

# Setting up Delivery Services

This advice notes sets out how a pub could set up a delivery service. Pubs that choose to offer a delivery service should ensure that Government guidance for food businesses during the Covid-19 outbreak is followed at all times: <https://www.gov.uk/government/publications/covid-19-guidance-for-food-businesses/guidance-for-food-businesses-on-coronavirus-covid-19>

As pubs are currently required to remain closed during the COVID-19 outbreak, offering delivery services is a way to support your community and keep your business running. [This](#) guide from UK Hospitality also provides some excellent suggestions. We will update this guide as more information becomes available.

During the Covid-19 outbreak, the government has given pubs permission to remain open for hot food deliveries and takeaway. <https://www.gov.uk/government/publications/further-businesses-and-premises-to-close/further-businesses-and-premises-to-close-guidance>

## What services to offer

Consider offering a smaller menu specifically for delivery as you will likely experience lower demand than usual. This will mean less food wastage and a lower spend on stock. You will know what your most popular menu items are, and which ingredients have the shortest shelf life for your business. If possible, try to be flexible for customers with allergies, and consider offering one vegan or vegetarian menu item. An overview of the laws around distance selling can be found [here](#).

Think about what times you will be able to open the kitchen. If you have some members of staff self-isolating then it may be easier to take orders up to the evening before, open the kitchen for a few hours to prepare meals and then close it. This will also keep your costs down. You could also consider delivering frozen meals, cold food, or meals that can be easily reheated so that customers can order more than one meal at a time.

Advice from delivery apps has been that typically sales of food and alcohol generate more revenue than sales of alcohol alone.

As long as your license includes off-sales then you can dispatch alcohol from a licensed premises. Usual licensing rules will still apply, so delivery staff will need to ensure that the person receiving the delivery is over 18, which could be an issue for those who are self-isolating. As well as bottled or canned beers consider offering "Pub in a Box" kits, for those who are missing their local. These could include a selection of beers, beer mats, bar snacks, a version of a pub quiz, or whatever it is your business does best. Offering a package of meals and drinks as a weekly subscription service will give you a steadier and more predictable source of income than single deliveries.

If you can, consider offering to pick up other essentials while you are out delivering meals. Older people or those who are self-isolating may not be able to get the things they need, so being able to deliver a hot meal along with bread or milk could be a great way to help out your community.

## Taking delivery orders

Taking orders can be done in a number of ways. If you intend to take orders over the phone then consider whether you will be able to answer all calls. It is also worth making sure that the member of staff taking calls will be able to answer any questions that customers might have. You could put together some FAQ's about the number of chefs who might be in contact with the food, how you will carry out deliveries, hygiene



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measures in place in your business, packaging, and any other services you might be offering. Given the current situation, customers will naturally be concerned and being able to provide answers and reassurance will help to build trust in this new aspect of your business.

If you have a website or social media page you could set up an online form or ask people to send you the details you need through Facebook Messenger or twitter.

Orders can also be taken through apps like [Deliveroo](#), [JustEat](#) and [UberEats](#). These have sign-up pages on their website which businesses can use to join existing platforms. These sites will typically ask to see licenses and ID, as well as your businesses hygiene rating. Typical application takes 7-10 days although it is closer to 2 weeks due to current demand.

CAMRA is currently working with these platforms to see how they can best work with and for pubs, brewers and cider-producers. We will update this document with any developments.

The app allows customers to see menus and order online and once the food is prepared a delivery driver will take it from the restaurant to the customer. These apps will also handle payments online, which may be simpler than having customers order and pay over the phone or with cash. The delivery app will take a commission on all orders. There will also be a set-up fee, although this is usually paid off by revenue so there is no upfront cost.

## Carrying out deliveries yourself

If these services are not available in your area, members of staff may be able to take deliveries if they have cars, although they would need to check that their car insurance covers this. If the kitchen is still open, then front of house staff may be able to do deliveries.

In order to comply with government advice on social distancing you should offer contact free deliveries. You could put deliveries on the doorstep and either ring the customer or knock and then step away from the door to a distance of 2 meters. The customer can then collect their food and leave payment, if they are paying cash. Ideally, ask customers to pay by card online or over the phone.

Alternatively, think about local businesses who are already delivering in your area and see if they are able to offer support. If there is a milk man, or other food delivery businesses they may be willing to help with deliveries.

## How to advertise your service

The easiest way to spread the word is through social media. You can post menus, offers, contact details for delivery or any other relevant information on social media or your pubs website if you have one. Make sure to ask staff to share your posts.

For customers who may not see online advertising you could consider asking a local paper to write a story about your new delivery service. This might be especially helpful for reaching older, vulnerable people in your community who may not be able to shop for themselves.



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Pubs can let us know what services you are offering through the form on our website at <https://camra.org.uk/pullingtogether/>. We will be updating these to WhatPub so people can find delivery services in their local area, you can use the form to be added to this list. You can also find the #PullingTogether campaign on Facebook at <https://www.facebook.com/groups/pullingtogetherforpubspintsandpeople/> or through our twitter [@CAMRA\\_Official](https://twitter.com/CAMRA_Official)

For breweries SIBA have partnered with Simply Hops to set up <https://www.beerishere.org/> which will list breweries offering delivery services, you can sign up through their website, or contact them on twitter at <https://twitter.com/BeerisHere20>

