

# WOLFGANG & MARIA'S



OPERATIONAL MANAGEMENT STRATEGY VERSION 1  
SEPTEMBER 2023

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## Introduction

All Work & Social are a leading workspace and hospitality operator, with a portfolio of inspiring destinations to eat, drink, meet and work.

Wolfgang and Maria's is the latest hospitality offering from All Work & Social, bringing a new pizza restaurant and bar set within a listed stable in Manchester St Johns' district.

This new offering sits on the old Coronation Street set and will serve the St Johns work force, visitors to the city and the local community.

## Vision and Mission

Where Manchester offers up the produce, brands, music and homegrown talent, Wolfgang and Maria's are the trading post bringing all this together in exchange for new experiences to showcase the best of Manchester through is incredible food, every changing drink list and curated entertainment programme.

## Operational Overview

### 1. Location and Layout

Wolfgang & Maria's is located on Grape Street with its main entrance/exit being at street level through large iron gates leading into the central courtyard. Maria's has its own dedicated entrance on Grape Street to the right of the main courtyard entrance.

The courtyard links Wolfgang's and Maria's with a dining area and landscaping.

Wolfgang's bar is to the left of the courtyard with bench seating positioned around a fixed bar which sits centrally to the main wall with exposed brick and structural beams. There is a small stage to the left as you enter the bar area for live performances and talks.

Maria's restaurant sits to the right of the courtyard. This space has a distinct Italian look and feel with a wood fired pizza oven positioned to the rear of the restaurant within an open kitchen visible to diners.

*See Appendix A for location.*

### 2. Hours of Operation

| Mon   | Tues  | Wed   | Thu   | Fri   | Sat   | Sun   |
|-------|-------|-------|-------|-------|-------|-------|
| 07:30 | 07:30 | 07:03 | 07:30 | 07:30 | 11:00 | 11:00 |
| 00:30 | 00:30 | 00:30 | 01:30 | 02:00 | 02:00 | 23:00 |

#### ***Sale by retail of alcohol***

| Mon   | Tues  | Wed   | Thu   | Fri   | Sat   | Sun   |
|-------|-------|-------|-------|-------|-------|-------|
| 11:00 | 11:00 | 11:00 | 11:00 | 11:00 | 11:00 | 11:00 |
| 00:30 | 00:30 | 00:30 | 01:30 | 02:00 | 02:00 | 23:00 |

A copy of the premises license and DPS authorisation form will be present and on display for public viewing.

### 3. Capacity

|                     | Seated | Standing |
|---------------------|--------|----------|
| Wolfgang's bar      | 110    | 60       |
| Courtyard           | 60     |          |
| Maria's dining room | 92     |          |

- Very little standing space due to the layout
- Estate security patrol the district 24 hours a day, 365 days per year
- SIA registered door staff will be appointed at the Grape Street entrances during peak periods to support the team and manage dispersal

*See appendix B for GA including entrances.*

## Services and Offerings

### 1. Bar Services

Wolfgang's bar is more than just a place to enjoy drinks; it's a haven for camaraderie and conversation. Our bartenders are passionate about mixology, curating an exceptional selection of beverages that perfectly complement our food offerings. Whether you're a wine connoisseur, a craft beer enthusiast, or a fan of handcrafted cocktails, our bar is designed to cater to every palate.

*See Appendix C for precedent design images.*

### 2. Open-Air Courtyard

The open-air courtyard and its dining area is heated for the cooler months. This is the arrival space either venue and links both spaces through its seating arrangement and landscaping. It's a tranquil oasis in the heart of the city, where you can escape the hustle and bustle.

*See Appendix D for precedent design images.*

### 3. Menu and Wood-Burning Oven

Maria's wood-fired pizzas are a testament to our culinary excellence, prepared with the finest ingredients and baked in our traditional wood-fired oven showcasing the artistry of our skilled chefs.

*See Appendix E for precedent design images.*

## **1. Health and Safety**

There will be a site-specific Health and Safety policy in place compiled by the General Manager and Mercury Support, and external Health and Safety Compliance Company. Alongside this will sit a Food Safety Management System and Fire Strategy.

Team member training is managed through an online portal, FLOW, and training is tailored to the individual's role.

Daily checks are carried out; delivery checks, fridge and freezer temperature checks, cleaning check list and inspections etc. These are recorded on Trails, an auditing portal and scored daily based on completion.

## **2. Noise Control**

Background music will be played in the courtyard to ensure that there isn't any disruption to the neighbourhood.

Noise levels throughout the venue will be monitored by a decibel reader linked to an app. This allows for real time analysis and will alert the manager on duty should noise exceed the agreed level.

To manage noise disturbance from customers, signage will be displayed around the venue asking patrons to leave the premises quietly and respectfully.

## **3. Responsible Alcohol Service**

Preventing the sale of age restricted products, such as alcohol, is paramount. As such W&M will operate a "Challenge 25" policy.

If a team member believes a customer is too intoxicated, the duty manager is to be informed.

A refusals book will be on site to record any incidents where a customer has been refused alcohol.

There will be a personal license holder on site during trading hours, with x 2 licenses held within the management team.

Children are welcome under adult supervision until 20:00 hrs.

No unsupervised persons under 18 will be permitted entry at any time. Management and SIA security will monitor throughout and refuse entry where necessary.

## **4. Smoking**

Smoking and vaping are not permitted in any area of the venue.

The smoking area will be outside of the Grape Street entrance and to the right of the venue ensuring the entrance/exit is always clear.

Customers are not permitted to take drinks outside to the smoking area.

The smoking area will be monitored by the management team and will be subject to regular security and cleanliness patrols.

## **5. Security**

SIA security team members will be present at peak times and until all customers and team members have left the premises and surrounding area.

- No Groups in fancy dress
- No league football colours/shirts
- No all-male large groups
- Any individual who is verbally/physically abusive or aggressive

Exits will be well lit. Exterior spaces will have a well-defined and maintained perimeter boundary. Exterior area will be well lit without dark corners.

The site will be cashless.

In the event of an incident, the management team will record any information gathered and make this readily available to the St John's management team as well as Greater Manchester Police.

## **6. Ejection policy**

As with any hospitality venue where alcohol is sold, there is the chance that members of the public may need to be asked to leave the premises.

Possible reasons for this include:

- Violence or aggressive behaviour
- Drugs or other illegal activity
- Discrimination for grounds of race, sex, sexuality, disability or religion

Ejections should be carried out by licensed SIA officers under the supervision of the manager on duty. Where possible every effort should be taken to avoid physically removing people.

## **7. Drug policy**

A zero-tolerance policy will be taken against the use of illegal drugs and 'legal highs' with signage in place indicating this. W&M will regularly consult with the local police crime reduction adviser on the best methods to employ to relay this message.

Team members will be trained in drug awareness issues and ensure sufficient staffing and managerial support to make identification and handling of incidents practicable.

## **8. Deliveries and servicing**

Vehicle deliveries to Wolfgang & Maria's will be via Victoria Street and will be pre-booked by suppliers where possible.

All deliveries are to be restricted to between 08:00 hrs & 20:00 hrs Monday to Saturday and 08:30 hrs & 16:00 on Sundays & Bank Holidays.

## **9. CCTV**

CCTV will be installed on site and will record 24 hours a day. Footage will be available for the required 30-day period. The CCTV will be accessible to the St Johns estate security team and police or licensing if required.

## **10. Fire evacuation plan**

A detailed Risk Assessment will be carried out and a fire evacuation strategy produced prior to opening.

## **Marketing and Promotion**

### **1. Marketing Strategies**

- *Brand positioning:* Wolfgang & Maria is an everyday escape, transporting guests to the theatre of Italian dining and laid-back European social fare.
- *Target Market:* St John's residents, key local areas including Castlefield + Salford, Spinningfields businesses, broad demographic of 25-55. Secondary market of families dining on the weekend.
- *Marketing strategy:* the strategy will be a two-pronged approach to secure pre-booked revenue for Maria's dining aspect, whilst raising awareness + driving footfall to Wolfgang's bar
- Strategy will be coordinated around an annual calendar highlighting key dates + themes in the industry including Christmas, Pride, Jan Sale, seasonal menu changes, brand activations.
- Quarterly campaigns will focus on brand awareness and footfall driving initiatives due to the 'hidden nature' of the location. Campaigns are an opportunity to communicate the playful, intriguing brand story in order to raise awareness and stand out in the market. i.e., Christmas campaign will focus on the Italian way of dining or recreating the experience of European Christmas markets.
- Launch event inviting local and regional PR, residents, social groups, movers & shakers.
- Summer campaign could represent a series of differences between Wolfgang & Maria; the opposites found within food and drink. Maria eats outside, Wolfgang eats inside. Maria eats early, Wolfgang eats late. Maria hosts pizza making, Wolfgang hosts beer tasting etc.
- *Brand partnerships:* partner with local breweries and alcoholic brands such as Campari for giveaways, pop-up activations, one off events etc to build credibility for our brand + align to target market interests.
- *Key marketing channels:* social media organic content and paid ads, website with booking system, local partnerships with hospitality groups + venue finders, internal resource with key roles such as GM + Sales Manager to network locally, event agency for launch event.

## **2. Community Engagement**

- BDM + GM relations with guests to deliver excellent service and encourage repeat custom.
- Strong visible presence on site as part of service standards and online with networking groups, local community social groups and industry peers.
- Localised discounts for residents of St John's.
- PA / corporate booking codes for large groups.
- Regular community events including pizza making, Italian musicians etc.

## **Staffing and Training**

### **1. Staffing Levels**

Wolfgang and Maria's will employ a mix of full time and part time team members. Its senior team comprises;

- FOH - General Manager, Assistant General Manager and 4 supervisors
- BOH - Head Chef, Sous Chef, 2 x Chef de partie 1 x kitchen porter

A mixture of hourly paid bar, floor and kitchen team members will also be employed.

SIA registered door staff will offer additional security, to that of estate security, at peak times. These will not be employed by All Work and Social but contracted through an outsourced security company.

### **2. Training Programs**

All team members will receive onboarding followed by a comprehensive training programme tailored to their role.

All food handlers will receive a minimum of L2 Food Safety training and senior team members will receive L3.

All team members will receive relevant H&S training including COSHH, manual handling and fire safety.

Risk assessments will be in place for all roles/actions/activities and reviewed by Mercury Support to ensure compliance.

Customer service training will be delivered to all team members to increase customer satisfaction. This involves coaching and informing team members about products and services, how to communicate with customers and how to best use support software.

Mystery shoppers will be employed to regularly feedback on the product and service and suggest any changes that can be made to enhance the customer experience.

## **Sustainability Practices**

At Wolfgang and Maria's, sustainability is at the heart of our culinary philosophy. We are committed to sourcing local foods wherever possible and prioritising local suppliers for all our purchasing needs. By doing so, we aim to reduce our carbon footprint, support the local economy, and offer our customers the freshest, seasonal ingredients. Our menu will showcase the flavours of our region, highlighting the rich diversity and quality of locally grown and produced ingredients. In this way, we not only create delicious dishes but also contribute to the preservation of the environment and the vitality of our community, ensuring a dining experience that's as responsible as it is enjoyable.

## **Reporting and Compliance**

Daily checks are carried out and logged on the Trails app. These checks include but are not limited to; set up of space, fridge and freezer temperature checks, stock rotation, maintenance and H&S checks.

All certification is stored in FLOW such as licencing and training, statutory inspections etc. The system generates alerts when an action, such as an inspection, training review, or licence is due for renewal.

Mercury Support will carry out two inspections annually, one announced and the other unannounced. These inspections will cover compliance, health and safety, licensing, insurance, claims investigations, food safety, training and first aid.

## **Conclusion**

At Wolfgang and Marias, our unwavering commitment extends beyond great food and ambiance. We're dedicated to responsible and sustainable operations.

Our wood-fired pizza's, welcoming bar and open-air courtyard are part of our effort to provide a unique dining experience. We prioritise sourcing locally, supporting sustainable farming practices, and actively reduce minimum waste to minimise our environmental impact.

We value our team, foster a positive work environment, and engage in community initiatives.

# WOLFGANG & MARIA'S

## Appendix A

### Location of Wolfgang & Maria's

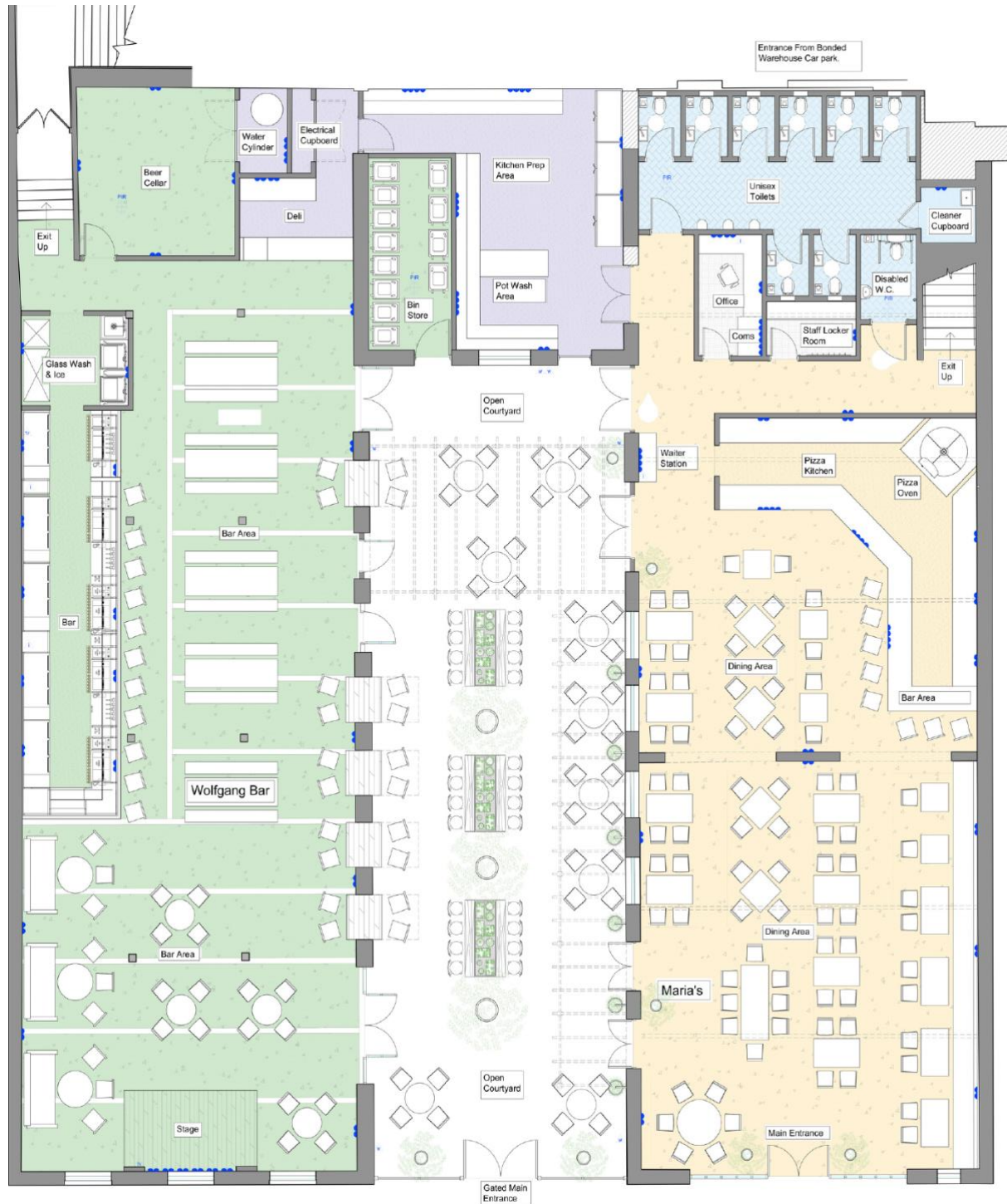


1 Google Earth

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## Appendix B

### Layout/general arrangement/entrances & exits



Grape Street

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## Appendix C

### Wolfgangs bar – Interior concept

Wolfgang is based on a beer keller. Its rustic and industrial aesthetic runs through the interior. The space benefits from both internal and external seating with both areas interacting with one another via feature hatch window seating. The atmosphere is vibrant yet casual with design inspiration taken from Williamsburg, Brooklyn.



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## Appendix D

### Internal Courtyard – Interior concept

The courtyard is a shared space for both Wolfgang and Maria's. This is a casual dining area, a place where you can sit amongst overgrown ivy, luscious greenery and soft lighting, creating an intimate and enchanting dining experience. Aesthetic has taken inspiration from Brooklyn and Rome.



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## Appendix E

### Maria's restaurant – interior concept

Maria's is a pizzeria offering home-made pizza inspired by produce enjoyed in Naples. It's rustic and stripped back design runs throughout the interior. The space benefits from both internal and external seating. Pizza can be served in a box to Wolfgangs or enjoyed in the Courtyard. The atmosphere is cool and casual with design inspiration taken from Rome.

