



Q&A with **CHRIS TAYLOR**

**Gran T's Coffee House/
Altrincham Business Task Force**



Tell us a little bit about your business?

Gran T's Coffee House is an independent coffee shop that opened in July 2017.

Our mission is to offer our guests what we feel is missing in the hospitality industry, whilst creating a supportive hub for the local community in any way we can.

What are you doing to keep Gran T's at the forefront of the community's mind during lockdown?

Social Media has always been at the heart of our marketing strategy and it's more important than ever now. It's key to keeping ourselves out there and in the minds of the community to ensure Gran T's is very much alive.

We are posting a minimum of every other day and this creates content which our guest, the BID and other partners can share, it's all about getting the message out to a wider audience as well as the 'Gran T's Family'.

We've put a positive message in our window which people have photographed and shared, again getting the message out there about Gran T's.

Our guests are our family and like everyone, we're checking-in with them over Social Media regularly.

How can other business owners contact you, if they want to know a bit more about what you've been doing?

I'm always open to a chat or communication via email with other Altrincham businesses, so please feel free to pop me a message to our email (info@gran-t-coffee-house.co.uk) and I'm happy to chat that way or if you prefer to chat on the phone just send me your number and I'll be happy to call you when the time suits you.

Can you share what help you've applied for in terms of grants and funding?

We have followed the local authority application form for the grant that is applicable to business rate businesses.

The forms are online and fairly simple. We are still waiting for our grant to be paid, but I am aware of some businesses in Altrincham that have started to receive payments so there is light at the end of the tunnel on this.

Where are you up to with putting plans in place for our High Street reopening when it's safe to do so?

This is a little bit of a waiting game dependant on the Government's say so, and while I know everyone is eager to get reopen and get back to normality this is not something we can rush and have to wait until it is safe to do so.

I am taking full advantage of this time to assess all areas of our business and see what improvements can be made. These include some things which will be visible to our guests and some back-of-house improvements which will help business productivity, to ensure we are in the best possible shape when we come back.



CHRIS TAYLOR
Gran T's Coffee House

info@gran-t-coffeehouse.co.uk

