



A Scrum at the bar; Last minute hospitality talent will be needed during the Rugby World Cup

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Just as finishers in rugby are strategic reinforcements to get a team through the most challenging parts of a match, integrating freelance hospitality talent into your team can also successfully raise your business game.

The Six Nations Rugby Tournament earlier in the year drove pub footfall up by a third and beer sales to over 17 million pints on match Saturdays.

This year's Rugby World Cup promises to be one of the most popular ever with fans, given that the matches are scheduled for the afternoons and evenings for UK viewers. 15 million people in the UK watched England beat Australia in the 2003 final - and that was mid morning in the UK. So, we can expect even more fan fervour if the home teams do well in this year's tournament, which promises to be a bonanza for the UK hospitality trade.

How can you reinforce your team with competent workers, whilst also wasting as little time as possible? Should you turn to temping agencies, hire on a short-term contract, or call in casual staff to temporarily beef up your teams? **Perhaps the best solution is a freelancer.**

Freelance jobs are, by nature, ever-evolving, and freelancers have to deliver quality and reliability in order to ensure longevity in their business venture. This extra drive is incredibly important in industries where a general lack of motivation invariably leads to lower-quality service and delivery.

Since 2016, hospitality freelancing platform and app [Brigad](#) has enabled thousands of high quality hospitality businesses in London, Birmingham and Manchester - from the Berkeley Hotel to a raft of passionate independent cafes, restaurants and pubs - to connect with the best self-employed hospitality professionals for this blended approach.

There are parallels between sport and business. The sport of rugby has already shifted its approach from mere 'substitutes' to 'finishers', highly-skilled individuals that bring a specific expertise on a flexible basis to relieve or complement the team. Hospitality businesses would

be wise to draw inspiration from it: **the best performing businesses are now the ones who are agile and reactive enough to adapt their team strategy**, depending on the events happening. And in this new paradigm, new solutions such as Brigad are emerging, enabling them to manage a blended workforce.

Of course, the aim is not to completely replace your existing salaried staff with freelancers. Quite the opposite. **Freelancers offer the possibility to support and reinforce existing teams**. Every organisation in the service industry needs a permanent team that knows the place like the back of its hand, but finding dependable extra staff to complement the team at periods of exceptionally high demand can be tricky.

Brigad gives the same advice to every business that they support: recruit and train a permanent team that represents your business best, and when you need to, call for backup from a talented self-employed professional. These people bring a new injection of energy and passion about their career or craft, and are experienced enough to gel with existing teams for a short time to help with staff shortages.

In the hospitality industry, every second saved is important. So, to avoid wasting time, Brigad puts you in contact with qualified freelancers for your short-term personnel needs. All profiles are verified and approved by our team in advance. Calling in a freelancer who can hit the ground running saves you precious time. For a restaurant owner, that means less time taken away from looking after your customers.

Time is precious, but it only takes around 3 minutes to post a mission on the Brigad app, and 80% of missions posted are accepted in less than 2 hours. Be prepared for the Rugby World Cup and secure support to maximise takings during this busy period.

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