
AssuredHotels



RECOVERY - Issue 1 **COVID-19 Aware hotel operations** **21st July 2020**

Looking back to April now 3 months on and how we were forced to adapt quickly into mandatory closure was clearly painful and full of uncertainty, but with hindsight relatively straightforward as it had to be done immediately and with no thought to the longer term. The support from the furlough scheme and other initiatives was also swift and significant. Moving forwards as these measures are removed a more detailed, longer term view and planning will be required particularly on cash flow – staff levels aligned with safe trading capacities, sales and marketing to include new assurance on safety and enhanced cleaning protocols and revitalising procurement and supply chain probably under extreme pressures of aged creditor deferments and forbearance from

the spring.

There are positives in the recent lifting of restrictions allowing hotels and some of their facilities to re-open, along with VAT reduction to 5% and the other incentives announced recently by the Chancellor, however nobody is under any illusion that many businesses in our sector now face challenges just to survive in the weeks and months ahead. It's clear that COVID-19 has not gone away in terms of the continued threat to life and liberty, and therefore now we must adapt business practices to operate safely and profitably alongside this for at least the medium term.

Book a time to meet with us - [click here](#)

These are just a few of the issues we have been assessing during the latter weeks of lock-down and preparing our teams for the recovery period. Over the second half of 2020, we will be sharing our approach via e-mail updates and posts to particularly LinkedIn, other social media platforms with access to our no obligation [meetings tool](#). We have also created dedicated new website content so that we can offer independent & impartial best practice and give access to dedicated [COVID-19 resources](#) with direct guidance from our own experience and via our trusted network of [partners and suppliers](#).





COVID-19 Aware - We believe there are solutions working alongside a credible business plan and deliverable cash flow forecast. We start with the ubiquitous and at this time critical subject of Health & Safety policy – we have worked with our compliance partner Common Sense Compliance to achieve [COVID-19 accreditation](#) adding a workable COVID-19 policy into day to day operations.

[We have explained here](#) how Assured Hotels work with CSC to establish cost effective solutions to achieve safe working environments for our teams, customers and stakeholders. We would be happy to discuss how we could assist in implementing the new guidance from Government on safe operations of [restaurants and bars here](#), [hotels here](#) or [general hospitality advice from UK Hospitality here](#).

We believe the single biggest challenge to hotel & hospitality businesses with effectively half the summer season already lost will be cash flow over the winter months. In Recovery issue 2, Winter Critical Cash Flow, we will be looking at how we plan to approach this by making the case for survival by detailing a cash flow forecast until March 2021 to build an interim business plan on.



Supporting Hotel Owners – meet with us on a no obligation basis

In direct response to the current crisis, and specific to the challenges faced by the hotel & hospitality sector Assured Hotels will be offering no obligation meeting time to hotel owners and stakeholders in the sector.

We will be providing access to our senior team to discuss any challenges you or your client may be experiencing. We have made our significant experience and resources available without charge to cover all of the main disciplines of finance, procurement, sales and revenue management, plus funding and government support access. We will endeavor to answer any question raised, so please contact us by booking a meeting slot at the link below or calling 0203 205 7239.

[Book a time to meet with us - click here](#)

[Learn more - Assured Hotels services](#)

The logo for Assured Hotels is displayed on a dark grey rectangular background. The word "Assured" is written in a bold, yellow, sans-serif font, while the word "Hotels" is written in a white, sans-serif font to its right.

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