by founder Ruth Christianson. Inspired by her early childhood growing up in Bogota, Colombia, Ruth is on a mission to popularise contemporary Columbian cuisine in the UK.

We started making our Yellow Pepper Hot Sauce in 2014 and it featured in pop ups and catering jobs here and there. It was one of the things I always wanted to do with Maize Blaze, but we didn't have the chef power to make it a consistent retail product until 2020. There are some great Asian, Caribbean and American hot sauces and Latin sauces are on the way in, so I wanted Maize Blaze to be part of it. We started selling our T-shirts and hats around the same time, just for a bit of fun and brand awareness. It's something we would like to do more of in the future as it's a great way to engage with your audience.

The perks for us is an unlimited supply of delicious hot sauce - can't go wrong there! Merchandise-wise we're brainstorming with the team now for some new lines, so it's a bit of a team building exercise too.

The demand for at-home food kits and deliveries skyrocketed during lockdown and the key things to take into consideration when deciding to stock products is mainly storage space - we have use of a warehouse for the sauce. Other challenges include supplier availability - we sometimes struggle to source sauce bottles, as well as marketing and demand to sell the products within their lifespan. All this takes time - time is the most precious commodity if planning anything, and the least available when running a business through a labour shortage.

We have always taken our environmental impact into consideration when choosing how we deliver our products to our audience. We always use eco-friendly packaging, so it was important for us to present our bottles in a way that could be recycled or reused. It's at least ten times more expensive but using glass bottles means customers can return for a refill, save some pennies and the environment at the same time, win-win.

If you're purchasing a bottle of our sauce yourself, I'd highly recommend marinating some pork belly chunks with pineapple and our Yellow Pepper Hot Sauce before throwing the skewers on the barbie - utterly divine! It's also so good with buttery scrambled eggs on toast with avocado. I'd also try a dash in a frozen margarita if you're that way inclined.



MINA KASHMIR - CINNAMMMM

Mina started Cinnammmm in July 2020 whilst on furlough as the events industry was at a standstill. She has worked in the hospitality industry for over 15 years and took the opportunity to start something of her own. Wanting to offer something niche, Mina started with a few ideas and gave samples to family and friends and decided that Cinnamon Bons were her forte. With every bite the reaction is always mmmm and that is how the Cinnammmm story began.

Like many others, I opened my online shop when I was on furlough and worked for an independent events company. I was baking away and through conversations with my friend, I was encouraged to start as I had a fair bit of time on my hands. Everyone who's anyone was doing brownies and cookies, so I looked for a niche and something I would enjoy putting time and money into, which was, of course, cinnamon rolls. Cinnammmm was born in July of 2020 during the first lockdown, and I haven't looked back since.

The great aspect of having an online business is that you can reach people beyond your doorstep. People come across your brand intentionally and unintentionally through searching Google and there are lots of other platforms on the internet that you can sell on aside from just your own website, so again, the ability to reach customers further afield is a bonus.



I think in lockdown people were looking for lots to keep themselves busy and excited about. I have seen a change and drop in demand since things have opened up again, with a lot more choice and options now for consumers instead of just going out for a meal. Baked goods are seen as a luxury and treat, so with the impact of price rises and cost of living having an impact of day-to-day life, people are increasingly watching where and how they spend their money. Having an online shop means you can provide consumers with more ways than one to get their hands on your products; it's definitely worth it to get your brand out there to a wider audience.

We sell a range of delicious products at Cinnammmm and change up our menu regularly, but we always keep our classic collection available with signature flavours of vanilla, biscoff, nutella and our best seller - the home-made caramel and pecan.



VIMAL ARUMUGAM - BAKED BIRD

Established in May 2020, the Baked Bird family set out to create something truly unique and disrupt the fried chicken wing game. The concept was simple - re-create the fried chicken, but without deep frying in oil. Thus, the guilt-free oven baked chicken wing was created. Their wings are marinated in buttermilk for 24 hours, coated in their secret spice mix breadcrumbs and oven baked to crispiness. All this is served from their beautifully restored vintage horsebox trailer. Showing off their cool branding and always bringing the vibes to any event.

We always had a vision to promote our brand online to give people more awareness in what we are doing, plus a lot of people have been asking us for our style of merchandise. We previously had a DIY kit ordering system available online and now we wish to add our merchandise and sauces. As a result, we've been working on our website and are hoping to open the shop by the end of the trading season in Autumn.

Our exclusive merch is made locally and includes oversized t-shirts, hoodies, bucket hats, snapbacks, bomber jackets, shorts and tote bags. Plus, we will use the website to sell our homemade bottled sauces.

Adding merchandise helps to promote us and our vision of being a proper street food brand. I believe we have a great logo and name that is rememberable and adaptable - who says we can't be the new Gucci?! People have been very complimentary about our brand, and we think there's individuals out there who would want to wear our merchandise. The merch we create has swagger and flare and is on trend so makes for a great treat for yourself or gift for a loved one.

**HAVE YOU MADE A
SUCCESS OF WHOLESALING
YOUR PRODUCTS AND WOULD
LIKE YOUR STORY TO BE
FEATURED? GET IN TOUCH
WITH US AT
EDITOR@NCASS.ORG.UK**





"HI, I'M WILL. I'M A SENIOR ACCOUNT MANAGER AT NCASS AND I'VE WORKED HERE FOR 2 AND A HALF YEARS. IT'S MY JOB TO SHOUT ABOUT THE WAYS IN WHICH NCASS CAN HELP A BUSINESS RUN SAFELY AND PROFITABLY. IN MY SPARE TIME I ENJOY EATING OUT AND TRYING TO STOP MY DOG DESTROYING MY HOUSE!"

How did you end up working at NCASS?

I had worked at Original Patty Men in Birmingham since they opened the restaurant and they were NCASS members; so I was always aware of NCASS. I had also met Mark a few times through that and I decided that I was ready to move on from that side of hospitality and those kind of hours. When I saw a job advertisement for NCASS, I thought "that's what I want to do." It was a nice crossover that stayed within the same industry, but it also gave me my weekends and evenings back! My time at O.P.M definitely gave me a good foundation because of the knowledge that I gained whilst working there and joining NCASS wasn't a massive U-turn, so I could still use that knowledge.

What is your role and what do you do for members?

I am a Senior Account Manager. I talk to potential members and let them know what we offer and how we can help their business. I also help existing members with any queries, technical support and provide other important safety information. It's a varied role with lots of different things every day, but my main goal is to introduce new members to NCASS and showcase how we can help their business succeed.

What do you like most about working with independent food and drink businesses?

There is so much personality in those businesses. You get to see people's dreams and visions in everything that they do. They do things the way that they want to do it and you get to see these creative and unusual things as a result, unlike with large chains where everything is the same and there is almost an identical 'brand' of food.

What about our members inspires you?

Their bravery to do what they want to do, so many members have left otherwise successful careers to pursue something that they are truly passionate about. It's not just about the money, it's about following that vision of what they want. It often starts out as just an idea after going to a food market or street food event, then it becomes "if no one else is going to do it, then I will"; I think that's really great. Also, their adaptability and resilience. After everything that has gone on in the past few years, it's incredibly impressive that so many have been able to stick it out and keep going.

What do you like most about working at NCASS?

It's a really varied job. It's nice talking to lots of different people from a massive variety of cultural backgrounds. Everyone is a part of independent hospitality in some way, but they're all still completely different; that diversity is wonderful to see. It's also nice to hear where they've come from, what they've done in the past and what brought them into the industry because more often than you would expect they've not done anything like this in the past. That's one of the great things about working here. It's also a nice place to work internally. We've got a friendly team and it's great to work with people that you genuinely like and get along with.

What's your favourite cuisine?

I love Mexican food, especially tacos!

If you could host a private dinner with any chef, of your choosing from and from any point in history preparing the food, who would it be and why?

It would be an Anthony Bourdain and Matty Matheson duo because they cook the food that they love to eat!

CHAT TO OUR ACCOUNT MANAGERS

 **0300 124 6866**

FOLLOW US: @NCASS_UK



The New NCASS Safety Management System

We launched our new Safety Management System in October with the goal to create a fully comprehensive and instructive system that was unparalleled in the industry.

Our previous Due Diligence (DD) System provided a strong foundation upon which to build the new system in a manner that reflects an increased focus on safety and regulations, as well as the extensive diversity of our member's businesses. Complemented by over 30 years' experience in the sector, the new NCASS Safety Management System provides more in-depth guidance and support, and its utilisation demonstrates a robust understanding of the many facets of safety compliance.

With the stamp of accreditation from our Primary Authority Partnerships, members can remain assured that the new system will suit all of their business needs, whether that be a mobile or fixed site (bricks and mortar) business.

The NCASS Safety Management System has been designed to help and support our members and it includes background information, policies and procedures, checklists, tools to develop risk assessments and a Daily Diary for recording critical checks.

Adopting this Safety Management System will assist NCASS member businesses to:

- Demonstrate compliance with legal requirements for Food Safety and Hygiene, Health & Safety and Fire Safety
- Educate and train staff
- Maintain or improve a food hygiene rating
- Document business practices that keep food safe through production of Risk Assessments and by recording checks in the Daily Diary

Any members who renewed their membership after the launch of our new system will be sent the new system and will then need to create new risk assessments.

For those who renewed before that date, don't worry the current system is still valid, accurate and compliant and can be used until you renew your membership. However, you can choose to replace your system earlier by contacting your Account Manager.



Alan Fox
NCASS CEO

"We're really excited to be able to launch the NCASS Safety Management System. It has been a truly collaborative process with food safety, Health & Safety and fire safety experts and it's been tested by NCASS members and has the Primary Authority stamp of approval. I'm very proud that we're able to provide a best-in-class system that supports our members every day."



To find out more,
visit ncass.org.uk



Fiona West
NCASS
Environmental
Health Specialist

"The new system is a comprehensive guide to legal compliance and best practice. It will support our members with the safe and successful operation of their business and in so doing increase standards within the industry.

It is also an educational tool helping to tackle industry wide issues. For example, the updated food safety risk assessments now incorporate allergen control measures to reflect revised regulations and will help members develop an allergen management system. I'm particularly proud of the LPG gas safety guidance and safety checklists which goes above and beyond the guidance normally available to food businesses.

I am confident that this will help to encourage much needed safe practices around the use of LPG and mobile catering. Following the measures outlined in the SMS, as much as reasonably practicable, will ensure compliance and peace of mind for our members."



monmouthshire
sir fynwy

omwide Caterers Association

Safety Management System

To be used in conjunction with the NCASS Daily Diary

Including:
Compliance & Guidance
Risk Assessments
HACCP
Policies & Procedures
Checklists & Records

Management



THE WIDER WORLD OF HOSPITALITY

The hospitality sector is one of the largest industries in the U.K., with food and beverage services generating an economic output of £41.6 billion in 2019. Across the country, the services from the hospitality industry total 3-4% of the total economic output for each region. Moreover, despite the current struggles caused by the cost-of-living crisis, inflation and soaring energy prices, the sector is forecast to be one of the fastest growing parts of the economy over the next five years. In 2020, small or medium enterprises (SMEs), specifically those with 1-49 employees, made up 97% of all hospitality businesses in the U.K. Independent hospitality businesses are an integral part of the economy, its post-covid recovery and overall growth. NCASS works with the government and local authorities to ensure that the needs of independent food and drink businesses are recognised and considered in future local and national legislation. By offering an insight into the unique challenges faced by these businesses, we advocate for better support, exemptions to potentially detrimental restrictions, better considerations and more opportunities for these businesses.

During the pandemic our sole aim was to support members through the crisis. We created the #SupportOurSector campaign, wrote to

the government calling for better consideration and put out industry surveys to ensure we could present factual and varied information. Furthermore, we put on webinars, advocated for financial support from the government and developed Covid specific training and safety courses to support a smooth transition for when restrictions lifted. Covid highlighted that the potentially catastrophic impact of government restrictions on the independent hospitality industry, is often not considered. Despite being an integral part of the economy, regulations can often disproportionately impact independent businesses. As such, NCASS continues to lobby on behalf of all members, advocating for their unique needs. Here are just a few ways in which we have continued to prioritise our community.

EAST CAMBRIDGESHIRE STREET TRADING POLICY

Street trading is governed by the Local Government (Miscellaneous Provisions) Act 1982 and its purpose is to establish an appropriate licensing regime that prevents undue nuisance, interference or inconvenience to the public brought about by street trading.

This legislation provides local authorities with the power to designate specific areas within their administrative boundaries as either:

- **Prohibited streets:** those which are not open to street traders
- **Consent streets:** where street trading is prohibited without local authority consent
- **License streets:** where trading is prohibited without a local authority licence

Under current legislation, a Mobile Trader is one who moves from street to street and cannot trade for more than 60 minutes at any one point, nor can they return to a similar trading position within 2 hours. Comparatively, a Static Street Trader, has permission to trade for an extended period, but from a specified position only. In June 2022, East Cambridgeshire District Council consulted with NCASS for the development of their Street Trading Policy. The policy aims to uphold the principles of the 1982 Act, whilst also recognising the importance of licensed businesses to the local economy and the character of the area.

With the assistance of NCASS and in order to reflect the growing popularity of pop-up street food trading on private land, the Council created a specific scheme to provide both



vendors and premises with the necessary flexibility. As such, the Council created:

• Host Premises

A Host Premise is a privately-owned piece of land, forming part of another business, but one that does not fall under the definition of a highway; for example, a Pub Garden. Any business wishing to permit a food van to trade from their private land, must apply for a 'Host Premises Consent.' Once issued the premises will be permitted to host any pop-up street food trader holding a pop-up trader consent with the Council.

• Pop-up Food Traders

Any trader wishing to trade freely from any registered host premises, must first apply for an annual 'Pop-up trader Consent.' No consultation period will be required and NCASS members will be able to submit a reduced number of supporting documents. Once issued, the trader will be permitted to trade from any location holding a 'Host Premises Consent.' They will also be able to apply for daily permits to trade on private land falling within the definition of Host Premises, without having to wait the requisite 10 working days for a daily permit to trade.

The provision of these schemes is a result of NCASS' advocacy for better considerations for mobile caterers, allowing them to trade freely, handle their own profits and relocate without facing punitive action. Working with

a collective of street food traders in Cambridgeshire called Off the Beaten Truck, the street food trading rules now been changed to better accommodate independent, mobile food and drink businesses.

NCASS Director Mark Laurie notes:

"Now we can have roving food trucks, stopping at agreed sites around the borough, on different days of the week. It's a lot more affordable and the traders don't need to worry about breaking any legislation. We're confident that this will become a blueprint for other Local Authorities ensuring that this can be pushed out nationally. We know that this will make a massive difference and it will facilitate pop-up trading in boroughs across the country."

Off the Beaten Truck are also enthused by the opportunities that this could bring, adding:

"We have worked closely with South Cambridgeshire and East Cambridgeshire District Councils to provide input to their new Street Trading policies that recognise the modern nature of street food. This work will allow many small and independent businesses to get off the ground and continue to grow, allowing street food to continue thriving in the local area."



TACKLING OBESITY STRATEGY

In 2020 the government launched their Tackling Obesity strategy in England. The strategy's overarching goal is to tackle obesity and help adults and children to live healthier lives through various policies and regulation changes. In the same year, the government proposed limits to the advertising of high fat, salt and sugar (HFSS) products on television and online in England.

NCASS immediately recognised that this would disproportionately affect small independent businesses that rely on social media to showcase their food to potential customers. Whilst NCASS continues to support the government's intention, there was an undeniable risk to our members should exemptions not be considered.

Subsequently, we reached out to members to gather your views and to gain an in-depth understanding of how this could negatively impact independent businesses. NCASS then used this information to lobby the government and in 2021, successfully attained an exemption from this legislation for businesses with fewer than 250 employees.

Since then, the government has introduced regulations to reduce the availability of HFSS through promotions such as 'buy-one-get-one-free' and restrict the placement of HFSS products in high footfall areas of a store. Regulations pertaining to promotional offers of HFSS foods were delayed in May 2022, due to the unprecedented global economic situation and to give the industry more time to prepare. However, restrictions on the placement of HFSS foods in store will come into force in October 2022.

Nevertheless, thanks to NCASS' advocacy, businesses with less than 250 employees will continue to be exempt from these restrictions due to the government's desire to avoid disproportionate limitations.

Due to the input from our members being fed back to government, they now recognise that these restrictions could render small businesses unable to compete with larger brands that can utilise brand recognition and resources to mitigate the effects of the restrictions. This is a great success for small businesses and one that further reiterates the importance of considered and proportionate exemptions for small, independent businesses.

The Welsh Government has recently announced similar intentions to restrict the promotion and placement of HFSS foods, as well as introducing mandatory calorie labelling, as part of their Healthy Weight: Healthy Wales strategy. In order to continue advocating for all of our members, including those based in Wales and those who travel to Wales for work, we gathered information on how these changes could impact them and their business. On the topic of mandatory calorie labelling, 80% of responders stated that they felt that it was a bad idea, whilst 75% felt that a lack of exemptions for smaller businesses was unjust. On 1st September, NCASS submitted our response to the consultation on behalf of our members with the goal to seek beneficial exemptions for independent food and drink businesses operating in Wales.

Similarly, Scotland opened a consultation on mandatory calorie labelling in the out of home sector, as part of their pledge to make key contributions in improving Scottish dietary health. Once again, NCASS consulted with members and shared this information with the Scottish Government so that exemptions for smaller businesses could be considered and any new legislation would not have a disproportionately negative impact on these businesses.

NCASS will continuously advocate on behalf of all members. We work closely with government departments, including the Department of Business, Energy and Industrial Strategy and we are a part of the Hospitality Sector Council. These collaborations enable us to represent independent hospitality businesses, ensuring that they are considered at all junctures, whilst instigating tangible, beneficial change and protection for our members.

HELP US, TO HELP YOU BY SHARING YOUR INVALUABLE INSIGHT. IS THERE SOMETHING THAT YOU ARE FINDING CHALLENGING, OR SOMETHING YOU WOULD LIKE TO HIGHLIGHT? GET IN TOUCH AND TELL US VIA OPINION@NCASS.ORG.UK



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Ranv's Rasoi

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This deal excludes the following brands: Classeq / Winterhalter, Rational, Falcon, Williams, Fosters, Blue Seal and Samsung.

MEMBER EXCLUSIVE
CASHBACK DEAL

BioPak

It doesn't cost the earth



BioPak doesn't just produce beautiful coffee cups and other planet-friendly packaging, they do so much more to give back to people and protect our planet. From educational campaigns, to producing materials that can be shared to promote all of the good work their customers are doing, BioPak are more than just a packaging company.

WHAT'S IN IT FOR YOU?

Your own account manager

At BioPak, their account managers are fully dedicated to their customers. They'll be there every step of the way, right from when you get in touch. They can advise you on the best packaging solutions for you, and generally just be a helping hand whenever you need them. You'll have your hands on their free samples service, and their enquiry lines are open from 8:00am - 5:30pm.

Marketing support

You can work with their in-house creative and digital marketers to produce campaigns and collateral that clearly conveys the positive difference you are making. From brochures to social media assets, they've got you covered.

Good for the planet

You can decrease your environmental footprint and win the hearts of conscious consumers with BioPak packaging. They're also a carbon neutral certified business, and they donate 5% of their profits to people and the planet. What's not to love?

At BioPak, we offer a vast range of plastic-free packaging so that you can put the planet before plastic with our compostable & carbon neutral plant-based packaging. If you want to do even more for the planet – head to Compost Connect to also divert compostable packaging and food waste from landfills.

Compost Connect

It's all about the disposal, and leaving nothing to waste.

At Compost Connect, it's our mission to take care of the end-of-life of compostable products, so you don't have to.

Green your business

Reducing the environmental impact of your business may seem like a daunting task. However, it's not as complex as you may imagine.

BioPak have created a sustainability plan that provides information on how to successfully reduce your business's waste and environmental impact.


THEIR MISSION IS A WORLD WITHOUT WASTE, SO JOIN THE JOURNEY TODAY.

PLASTIC-FREE SOLUTIONS

July was all about the month to shout about going plastic-free, and the importance reducing our plastic consumption has on our planet.

Over the last 12 months alone, BioPak has:

 **Offset 90,538kg of carbon emissions**

 **Equivalent to travelling around the world 8,582 times**

 **Avoided 21,211kg of plastic**

 **Planted 34,041 trees**

BUT HOW DOES IT WORK?

Step 1: Find your local composter

Step 2: Sign up

Step 3: Fill your bin

It's simple, we can help you cut the rubbish!




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to give you even more NCASS member value. Do you want to use sustainable packaging, save and get cashback on what you buy?

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Could you be earning cashback on Calor gas bottles?

All NCASS members can earn up to 6% cashback on purchases of 13kg (excluding patio gas), 19kg or 47kg propane bottles*

It's simple – the more you spend on gas within a qualifying period*, the more cashback you'll receive.

£300-499.99 - 3% cashback
£500-799.99 - 5% cashback
£800+ - 6% cashback



**Terms and conditions: Offer is only available for members of The Nationwide Caterers Association. Cashback is available on any 13kg (excludes Patio gas), 19kg or 47kg Calor Propane gas bottles purchased directly from Calor or via a Calor authorised independent retailer/dealer. All purchases must be made during the qualifying periods, with members eligible to claim their cashback in two separate periods from 1st January – 30th June (receipt submission deadline 30th June) and from 1st July – 31st December (receipt submission deadline 31st December).*




Would you like to showcase your business?


If you've earned cashback in the January-June cycle and you'd like to feature in a Calor case study, get in touch. We'd love to hear how you're spending your cashback and this is a great opportunity for you to promote your business!

We're keen to learn:

- How the cashback is helping your business
- What you use LPG for
- What you've spent your cashback on
- Your feedback on the cashback scheme
- The future of your business



If you'd be up for taking part, get in touch with the Calor team by emailing NCASS@calor.co.uk



For more details on the cashback scheme please visit
www.ncass.org.uk/rewards

Please Remember:

- Quote NCASS when contacting the supplier
- NCASS cannot be held liable for any advice or workmanship
- Let us know your experiences of using these suppliers (good and bad) email suppliers@ncass.org.uk

Suppliers



Amobox

Tel: 01206230646
Contact: Matthew Amodio
Email: info@amobox.com
Website: www.amobox.com



Inn Confidence

Tel: 0151 558 1783
Email: info@innconfidence.co.uk
Website: www.innconfidence.co.uk
Offers: NCASS Members: 20% Discount off the Biiab Aplh (Online at Home Exam) - Alcohol Licencing



Teal Patents Ltd

Tel: 0121 770 0593
Contact: Chris Whieldon
Email: Chris@tealwash.com
Website: www.tealwash.com
Offers: Portable hand wash units



The Catering Accounting Company

Tel: 0121 706 8585
Contact: Andrew James
Email: info@catering-accounting.co.uk
Website: www.catering-accounting.co.uk
Offers: NCASS Members receive a 20% discount



NCASS Insurance

Tel: 0300 124 6866
Contact: Neil Giles
Website: www.ncassinsurance.co.uk
Offers: Specialist insurance for UK caterers



Revival Trailers

Tel: 01384 936073
Contact: Richard Spratley
Website: www.revivaltrailers.com
Address: Revival Trailers Ltd, Unit D1A, Cradley Enterprise Centre, Maypole Fields, Cradley Heath, West Midlands, B63 2QB

The NCASS Directory

Please Remember:

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- NCASS cannot be held liable for any advice or workmanship
- Let us know your experiences of using these suppliers (good and bad) email suppliers@ncass.org.uk

Gas Engineers

East Anglia

Metropolitan Technical Solutions

Name: Dean Pearson
Gas Safe No: 532331
Covers: East england: PE,SG, CM, SS, CO, IP, NR
South east england: RG, GU, ME, CT, TN, BN,
PO, SO, London area: SL, TW, KT, CR, BR, DA,
RM, SM IG, EN, AL, WD, HA, UB.
Contact: www.metropolitantechnicalsolutions.co.uk
01708 450330

Bm Heating & Plumbing Ltd

Name: Benjamin Mathews
Gas Safe No: 5309710
Covers: SL, RG & HP Postcodes
Contact: bmplumbingservices@hotmail.com
07904203382

Bm Plumbing Services

Name: Benjamin Mathews
Gas Safe No: 5309710
Covers: SL, RG & HP Postcodes
Contact: bmplumbingservices@hotmail.com
07904203382

East Midlands

Derbyshire Gas Solutions

Name: Shane Hall
Gas Safe No. 562193
Covers: Sheffield, Derbyshire, Nottingham,
Doncaster, Stoke, Walsall, Birmingham &
Stockport.
Contact: shane@derbyshiregas.co.uk
07847858767

Bog Standard Plumbing, Heating and Gas

Name: Ronnie McGrory
Gas Safe No. 575163
Covers: WV, B, DY & WR
Contact: info@bogstandardplumbing.co.uk
03301132248

London

DPS Gas

Name: Peter Crick
Gas Safe No: 304637
Covers: NW, WD, LU RM, EN HP
Website: www.dpsgas.co.uk
Contact: sales@dpsgas.co.uk 02084594221

GasComm

Name: Marc Rowson
Gas Safe No: 555153
Covers: SW, SE, SM, CR, BR, RH, DA + some of
TN, ME, BN
Contact: gascomm@hotmail.com
07956 431542

TP4HEAT Plumbing & heating Company LPG specialists

Name: Tomas Polak
Gas Safe No: 558868
Covers: Surrey, London & surrounding areas.
Postcodes: KT, SM, RH, GU
Contact: tp4heat@gmail.com 07791623197

Safeflow Commercial & Mobile Catering

Name: Hungria Ventura
Gas Safe No: 630254
Covers: Whole of London, RG, GU, RH, TN, ME,
HP & LU
Contact: safeflowgaseng@gmail.com
07492359179

Universal Gas

Name: Neville Johnny
Gas Safe No: 576212
Covers: All of London, Brighton Region and
London side of Kent.
Contact: 0208 691 6244
neville@universalgas.london

South East England

Abacus Flame Ltd

Name: Noel McNeil
Gas Safe No: 212706
Covers: Kent and Sussex
Contact: accounts@abacusflame.co.uk
07967713217 / 01323 648083

Belltwin Commercial Catering Engineers

Name: Gavin Bellenger
Gas Safe No: 621792
Covers: Hertfordshire, Northamptonshire,
Bedfordshire, Buckinghamshire
Contact: belltwinccce@outlook.com
07511963541

Commercial Kitchen Engineers

Name: Gareth Price
Gas Safe No: 562927
Covers: Brighton & Hove, Sussex,
Contact: gareth@cck-sussex.co.uk
07770776662

Gas Bay

Name: Ross Panrucker
Gas Safe No: 553747
Covers: Essex, Suffolk & East Anglia
Contact: gasbayco@gmail.com 01255 440345 /
07973510565

Grayson Gas

Name: Grayson Eacott
Gas Safe No: 574285
Covers: Bedfordshire, Buckinghamshire,
Oxfordshire, Northamptonshire, Cambridgeshire,
Hertfordshire, London
Contact: 07522120942, 01525854750
graysoneacott@yahoo.com

Trinity Catering Engineers

Name: Keith Sinclair
Gas Safe No: 226244
Covers: Hampshire and the South of England.
Contact: Trinitygg@hotmail.co.uk
02380 473617



The NCASS Directory

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- NCASS cannot be held liable for any advice or workmanship
- Let us know your experiences of using these suppliers (good and bad) email suppliers@ncass.org.uk

Gas Engineers

South West England

A4 Gas Services

Name: Kevin Stalker
Gas Safe No: 515772
Covers: Gloucestershire, Wiltshire, Berkshire, Hampshire, Surrey, Oxford, Somerset, South Wales & Bristol
Contact: k.stalker@btconnect.com
07967015570 / 01249 822595

Bart Mechanical Services Ltd

Name: Terry Buttle
Gas Safe No: 212606
Covers: Somerset, Devon, Dorset, Gloucestershire BA,DT,TA, BS, EX, BH, SP
Contact: bartmechanical@gmail.com
07906866931

Caterworx

Name: Paul Ducker
Gas Safe No: 551431
Covers: Dorset, Hampshire, Wiltshire
Contact: caterworx@outlook.com
01202 671133

CombiHeat

Name: Milton Dinnall
Gas Safe No: 181203
Covers: Bristol, Somerset, Wiltshire, Gloucester, South Wales
Contact: miltdinn@gmail.com
07785922309

SRM Hygiene & Catering Equipment Supplies Ltd

Name: Shaun Marshall
Gas Safe No: 174764
Will cover all postcodes, Travel costs may be added to longer journeys
Contact: n1srm@aol.com
07860553719

Crow Valley Gas

Name: Dennis Harrison
Gas Safe No: 540228
Covers: South Wales, Central Wales, Herefordshire, Gloucestershire, Somerset, Devon, Cornwall
Contact: dennis@crowvalleygas.co.uk
07968 358883 / 01633 483859

Wales

BVL Catering Repairs

Name: Barrie Vincent-Lewis
Gas Safe No: 653812
Covers: Postcodes SA, CF, NP, LD, HR.
Contact: Barrie@bvlcateringrepairs.co.uk
07931 777997
Website: www.bvlcateringrepairs.co.uk

MGC Wales

Name: Mark Pearson
Gas Safe No: 661491
Covers: South Wales, SA CF LD Postcodes
Contact: hello@mcg.wales

Canary Gas LTD

Name: Richard Rowe
Gas Safe No: 585379
Covers: SY, All of Shropshire, LL Mid to North Wales, Anglesey, CH, M, WA, B, DY, WV
Contact: contactcanarygas@gmail.com
0800 044 9301

Yorkshire & The Humber

B Gas Services

Name: Bill Corbett
Gas Safe No: 186312
Covers: Only does inspections & Issuing trailer certs. Covers a 70 Mile Radius of Worksop Including: Leeds, York, Wakefield, Manchester, Hull, Lincoln, Leicester, Stoke, Derby, Nottingham, Birmingham
Contact: 07967610576
bbillgas@aol.com

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david.rothwell@dojo.co.uk
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with more cover!"*

- Tudor Barber

- Food Van Insurance
- Liability Insurance
- Catering Trailer Insurance
- Ice Cream Van Insurance
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- Protected no claims bonus
- Easy payment terms
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