



# Pub Doctors

*Serving Healthy Profits*

## Newsletter

NOVEMBER  
2024

Welcome to Pub Doctors, your go-to consultancy for enabling you to turn around unprofitable pubs/hospitality venues and future-proofing those in profit. With tailored coaching, HR Solutions and hands-on support, we provide the HR and hospitality experience you can draw upon with confidence.

## 10 Ways to Increase Turnover in 'Dry' January – Plan Now!

Christmas is fast approaching, and no doubt you are busy planning for parties, working on rotas and how to maximise spend per head. But now is also the time to plan for January - and the dreaded post-Christmas lull. It is important to strategise now and boost footfall. Here are ten effective ways to increase your January turnover, even with Dry January in mind:

### 1. Host Dry January Events

Plan alcohol-free cocktail-making classes, tasting sessions for alcohol-free spirits, or themed Dry January nights. Why not involve a local coffee provider to provide tasting for a variety of different coffees too? Promote these events as inclusive social gatherings, appealing to both non-drinkers and regular customers.

### 2. Offer a 'Bounce Back' Voucher for January in December, and for February in January

Offer customers a voucher they can redeem for discounts or perks (e.g., "£5 off your next visit" or "Free starter on orders over £20"). Emphasise limited availability to increase urgency. This is particularly good if you have people new to your pub attending Christmas parties.

### 3. Run a 'Healthy Choices' Menu Promotion

As many people focus on health after the holidays think about a Healthy Choices menu. Feature low-calorie, vegetarian, and vegan options on a special January menu. Highlight ingredients with health benefits and offer these as a limited-time menu to appeal to health-conscious customers.

### 4. Launch an Alcohol-Free Drinks Menu

Expand your selection of mocktails, non-alcoholic beers, wines, and spirits. Promote these options prominently on your social media and website and encourage staff to recommend them.



## 5. Introduce 'Loyalty Punch Cards'

Offer a loyalty punch card (e.g., "Buy 4 meals, get the 5th free") valid only during January. This small incentive could encourage more frequent visits and higher spending.

## 6. Create Themed Nights suitable for Dark Evenings

Try "Themed Quiz Nights," "Board Games Evenings," or "Pub Games Tournaments". Offer fun, affordable prizes, such as free appetisers, which encourage people to bring friends.



## 7. Focus on 'Warm & Cosy' Atmosphere Marketing

Emphasise your pub's warmth and hospitality in your marketing. Post pictures of cosy corners, fireplaces, and comforting food on social media to draw in customers looking for a relaxed experience.



## 8. Partner with a Local Fitness Centre for Joint Promotions

Whilst people focus on health-conscious New Year's Resolutions, offer members of local gyms or yoga studios a discount on your healthy menu items or mocktails. In exchange, promote each other's businesses to widen your customer base. If you have room, why not run a chair yoga taster session?

## 9. Utilise Social Media to Promote Weekly Offers

Post weekly specials, event highlights, or limited-time deals on social media. Encourage customers to share your posts for a chance to win a small prize or discount to amplify reach. Use the quieter times to really focus on your marketing.

## 10. Celebrate National Days

Use National Days as a base for events and offers. For example:

- 20th January is Blue Monday – use it to do some Positive Mental Health posts/offers/events. For example, offer a dining experience where anyone can come along and sit at a long table with others and make new friends.
- 23rd January – National Pie Day – go wild with your pie ideas.
- 25th January – Burns Night – Haggis anyone?
- 29th January – Chinese New Year – decorate your venue with paper lanterns and go to town with Chinese food, cookies and show a Chinese film.
- 31st January – National Hot Chocolate Day – Offer a luxuriant range of delicious hot chocolate.



Implementing even a few of these strategies could significantly increase your January footfall and sales, while providing a welcoming space for a range of customer preferences. Promote each event on social media, through in-house displays and train your staff to talk about them with customers to maximise awareness.

**Need an Accountant who knows hospitality inside and out? Contact Diamond Accounting 📍**



Take stock this January and plan for the year ahead with a fresh look at how your pub is performing. Our Business Audit gives you an honest, straightforward view of what's working well and where things might be slipping under the radar—from customer impressions and service quality to compliance and daily operations. Think of it as a health check for your business, giving you practical steps to improve profitability and make sure everything's running smoothly.

For January only, we're offering a 20% discount on our Business Health Check-ups to help you start the year strong without breaking the bank. Click [here](#) to find out more and let's make this year your most profitable one yet.

#### About Us

Diamond Accounting is a leading accountancy firm based in Southampton, Hampshire. With many years of experience and a wealth of knowledge in all businesses and the hospitality sector, we have the expertise to help your business.

- Accountancy
- Bookkeeping
- Payroll

We provide services across Southampton, Hampshire and the South.

#### Trust in Us



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