

INDUSTRY WEEKLY DIGEST

School of Hospitality & Tourism Management

surrey.ac.uk/SHTM | [@SHTMatSurrey](https://twitter.com/SHTMatSurrey) | [#SHTMatSurrey](https://www.instagram.com/SHTMatSurrey)

LOCATION, LOCATION, LOCATION ...

In an **opinion piece** last week in Propel, Glynn Davis wrote of the power of neighbourhood restaurants, whether they be a humble 'greasy spoon' or a high-end eatery, and due to the pandemic, how he predicts locals may support these independent offerings more readily than before.

In this digest, we explore this trend towards staying/supporting local as we head into the re-opening phase for hospitality in the wider **road-map** of lifting lockdown.

Have a great weekend!

SOMETIMES YOU WANT TO GO . . . WHERE EVERYBODY KNOWS YOUR NAME . . .

MARK ASHTON

Through a combination of government imposed lockdown restrictions and working from home for many, neighbourhood coffee shops and restaurants may well have found a growing clientele as local residents keen to still enjoy their daily caffeine boost or a much needed take-away to provide a break in the monotony of home cooking. Clientele are also likely to be more aware of the philanthropic efforts made by many hospitality businesses, and of providers that pivoted their offerings to stay open and support their local communities during the pandemic. These connections are likely to engender loyalty.

Indeed, in a recent [report](#) predicting the future landscape of foodservice in cities using London and Paris as exemplars, the authors advocate that foodservice operators review their location strategy and consider moves from city centres to the suburbs and rural areas. They suggest also focusing their customer strategy on the needs of locals, rather than visitors, and adapting to specific local requirements. They highlight that the core population of people living locally in cities still exists, but because of fear of infection, lack of opportunity and, for some, falling income, they are spending less on eating out than they did pre-Covid



FURTHER READING:

[The Foodservice landscape in tomorrow's city](#)

Based on the same localism trend a [Post-lockdown resurgence has been predicted for local pubs](#), because where customers have been able to go out and socialise, they have been staying local to where they live, or where they now work. [Government incentives](#) have also been made available to local communities wanting to take control of their local pub.

Further predictions around a growing number of community food hubs are also made by P Three in a [report](#) on the future of food halls. They suggest that this new concept has the potential to revive ailing town centre spaces. Located in the heart of local communities they might form an intrinsic part of the high street or other urban quarters by delivering true mixed-use spaces and combining live events with co-working. In this way they may sustainably draw in a diverse local audience, deliver regular footfall and the spend generated may be a catalyst for local regeneration.

As lockdown restrictions are lifted, perhaps this is a great opportunity to support local hospitality businesses and repay the sector's support to its communities during the pandemic.