



## ASSET VALUE PRESERVATION RECOVERY ISSUE 3 - DECEMBER 2021

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Hotels and the wider hospitality sector continue to suffer from poor consumer demand compounded by constantly changing trading restrictions. However, with positive news from a vaccine-led recovery, planning into 2021 is starting to feel more meaningful.

A return to growth is slowly becoming a realistic expectation from March, so at Assured Hotels we have adopted various initiatives to maximize available working capital, aimed at preserving value to ultimately ensure survival over winter.

If any of the below questions remain unanswered then we will be able to support, and in most cases carry out an initial assessment on a pro-bono and no obligation basis:

1. **Business interruption, can we claim?**
2. **Trading assessment, should we open or mothball?**
3. **Is there sufficient working capital in the cash flow?**
4. **Can I get local support grants?**
5. **Is it time to consider change of use?**

There is now so much support available we could easily be forgiven for missing something critical. For example can any benefit from the recently announced “pay as you grow” scheme be reflected in loan payments due from March to assist cash flow - read here for the [latest Government support](#).

We are aware that other similar financial instruments to assist recovery back to growth are in consultation for Q1 2021. This will be of particular interest to businesses that through no fault of their own are over leveraged and may even need to borrow again. We will update as they are released and we have understood them.

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We would welcome an initial confidential discussion on a no-obligation basis - it just might give the winter cash flow forecast a different complexion required to support a survival plan. [Read our recent article on cash flow here »](#)



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#### **SUPPORTING STAKEHOLDERS - MEET WITH US ON A NO OBLIGATION BASIS**

In direct response to ongoing challenges faced by the hotel & hospitality sector Assured hotels will be offering no obligation meeting time to sector stakeholders.

We will be providing access to our senior team to discuss any challenges. We have made our significant experience and resources available without charge to cover all main disciplines of finance & forecasting, procurement, sales and revenue management, plus funding and government support access. We will endeavour to answer any question raised, so please click below to book a meeting or to email Mathew, or call **0203 205 7239**.

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