

INDUSTRY WEEKLY DIGEST

#HOSPITALITYatSurrey



INNOVATION AT LAKESIDE

SURREY'S LAKESIDE RESTAURANT & COFFEE SHOP

Back in August, [Mark Ashton](#) wrote about the Coronavirus pandemic sparking an incubator of true innovation in the food service sector and operators pivoting their business models literally overnight, enjoying success through diversification into [new revenue streams](#) and remaining front and centre in their customers minds. With colleagues [Karen Kelly](#), and [Tony Webber](#), he discovers how our own [Lakeside Restaurant and Coffee Shop](#) have been doing just the same to keep our on campus staff, students and visitors fed and watered in new and innovative ways, all whilst still providing a safe learning environment for our first year [International Hospitality Management](#) students.

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What's in this issue:

INNOVATION AT
LAKESIDE

Innovation at Lakeside

MARK ASHTON

KAREN KELLY

TONY WEBBER

Tony Webber and his team at Surrey's Lakeside Restaurant & Coffee Shop have adapted in similar ways to those we have seen in the industry at large: through introducing new lines to their **menu** - alongside the traditional offer, they have developed Lakeside 'Stre-eats', Stone Baked Pizzas and a Table D'Hote menu. They have lowered the price point to suit the students and staff and have also adopted a new ordering system: **Round**, which allows customers to order and pay for food and drink in a contact-free way. The Round app has also provided the platform to be able to offer takeaway food which is proving popular.

Whilst many universities have **withdrawn** from providing practical hospitality training on their courses, Surrey students still benefit from this style of hands-on learning in the Lakeside restaurant, kitchen and coffee shop. **Karen Kelly** explained that the students' have adapted to the new service style really well, as they see these operational standards being in line with their own experiences when they eat out.



This has also allowed them to compare customer service procedures from before COVID-19 and consider how the changes might impact service quality. She sees the key skills that students have enhanced as being adaptability, flexibility and multi-tasking all of which will help them when they are looking for a professional training placement and in their future careers.

As we concluded back in Issue 02, the future restaurant landscape may well provide far greater customer choice and be more diverse than that of a the pre pandemic period – it seems our own **Lakeside** operation is proving just that!

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LAKESIDE RESTAURANT &
COFFEE SHOP

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