



Back to the old ways

There's a strong view that pubs, restaurants, and cafes will return to the old ways of being. This seems to be heavily influenced by the desire to socialise with friends and family again- as well as to be fed and watered by someone else! It seems that the hospitality industry will be welcomed back as a place for interacting and socialising.

Like hospitality, it is felt that events such as sporting fixtures, concerts, and theatre will also return to normal (even if not immediately). This seems to be driven by the fact that there is no viable alternative to these experiences.

There are also some views that retail and education will return to normal. Travel is also expected to return, although this might take a little longer.

"I think we've all learnt the importance of social interaction and higher value will be placed on it."

"I think people are desperate to socialise, get out of their homes, and let someone else cook."

"I think people are missing the event, excitement and communal activity of attending sporting events and, once they are able to, crowds will be very keen to return to matches."

"In time I think the hospitality industry will go back to what it was... We are naturally sociable people and enjoy connecting and interaction in social settings."

"I think, in the main, education will go back to what it was. Schooling at all levels needs interaction both physical and face to face."

"Travel - I believe this is something people have missed and will be keen to get back to ASAP both domestically and abroad."



What will change forever

The overwhelming view is that working patterns will be permanently changed with far more people working from home, for at least part of the week. This is likely to have knock-on effects on city centres, with office and retail space potentially being converted to residential use, while new amenities are likely to be developed in suburban areas.

There's also a view that people will travel less, particularly for business, but also that UK holidays will remain popular post-pandemic.

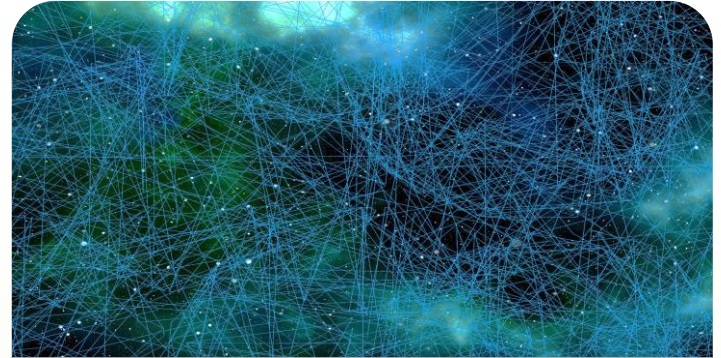
The challenge for bricks-and-mortar retail is also highlighted, with an expectation that the pandemic will cause a permanent increase in online shopping unless retailers can entice shoppers back.

"I think working practices are changed forever. Roles previously never considered as WFH-friendly have worked well remotely, and I think businesses will need to offer flexible working to their workforce as standard."

"Whilst many people are craving human contact and wanting to return to the office to see people, many office spaces, business set ups and mindsets will have changed so that being there all the time is not expected. There is a far greater appreciation that, for many roles, working from home can be as effective as being in the office and many organisations may shift to a culture of only expecting people to be in when they need or want to be, rather than Monday-Friday, 9-5."

"I hope companies will embrace the flexibility of working from home - there are so many benefits."





Challenges for organisations

Given that many people expect to see more home working after the pandemic, it's not surprising that this is the main challenge seen to be facing organisations. In particular, people highlight the difficulty in managing a mixed workforce including some who are home-working, some who are office-working and some who spend time at home and in the office.

Mental health, of both employees and customers, was also highlighted as a particular area of concern for organisations. It will be important for organisations to have a good understanding of how employees and customers are feeling, recognising that this can vary from day to day. And organisations will not only need to understand, but also support employees and customers in a sensitive manner.

"It's fine to have zoom meetings when everyone is working remotely but less easy if some are working remotely and others are not. So working out a pattern of when staff need to be in the office and when they can be free not to is going to take some thought."

"I think mental health is going to be extraordinarily complex and challenging for employees and consumers. I hope organisations will be more holistic in their focus and less solely profit driven"



Hopes for the future

The move to online meetings has brought many advantages whether attending fitness classes, appointments, church services and of course connecting with family. This quick and easy connection with people far and wide is something many would like to stay. And of course, there's also a desire to have the flexibility to work from home, which brings another positive change - a reduction in non-essential travel.

The increased sense of community is hoped to continue along with supporting local businesses.

Increased hygiene practices at a business and personal level will hopefully help with the continued fight against the spread of germs.

Finally, it is hoped that there will be a continued focus on taking care of one another and prioritising mental and physical health.

"The increased use of technology to keep connected with friends and family who are at a distance."

"Personally, to continue being home-based for my work saving time on the commute and reducing my carbon footprint."

"Neighbours looking out for each other & communities coming together."

"More sense of community. A more obvious sense of kindness. A better sense of priorities."



Get in touch for more details or to talk about how we can help your organisation respond...

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