



Prepared for
The Mill, Stokesley



An online pre-order tool for The Mill

A proposal from Kobe Creative

FROM

Dan Shepherd, Kobe Creative

DATE

22 October 2026

VALID UNTIL

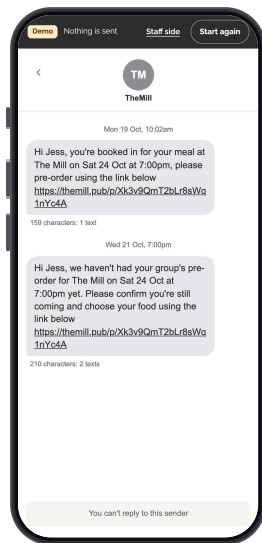
19 November 2026



kobecreative.co.uk

How it works

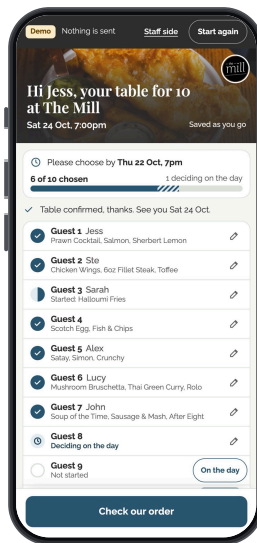
Jess books a table for 10. Here's what happens next.



1 Mon 10am

Jess gets one text

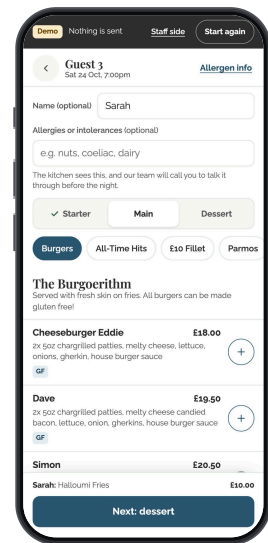
It comes from TheMill, with a link to her table. There's no app to download.



2 Mon

She opens her table

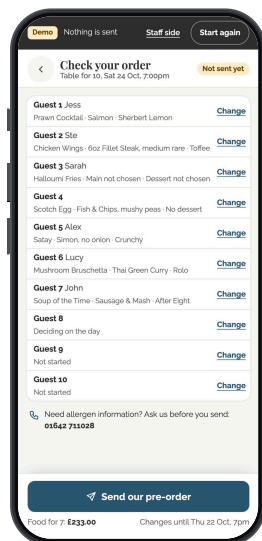
She taps "Yes, we're coming" and sees who has chosen.



3 Mon to Wed

Everyone chooses

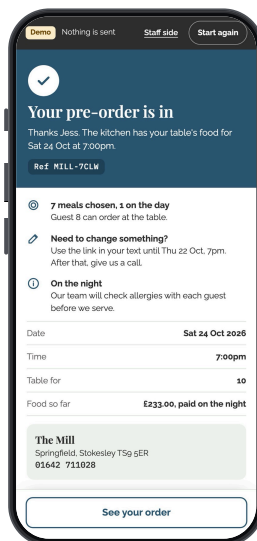
She picks for each guest, or forwards the link so they choose. Saved as they go.



4 Wed

She checks the order

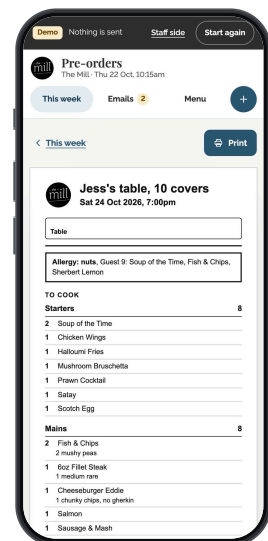
Every guest on one screen before she sends it.



5 Wed 7pm

She sends it

She can still change it until orders close, 48 hours before.



6 Thu 7pm

The kitchen gets the sheet

Orders close, and the kitchen has two days to plan.

£79 a month for your first year

Then £99 a month, plus £495 to set up, with every text included. Say yes by 30 October and it's live on 23 November.



Why The Mill needs it

Big tables are your best nights and the hardest to plan.

On Sunday 18 October, a table of 13 didn't turn up.¹ With pre-orders, they would have been asked to confirm, rung two days before when they hadn't, and flagged the next time that number booked.



26%
of bookings already made for December were groups of ten or more, up 38% on the year before.
Zonal booking data, July 2024²



60%
would rather pre-order from a set menu at Christmas, as it's "easier and less stressful".
KAM, 2023 · 500 UK adults³

What changes for you

For the kitchen

Every pre-ordered dish, with totals, two days before, so buying and prep match what's coming. Allergies against each guest.

For your team

No chasing forms by email. One list of tables to ring, and phone orders on the same screens.

For bookers and guests

One text, no app. Choose at home, and change it until two days before.

For you

Guests pay as normal.

Why now

Christmas is the big-table season, and pub groups already ask festive tables to pre-order online. The Mill would ask 48 hours before, by text. Say yes by 30 October and it's live on 23 November, before the December parties.

Young's		7 to 10 days
The Inn Collection		7 days
The Exeter Arms		72 hours
Greene King		48 hours
The Mill		48 hours

How far ahead pubs ask big tables to pre-order, mostly for Christmas.
Each pub's own booking terms, 2026⁴

It works with Toast

Bookings stay in Toast, so nothing changes in how you take them.

Where bookings come from

Toast sends a daily email listing every booking of 8 or more. It leaves out phone numbers, so once a day a manager emails Toast's bookings report to the tool, which takes about two minutes. Groups who ring are added by hand in about 30 seconds.

What your team does

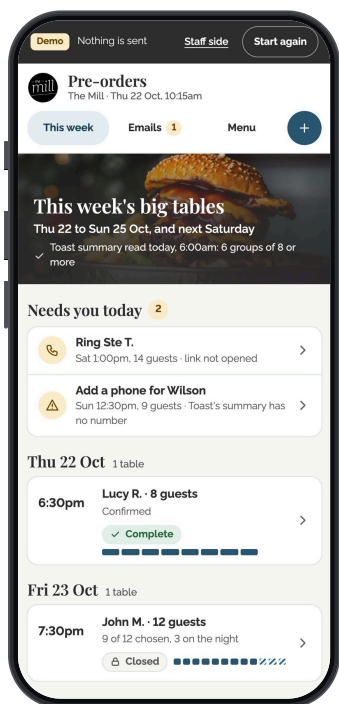
Ring anyone who hasn't confirmed, call about any allergies, and take orders by phone on the same screens. Change a price, take a dish off for the night or add a new one on the Menu screen, and bookers see it straight away.

The texts

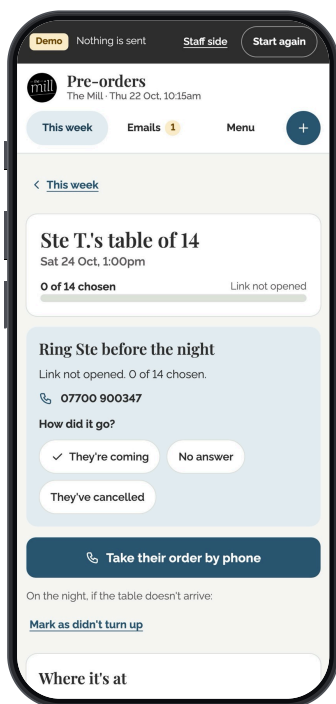
Each booking gets one text with its link, and one reminder the day before orders close if nothing has been chosen. Orders close 48 hours before the booking. Texts only go out between 10am and 8pm, and nobody is ever sent the same link twice.

What the pub is emailed

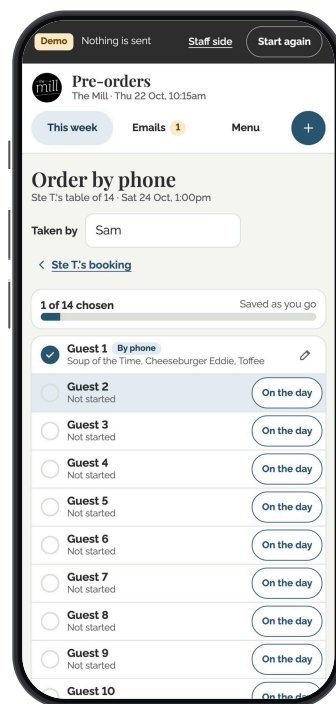
Each order as it's sent, and again if it changes. A note when a booking drops out of Toast, when a text can't be delivered, and on the morning orders close.



Your team's week



A table to ring



An order taken by phone



25%

say a reminder makes them less likely to not turn up. Best "a day or two ahead".

Zonal and CGA, 2024 · 5,000 British adults⁵

The kitchen sheet

Every big table's order on one sheet of A4, two days before they arrive.



Jess's table, 10 covers

Sat 24 Oct 2026, 7:00pm

Table

Allergy: nuts, Guest 9: Soup of the Time, Fish & Chips, Sherbert Lemon

TO COOK

Starters	8	Mains	8	Desserts	7
2 Soup of the Time		2 Fish & Chips 2 mushy peas		2 Sherbert Lemon	
1 Chicken Wings		1 6oz Fillet Steak 1 medium rare		2 Toffee	
1 Halloumi Fries		1 Cheeseburger Eddie 1 chunky chips, no gherkin		1 After Eight	
1 Mushroom Bruschetta		1 Salmon		1 Crunchy	
1 Prawn Cocktail		1 Sausage & Mash		1 Rolo	
1 Satay		1 Simon 1 no onion			
1 Scotch Egg		1 Thai Green Curry			

WHO HAS WHAT

GUEST	STARTER	MAIN	DESSERT	NOTES
1. Jess	Prawn Cocktail	Salmon	Sherbert Lemon	
2. Ste	Chicken Wings	6oz Fillet Steak, medium rare	Toffee	
3. Sarah	Halloumi Fries	Cheeseburger Eddie, chunky chips, no gherkin	Toffee	
4. Guest 4	Scotch Egg	Fish & Chips, mushy peas	None	
5. Alex	Satay	Simon, no onion	Crunchy	
6. Lucy	Mushroom Bruschetta	Thai Green Curry	Rolo	
7. John	Soup of the Time	Sausage & Mash	After Eight	
8. Guest 8	Ordering on the night			
9. Guest 9	Soup of the Time	Fish & Chips, mushy peas	Sherbert Lemon	Allergy: nuts
10. Guest 10	Ordering on the night			

Printed Thu 22 Oct, 10:15am. Orders can change until Thu 22 Oct, 7pm: print again after.

Jess's table from the demo, printed from the tool as it is.

What to cook

Each dish and how many, with how it's cooked and any notes. Buy and prep from it.

Allergies first

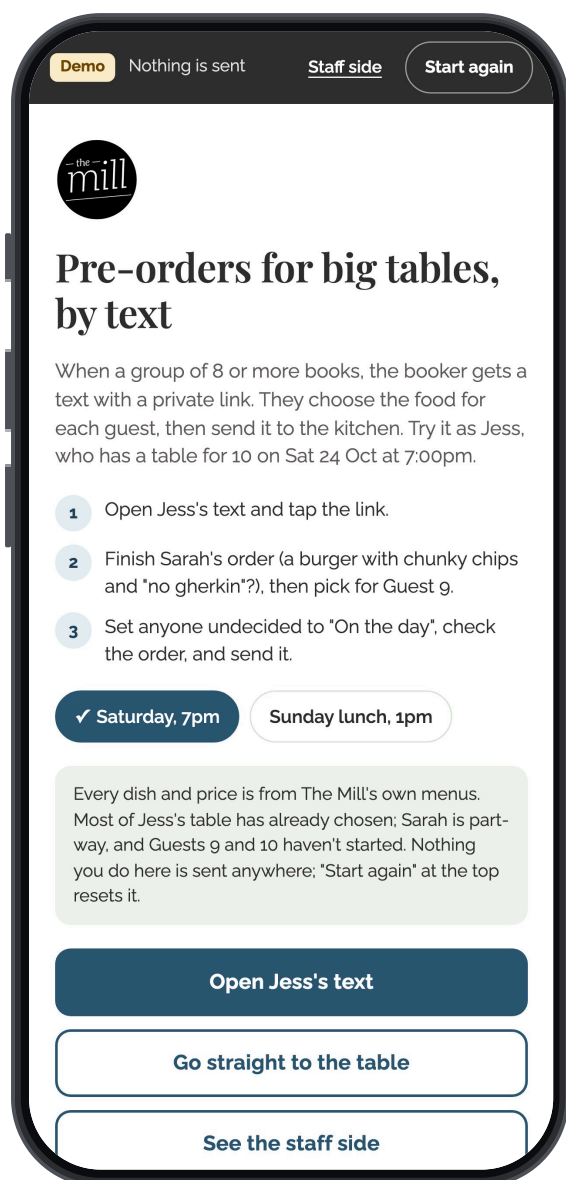
At the top, with the guest and what they chose, so they're checked before anything else.

Who has what

Each guest's three courses, so every plate goes to the right person.

Try the demo

A working version on your phone, with The Mill's own menu. Nothing is sent from it.



The demo's front page



The Mill
themill.staging.
kobecreative.co.uk



Il Mulino
the same address, then
/il-mulino/

Scan either code with your phone's camera, or type the address into your browser.

Six things to try

1. Open Jess's text and tap the link in it
2. Finish Sarah's order: choose a burger and its chips
3. Tap "Yes, we're coming", then check the order and send it
4. Tap "Staff side" at the top to see your team's week
5. Open Ste's booking and take his order by phone
6. Tap "Menu" and take a dish off for tonight

The front page also switches Jess's booking to Sunday lunch, with the Sunday menu. "Start again" at the top puts everything back. Every step, screen by screen, is in the demo guide from page 11.

Everything you can tap works. The texts, the emails and Toast's daily email are acted out in the demo, and built in November.

"Without a pre-order unfortunately there can be delays and 'out of stock' of our best sellers."

A pub that asks every table of 8 or more to pre-order, 72 hours ahead.

The Exeter Arms, Derby, booking information⁶

The price

£79 a month for your first year, every text included.

£79 a month

for your first 12 months as our first pub, then £99 a month, plus £495 to set up

What's included

- ✓ Setting it up with Toast's emails and your phone numbers
- ✓ Your main and Sunday menus loaded for you, and your Christmas menu when you have it, with a Menu screen to change prices, take a dish off for the night or add a new one
- ✓ A test week on real bookings, and showing your team how it works
- ✓ Hosting, backups and every text
- ✓ Fixes, support and new features as the tool grows

How it pays for itself

A table of 13 is roughly £325 to £390 of food, at £25 to £30 a head.¹⁰ Five tables a year that turn up because someone rang them is £1,625 to £1,950 of food sales, against £1,443 for your first year, before any drinks. Your kitchen's margin turns that into profit. Then there's the time your team spends chasing, retyping and confirming big tables' orders, which we'll time with you in the test week.

What others charge

ResDiary's booking system starts at £109 a month, plus £35 for pre-orders and £10 for texts, all plus VAT. Access Collins starts at £149 a month. Our prices have no VAT to add.

Published prices, October 2026.^{8,9}

“A fortnight of chasing is what it actually takes.”

The Anchor, on collecting a Christmas party's choices, 2026⁷

The terms

- 12 months, then month to month, with 30 days' notice to stop
- Paid monthly by Direct Debit
- No VAT to add: we're not VAT-registered
- Prices reviewed once a year, with 60 days' notice of any change
- Your bookings, orders and menus are yours, exported free whenever you ask
- The tool stays ours, and we keep it running and improving
- Bookers' phone numbers are deleted 90 days after their meal, unless the table didn't turn up
- Not included: orders straight into the Toast till, which Toast charges for

Buying it outright

Your own copy for £5,850, and why it costs more.

What you'd get

- Your own copy, to use and keep for as long as you like
- No monthly fee: just hosting at £30 a month, billed yearly, and texts at cost, about £10 a month
- One payment, if you'd rather not commit to a subscription

What you'd give up

- New features as the tool improves
- Fixes, changes and support included: each one is quoted and charged
- Any change Toast makes to its emails, which you'd pay to put right

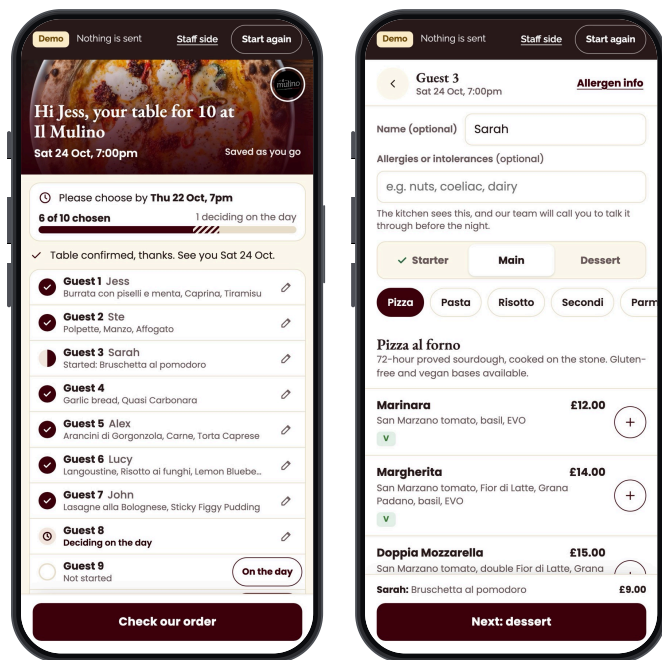
THE BUILD	DAYS
Bookings in from Toast, matching each phone number	3
The booker's pages: menus, options, allergies, confirming	2
Texts: one link per booking, one reminder, 10am to 8pm only	1.5
Emails to the pub and the kitchen sheet	1.5
Your team's screens, with a staff passcode	2.5
Hosting, backups and keeping data safe	1
Test week and launch	1.5
13 days of work	£5,850

OVER TIME	LAUNCH PRICE	BUY OUTRIGHT
Up front	£495	£5,850
Each month	£79, then £99	About £40
By the end of year one	£1,443	About £6,330
By the end of year three	£3,819	About £7,290

It takes nearly eight years before buying outright works out cheaper, and that's before paying for any fixes or changes. Either way, the tool itself stays ours, so we can still offer it to other pubs.

Your other venues

Starting with Il Mulino, in its own name, menu and look.



Il Mulino in the demo, with its own menu, colours and logo. Its code is on page 6.

Best next fit

Il Mulino

An Italian restaurant with full table service, the kind of place big birthday and Christmas tables book. Its menu already runs in courses, antipasti, secondi and dolci, which is exactly how the pre-order works.

The Spread Eagle

A traditional pub serving food every day. It would work just as it does at The Mill.

HOOD

A sandwich deli by day and a bar at night. Pre-orders suit it less for tables, but could take orders for group lunches and platters.



Il Mulino, College Square



The Mill and Il Mulino together

£149 a month

for both venues, every text included

£495

to set up both:
Il Mulino's setup is free

£2,283

for the first year,
both venues

£49 less

each month than two
venues at £99

£69

a month per further
venue, £295 setup

Getting started

Say yes by 30 October and it's live before the Christmas parties.

		20 Oct	Fri 30 Oct · yes			2 Nov	9 Nov	16 Nov	Mon 23 Nov · live		30 Nov
Deciding	20 to 30 Oct										
Bookings and texts	2 to 6 Nov										
The pub and your team	9 to 13 Nov										
Test week	16 to 20 Nov										
Live	From 23 Nov										

What we need from you



Toast's daily email

Sent to the tool's own address. A one-off change in Toast.



The bookings report

Emailed by a manager once a day. About two minutes.



The pub's inbox

Where orders and notes should be emailed.



Menu changes

Make them yourselves on the Menu screen, or send them to us.

There's nothing to buy. It runs on the phones and computers your team already has, bookers don't download anything, and your Toast setup stays as it is.



Let's talk it through

If this looks right for The Mill, give me a ring or send an email, and we'll go through it together: at the pub if that's easier, with the demo open in front of us.

When you're ready to go ahead, I'll send a short agreement and a build plan with the dates fixed, to sign then. Nothing here needs signing.

Dan Shepherd

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Email dan.shepherd@kobecreative.co.uk

Web kobecreative.co.uk

A bespoke web studio built on more than a decade inside some of the UK's biggest media agencies. Dan builds the tool, sets it up with your team and looks after it.

Before you start

This guide takes you through the demo screen by screen.
Keep it next to your phone and do each step as you read it.

Who it's for

You and your managers, trying the tool before you decide.

What you need

A phone. A laptop too, for the staff side. About 20 minutes, and nothing to download.

By the end

You'll have pre-ordered as a booker, taken an order by phone, and seen how the tool reacts to Toast.

Open the demo



1. Point your phone's camera at the code and tap the link that appears.
2. Or type **themill.staging.kobecreative.co.uk** into Safari or Chrome.
3. Nothing you do is sent anywhere: no texts, emails or orders.

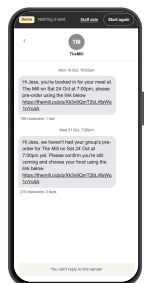
The dark bar at the top



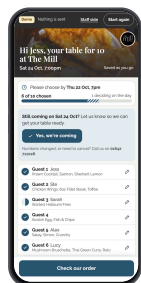
- A** **Staff side** opens what your team sees.
- B** **How it works** explains how the tool fits with Toast.
- C** **The proposal** opens this proposal as a PDF.
- D** **At Il Mulino** opens the same demo as Il Mulino.
- E** **Start again** puts every booking, order and menu back.

On a phone only A and E show. The real tool has no dark bar.

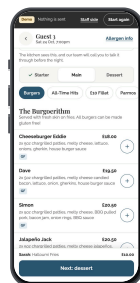
What the booker does, pages 12 to 15



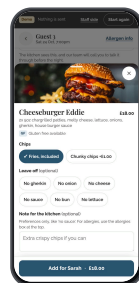
① The text



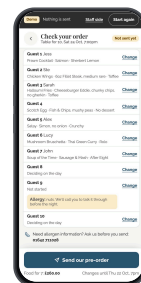
② The table



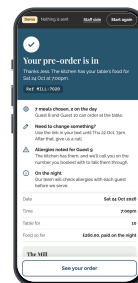
③ The menu



④ Dish options



⑤ Check



⑥ Sent

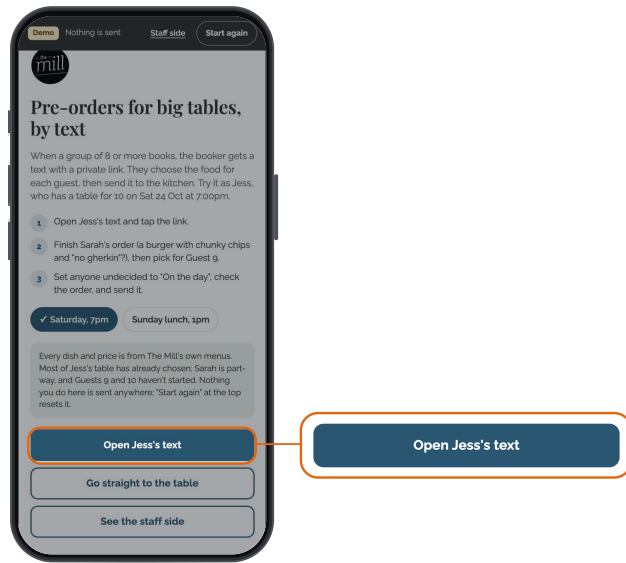
The made-up bookings

The demo is set on **Thursday 22 October, 10:15am**. These tables of 8 or more are booked:

BOOKING	WHEN	WHERE IT'S UP TO
Lucy R., 8 guests	Thu 22 Oct, 6:30pm	Every guest has chosen. Confirmed.
John M., 12 guests	Fri 23 Oct, 7:30pm	Orders have closed: 9 chose, 3 order on the night.
Ste T., 14 guests	Sat 24 Oct, 1:00pm	Hasn't opened his link. Orders close today at 1pm.
Jess H., 10 guests	Sat 24 Oct, 7:00pm	You play Jess on pages 12 to 17. 6 have chosen.
Wilson, 9 guests	Sun 25 Oct, 12:30pm	No phone number yet, so no text has gone.
Sarah K., 8 guests	Sun 25 Oct, 3:00pm	Every guest has chosen. Confirmed.

As the booker: open Jess's table

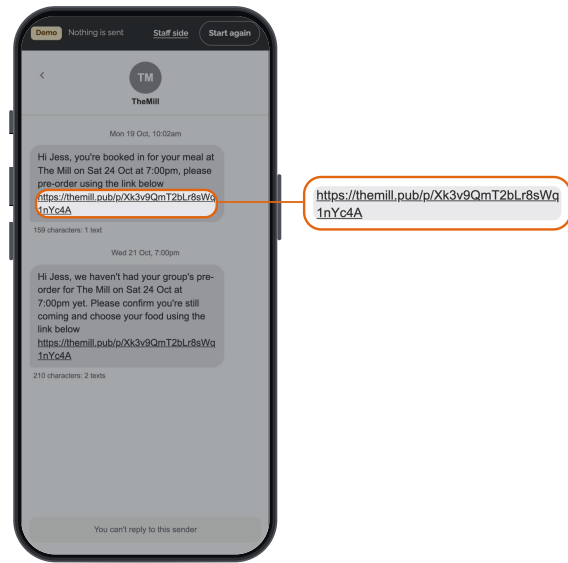
You're Jess, who has booked a table of 10 for Saturday at 7pm. Six of her guests have already chosen.



STEP 1

On the demo's front page, tap **Open Jess's text**.

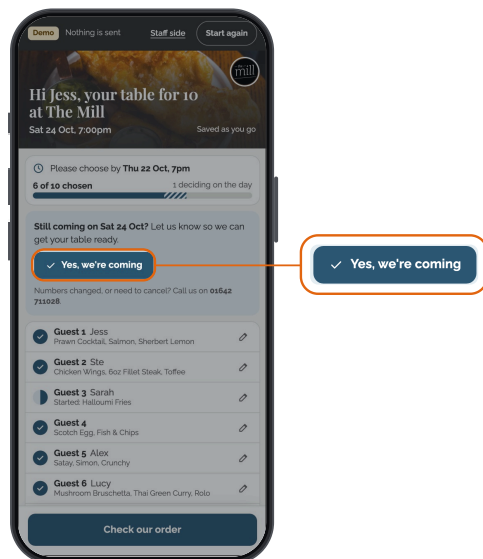
You'll see the texts Jess gets from TheMill: her booking with a link, then one reminder.



STEP 2

Tap the **link** in the first text.

You'll see her table: "Please choose by Thu 22 Oct, 7pm" and 6 of 10 chosen.



STEP 3

Tap **Yes, we're coming**.

You'll see the box changes to "Table confirmed". Jess drops off the staff call list.

Also on the front page

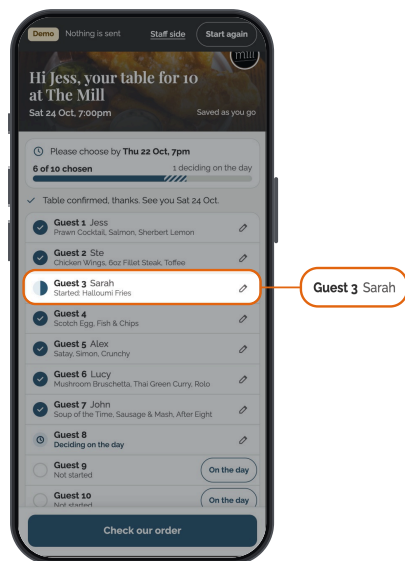
Saturday, 7pm and **Sunday lunch, 1pm** move Jess's booking between the two. Sunday uses the Sunday menu (page 17).

Go straight to the table skips the text.

See the staff side opens what your team sees (page 18).

As the booker: choose Sarah's main

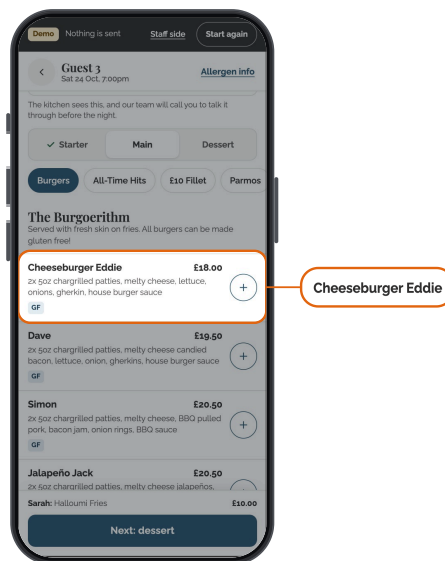
Sarah, guest 3, has chosen a starter but no main yet.



STEP 4

Tap **Guest 3 Sarah**.

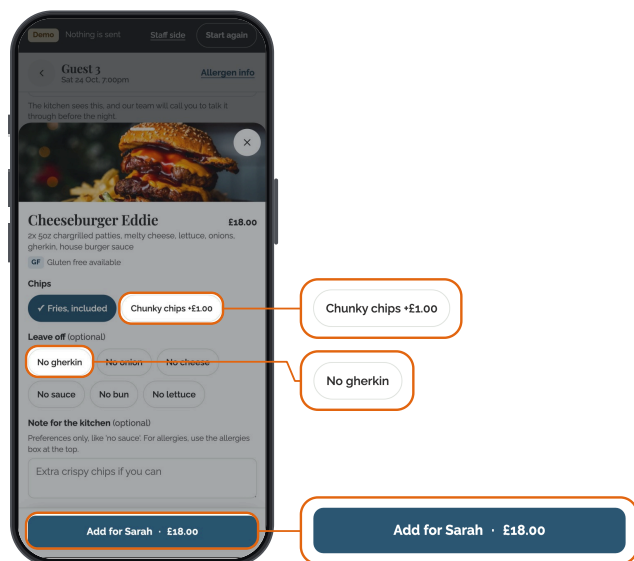
You'll see Sarah's menu, open on Main, with a box for allergies at the top.



STEP 5

Tap **Cheeseburger Eddie**.

You'll see a panel slides up with the dish's options.



STEP 6

Tap **Chunky chips** and **No gherkin**, then **Add for Sarah**.

You'll see the button adds £1 for chunky chips. Then the Dessert tab opens.

If you tap the wrong thing

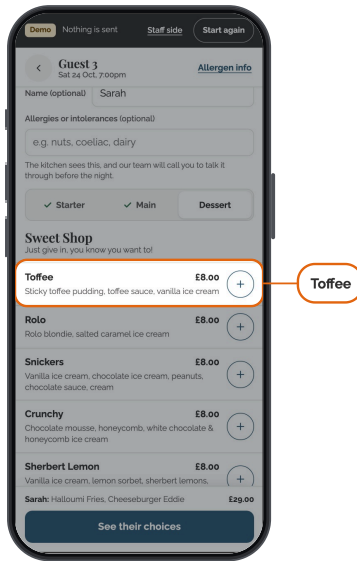
The **X** at the top right of the panel closes it without adding anything.

The arrow at the top left of any menu goes back to the table.

Nothing is lost: each choice saves as you go.

As the booker: finish the table

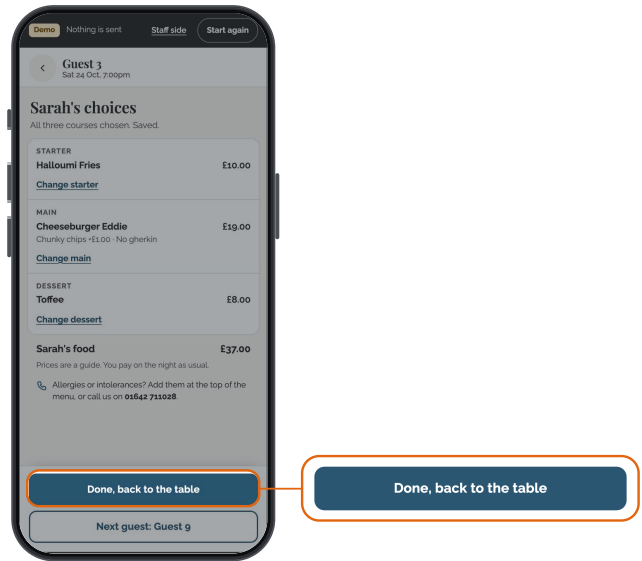
Finish Sarah's order, then cover the two guests who haven't chosen.



STEP 7

Tap **Toffee**, then **Add for Sarah** at the bottom.

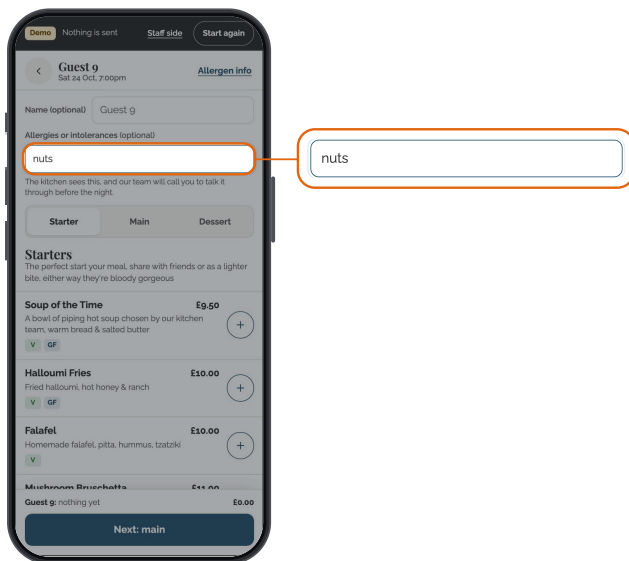
You'll see Sarah's choices: all three courses, saved.



STEP 8

Tap **Done, back to the table**.

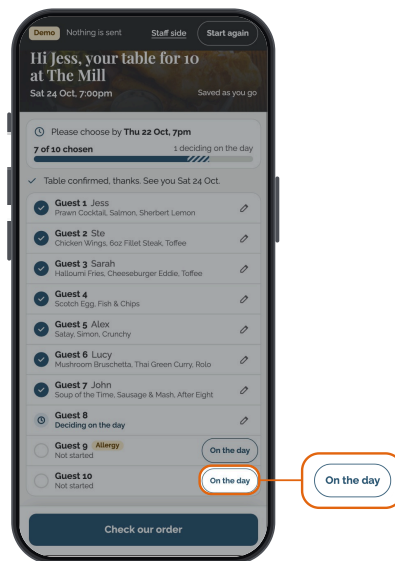
You'll see back on the table, Sarah has a tick.



STEP 9

Tap **Guest 9**, then type **nuts** in **Allergies or intolerances**.

You'll see it saves as you type. Guest 9 gets an Allergy tag, and the kitchen sheet flags it.



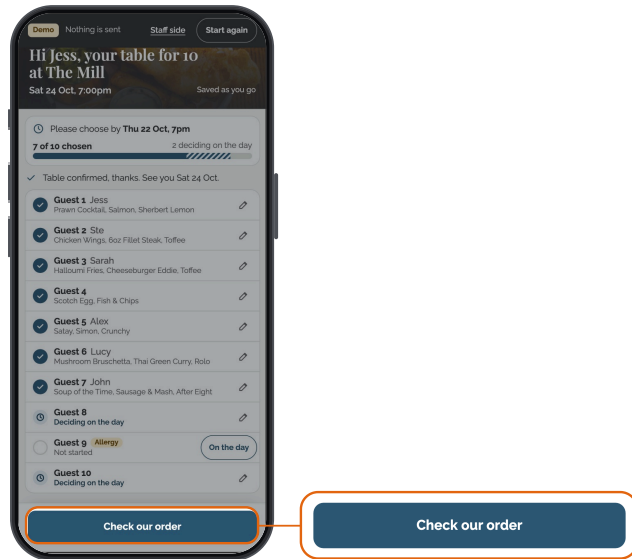
STEP 10

Tap the arrow at the top left, then **On the day** beside Guest 10.

You'll see Guest 10 is marked "Deciding on the day".

As the booker: check and send

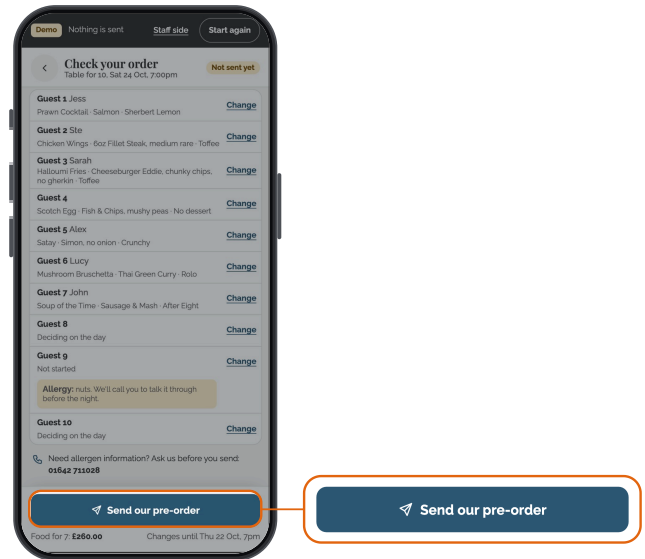
Every guest is covered. Check the order, then send it to the pub.



STEP 11

Tap **Check our order** at the bottom of the table.

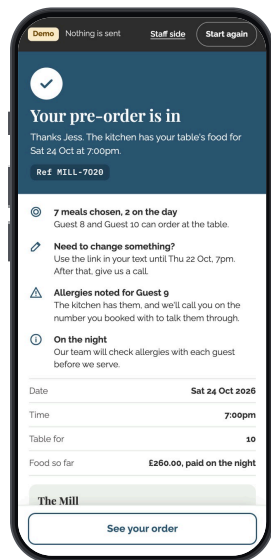
You'll see every guest's choices on one screen, each with a Change link.



STEP 12

Tap **Send our pre-order**.

You'll see the order goes to the pub by email, with the kitchen sheet.



DONE

The order is in.

You'll see "Your pre-order is in", with a reference. Jess can change it until orders close, 48 hours before.

What the pub gets

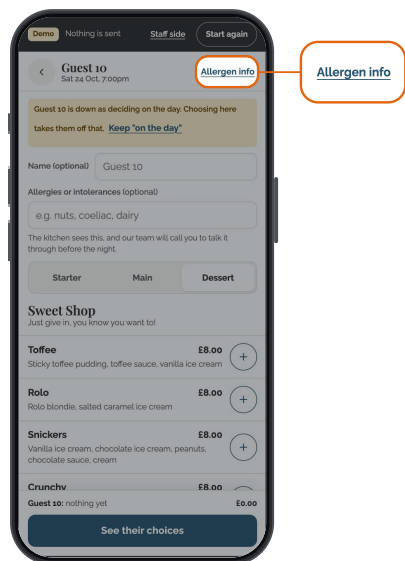
An email with the order and a kitchen sheet to print.

If Jess changes anything later, a "changed" email follows.

Allergies are flagged on the sheet, and the pub calls to check them.

As the booker: more to try

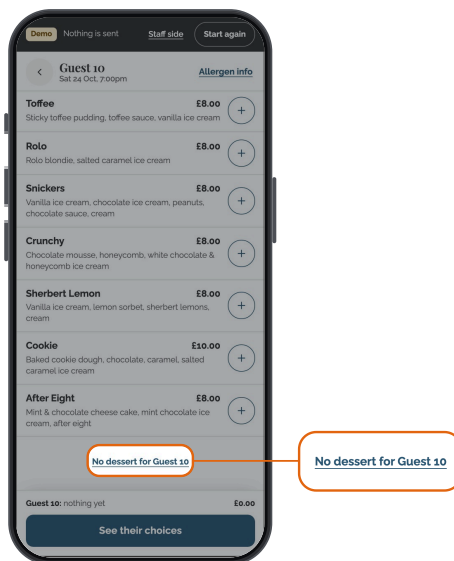
Each of these works from Jess's table at any point.



STEP 1

On any menu, tap **Allergen info** at the top right.

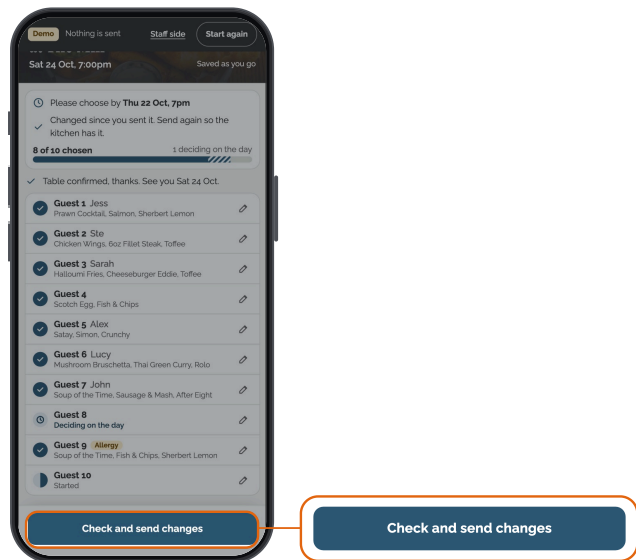
You'll see The Mill's allergy advice and its gluten-free note.



STEP 2

At the bottom of a course, tap **No dessert for Guest 10**.

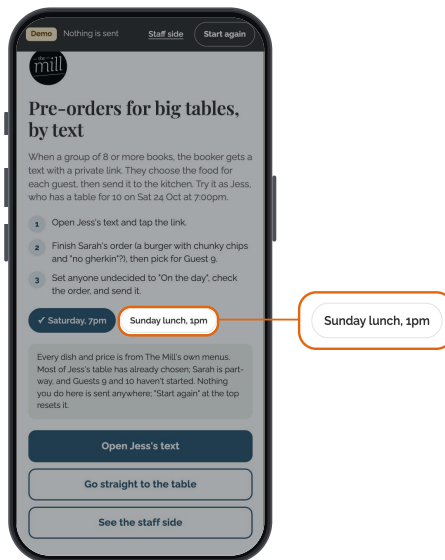
You'll see that course is marked as not wanted for that guest.



STEP 3

After sending, change any dish, then tap **Check and send changes**.

You'll see the pub gets a "changed" email. Changes stay open until orders close.



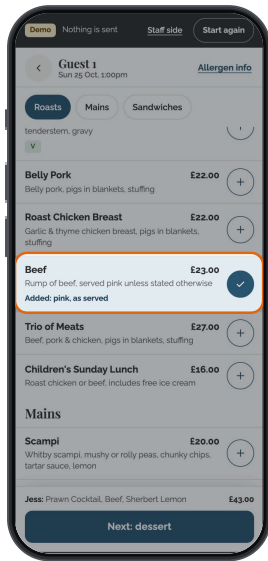
STEP 4

On the front page, tap **Sunday lunch, 1pm**.

You'll see Jess's booking moves to Sunday at 1pm, with the Sunday menu.

As the booker: Sunday lunch and Il Mulino

The Sunday menu, then the same demo set up as Il Mulino.



THEN

Open any guest's menu on Sunday.

You'll see roasts and Sunday sides. The beef comes pink or well done.

About the Il Mulino version

On a phone, add `/il-mulino/` to the end of the address instead.

It has Il Mulino's full menu, phone number and text sender. Everything in this guide works the same way there.

The Mill version in the dark bar takes you back.



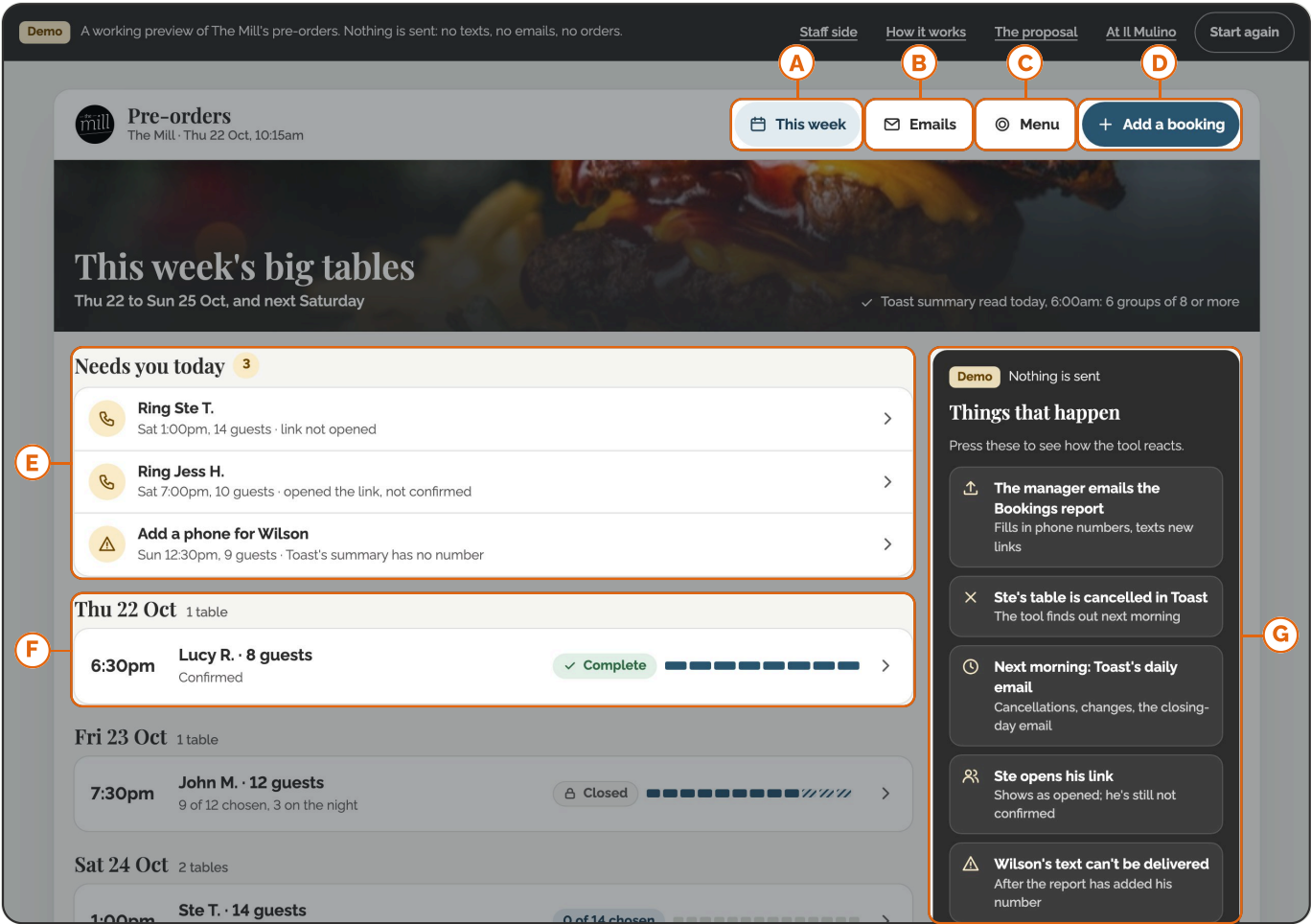
STEP 5

On a laptop or tablet, tap **At Il Mulino** in the dark bar.

You'll see the same demo in Il Mulino's colours.

As your team: the staff side

Tap **Staff side** in the dark bar. This is it on a laptop. On a phone the same parts stack in one column, with **Things that happen** at the bottom. On a computer, click wherever this guide says tap.

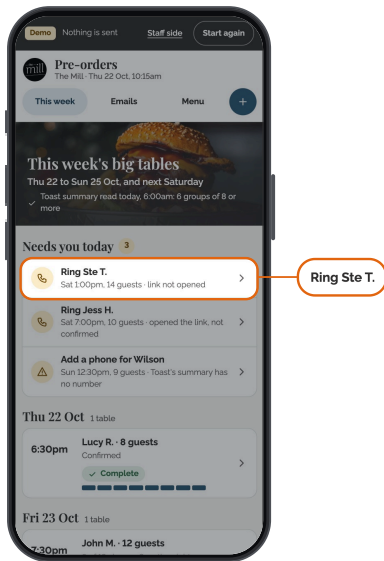


- A This week:** every big table, day by day. You start here.
- B Emails:** what the pub would get. The number counts the new ones.
- C Menu:** change prices, take a dish off for the night, add a dish.
- D Add a booking:** for groups who ring, or one Toast hasn't sent. On a phone, the + button.
- E Needs you today:** who to ring, missing phone numbers, anything that needs a person.
- F The days:** each table's time, guests, where it's up to, and a bar of who has chosen.
- G Things that happen:** buttons that act out Toast and your bookers (pages 23 and 24).

What the labels on a table mean			
Complete	Every guest has chosen.	Link not opened	The booker hasn't opened their text yet.
Closed	Orders have closed. The rest order on the night.	Opened, not confirmed	They've looked but haven't said they're coming.
The bar	Solid: chosen. Striped: deciding on the night.	Confirmed	They've tapped "Yes, we're coming".

As your team: ring a table and take its order

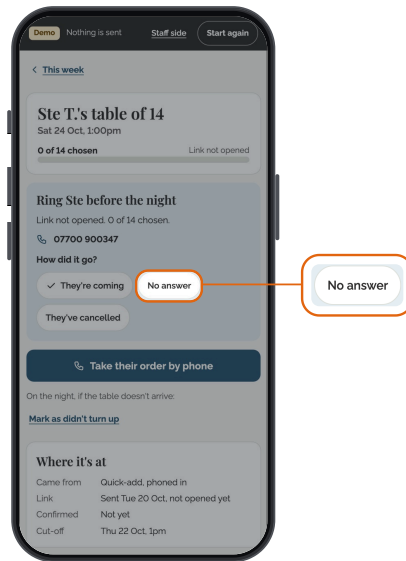
Ste T. booked 14 for Saturday lunch and hasn't opened his link. Orders close at 1pm today. These steps use a phone.



STEP 1

Under **Needs you today**, tap **Ring Ste T.**

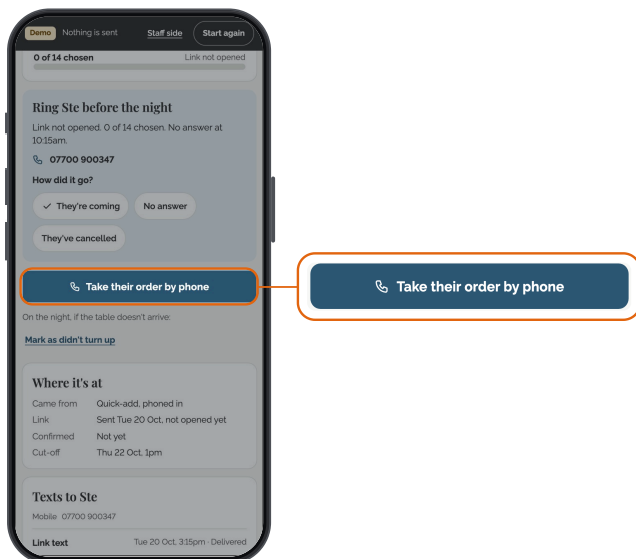
You'll see Ste's booking, with a card saying why to ring and his number.



STEP 2

After the call, tap what happened. Try **No answer.**

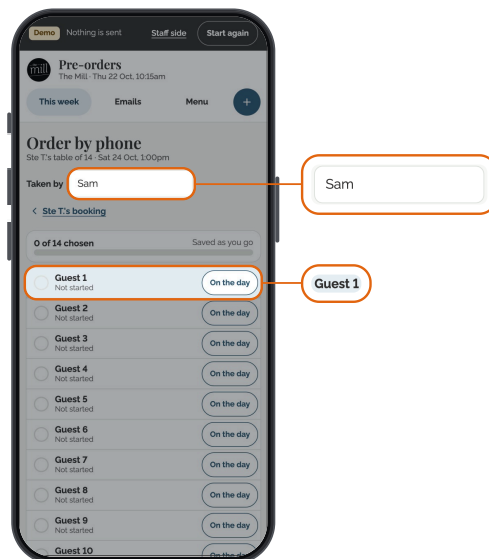
You'll see Ste stays on the list. **They're coming** takes him off; **They've cancelled** stops his texts.



STEP 3

Tap **Take their order by phone.**

You'll see Ste's table of 14 as a list of guests.



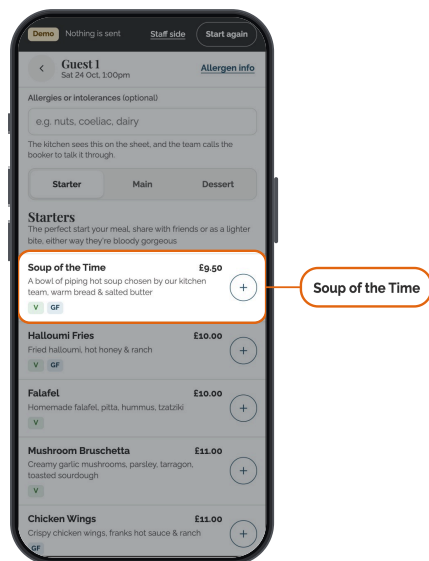
STEP 4

Type your name in **Taken by**, then tap **Guest 1.**

You'll see the same menu the booker sees.

As your team: finish the order and print

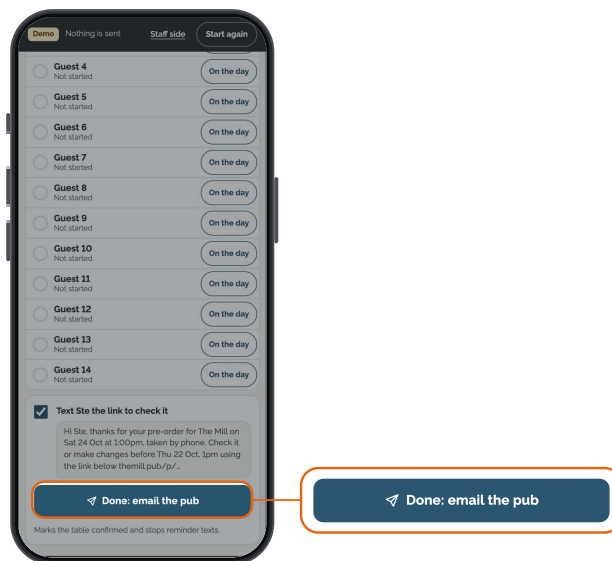
Carry on with Ste's phone order, then print the kitchen sheet.



STEP 5

Choose a starter, main and dessert, tapping **Add for Guest 1** after each.

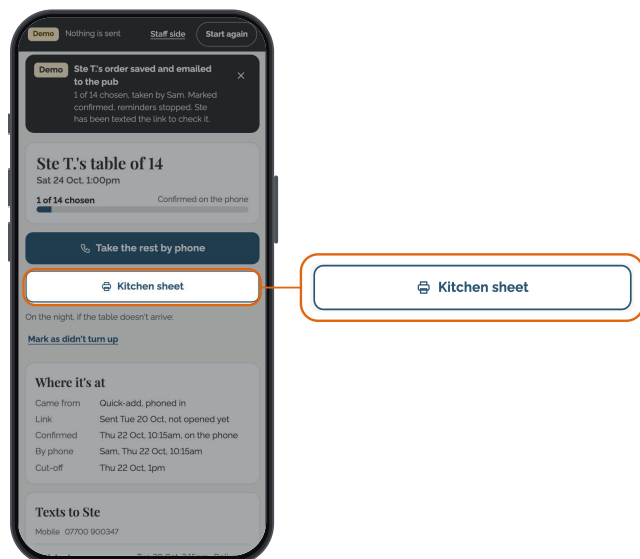
You'll see Guest 1 is marked **By phone** on the list.



STEP 6

Back on the list, leave the text ticked and tap **Done: email the pub**.

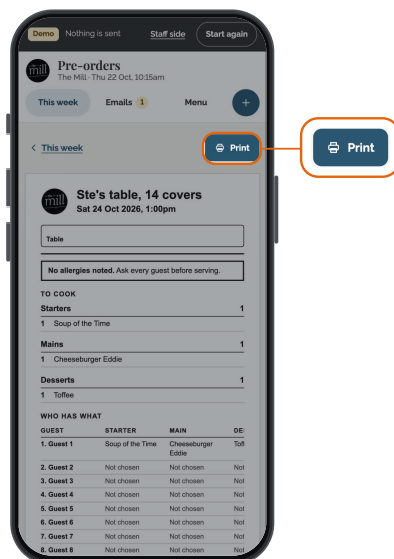
You'll see the order is emailed to the pub, the table is confirmed, and Ste gets one text to check it.



STEP 7

On Ste's booking, tap **Kitchen sheet**.

You'll see the sheet the kitchen works from.



STEP 8

Tap **Print**, or read it on screen.

You'll see dish totals for each course, then every guest with notes and allergies.

As your team: emails and the menu

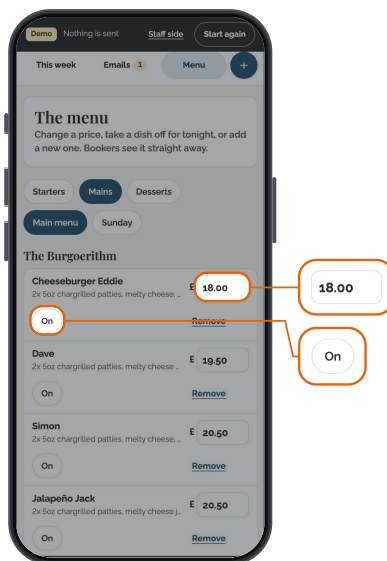
Both start from the bar along the top of the staff side.



STEP 9

Tap **Emails**, then any email to read it.

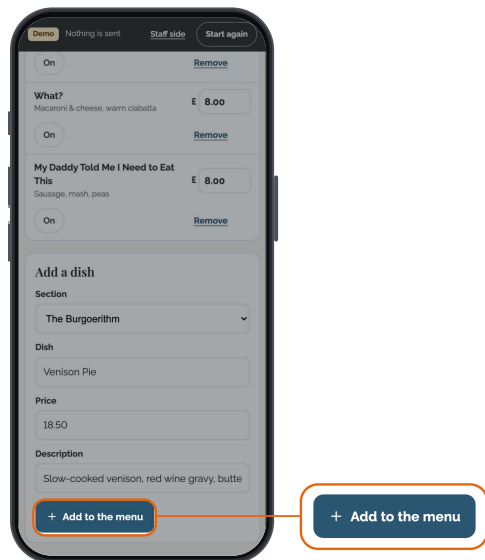
You'll see every email the pub would get, newest first.



STEP 10

Tap **Menu**. Type a new price, or tap **On** to make a dish **Off tonight**.

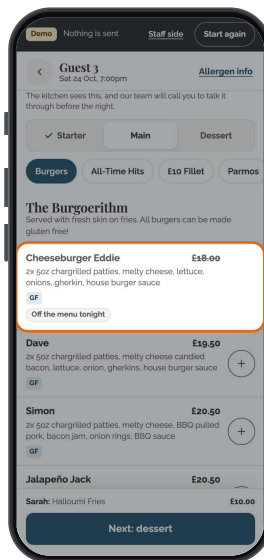
You'll see changes show on every booker's menu straight away.



STEP 11

To add a dish, fill in **Add a dish** and tap **Add to the menu**.

You'll see the new dish joins that part of the menu.



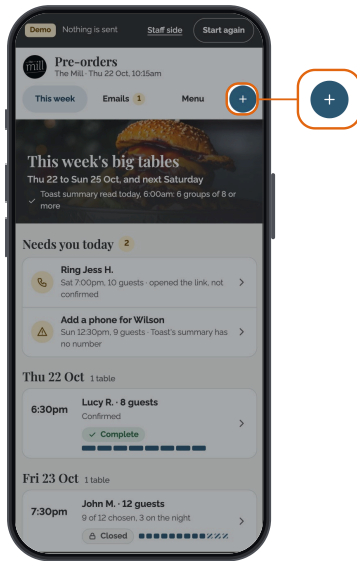
THEN

Open a guest's menu as the booker.

You'll see a dish that's off is greyed out: "Off the menu tonight".

As your team: new bookings and no-shows

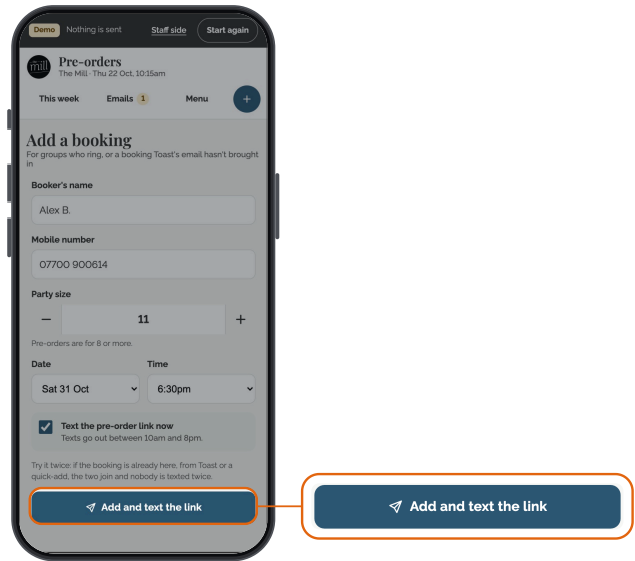
For groups who ring, and tables that never arrive.



STEP 12

Tap the round **+** button at the top. On a laptop it says **Add a booking**.

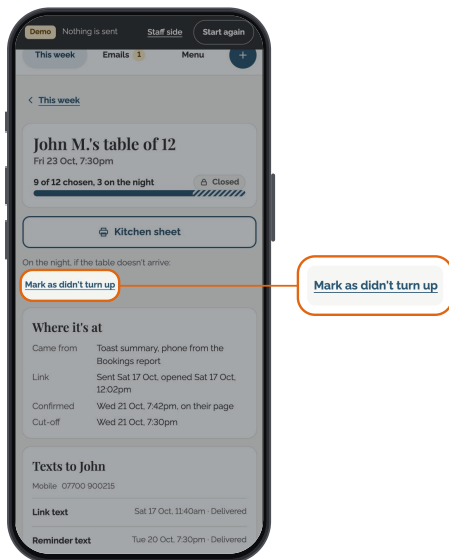
You'll see a short form: the booker's name, mobile, party size, date and time.



STEP 13

Check the details and tap **Add and text the link**.

You'll see the booking joins This week and gets its text. Add it twice and the two join; nobody is texted twice.



STEP 14

On the night, open the booking and tap **Mark as didn't turn up**.

You'll see if they book again, they're flagged so you ring before the night (page 23).

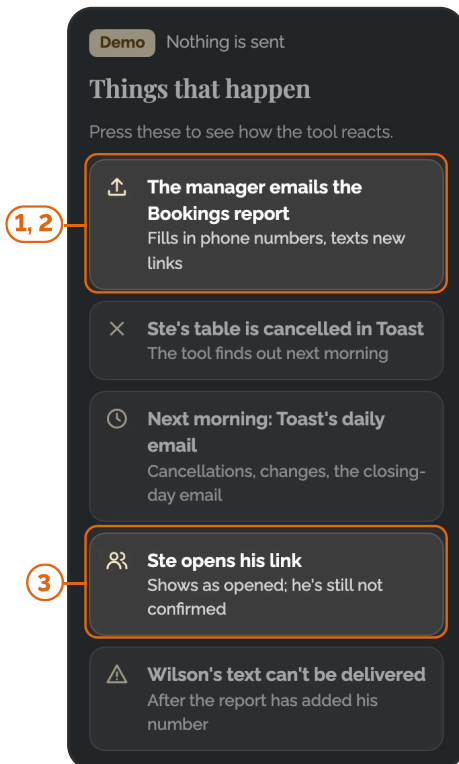
On a laptop

The phone order opens with the list of guests on the left and the menu beside it, so you can take an order while you're on the phone.

Everything else is the same, just wider.

Acting out Toast: part one

Toast can't send the tool live updates, so the demo has buttons that act out what Toast and your bookers would do. They're under **Things that happen** on This week. Press them in this order.



STEP 1

Press **The manager emails the Bookings report**.

You'll see the report fills in phone numbers. Wilson gets one and is texted. A new booking for Alex B. appears, flagged because she didn't turn up last time. Ste's number differs from the one staff took, so his booking asks which to keep.

Demo

Bookings report read

2 new phone numbers added · 2 links texted · 1 number needs checking · Alex B. didn't turn up last time: worth a call to confirm. 5 bookings already had their text, so they were skipped.

STEP 2

Press the same button again.

You'll see "Nobody texted twice": every booking already had its text.

Demo

Bookings report read again: nobody texted twice

No new phone numbers · Alex B. didn't turn up last time: worth a call to confirm. 7 bookings already had their text, so they were skipped.

STEP 3

Press **Ste opens his link**.

You'll see Ste changes from "Link not opened" to "Opened, not confirmed". He stays on the list to ring.

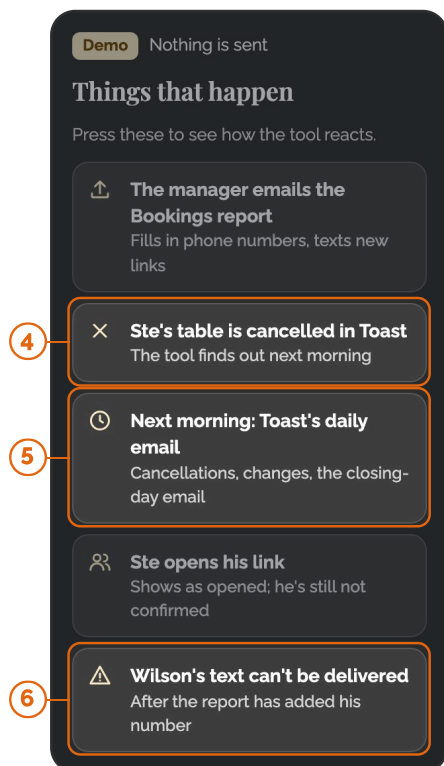
Demo

Ste opened his link

It shows as opened on This week. He hasn't confirmed or chosen yet, so he stays on the call list.

Acting out Toast: part two

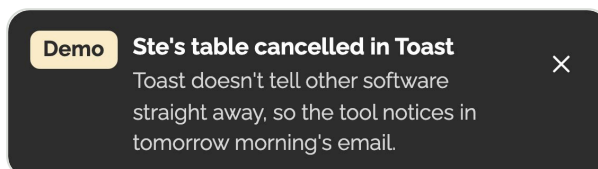
Carry on from step 3. The buttons you've used grey out; **Start again** in the dark bar resets them.



STEP 4

Press **Ste's table is cancelled in Toast**.

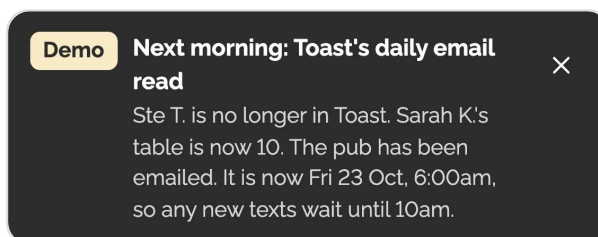
You'll see nothing changes yet. Toast doesn't tell other software straight away, so the tool finds out from the next morning's email.



STEP 5

Press **Next morning: Toast's daily email**.

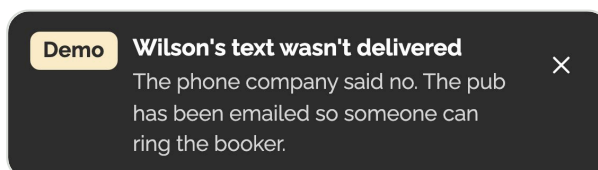
You'll see it's now Friday, 6am. Ste shows "not in this morning's summary" and his texts stop. Sarah K's table has grown from 8 to 10. Saturday's tables close, the pub gets a "Closing today" email for Sunday's, and new texts wait until 10am.



STEP 6

Press **Wilson's text can't be delivered**.

You'll see Wilson is marked for a call, and the pub is emailed. It only works after step 1, once Wilson has a number.



If something looks odd

Lost track?

Tap **Start again** in the dark bar. Every booking, order and menu goes back to how it started.

Did a real text go?

No. Nothing leaves the demo. The texts on screen show what bookers would get.

A change didn't show on another phone?

Each phone or laptop keeps its own copy of the demo.

Can't see How it works or At Il Mulino?

They only show on a laptop or tablet. On a phone, add **/il-mulino/** to the address.

Sources

Each figure and quote, numbered where it appears. Links checked 22 October 2026.

-
- 1 The table of 13 that didn't turn up**
The Mill, told to Kobe Creative, October 2026. (page 3)

 - 2 Groups of 10 or more: 26% of December bookings, up 38%**
Zonal booking data for December 2024, as booked by late July 2024, reported in "Christmas bookings for hospitality up 54%", Morning Advertiser, 25 July 2024. (page 3)
www.morningadvertiser.co.uk/Article/2024/07/25/christmas-bookings-for-hospitality-up-54/

 - 3 60% would rather pre-order from a set menu at Christmas**
KAM, Christmas intentions 2023, survey of 500 UK adults, August 2023. (page 3)
kaminsight.com/christmas-intentions-hospitality-2023/

 - 4 How far ahead pubs ask big tables to pre-order**
Each pub's own booking terms, read October 2026: Young's 7 to 10 days; The Inn Collection 7 days; The Exeter Arms 72 hours, for tables of 8 or more all year; Greene King 48 hours in December (72 in November). (page 3)
www.youngs.co.uk/christmas-booking-terms-and-conditions
www.inncollectiongroup.com/christmas/festive-fayre/ exeterarms.co.uk/booking-information/
www.greeneking.co.uk/pubs/lancashire/taps/christmas/terms-and-conditions

 - 5 25% say a reminder makes them less likely to not turn up**
Zonal and CGA by NIQ, GO Technology Report, November 2024, survey of 5,000 British adults. The same report says reminders work best on the day, or a day or two ahead. (page 4)
nielseniq.com/global/en/wp-content/uploads/sites/4/2024/11/CGA_0515-Go-Technology-Report-November-2024.pdf

 - 6 "Without a pre-order unfortunately there can be delays..."**
The Exeter Arms, Derby, booking information page. (page 6)
exeterarms.co.uk/booking-information/

 - 7 "A fortnight of chasing is what it actually takes."**
The Anchor, "Christmas party planning checklist for organisers", 2026. (page 7)
www.the-anchor.pub/blog/christmas-party-planning-checklist-for-organisers

 - 8 ResDiary's prices**
Evo Connect from £109 a month, the Pre-orders add-on £35 a month and SMS £10 a month, all plus VAT. ResDiary's UK pricing page, checked 22 October 2026. (page 7)
resdiary.com/pricing-gbp

 - 9 Access Collins' price**
Access Collins Evo Core, £149, on The Access Group's package page, checked 22 October 2026, and listed by Capterra as from £149 a month. (page 7)
www.theaccessgroup.com/en-gb/hospitality/software/booking-reservations/access-collins-package

 - 10 £25 to £30 of food a head**
The Mill's own menu prices, as loaded in the demo: a main and one other course is £27 to £31. (page 7)