

T H E  
M O O R F I E L D S

Our cancellation policy

We require a pre-authorized debit or credit card to confirm all reservations.

Unfortunately, late cancellations create an unaffordable cost to our business. Tables are typically in demand from other customers, and a table sitting unused due to a late cancellation (which we could have accepted a reservation from another customer for) is financially damaging to our business. We therefore charge £10 per person for any party that fails to arrive for their reservation or who does not inform us 24hrs prior to the reservation that the table is no longer required.

In response, along with many other pubs and restaurants, we have introduced this policy to discourage people from making reservations they are not serious about honouring.

Pubs and restaurants survive primarily or solely by selling food and drink to customers - in most cases they have no other form of income. To remain viable, they need to ensure they can fill tables with customers wanting to eat and drink with them. An empty table means lost sales that they simply cannot afford.

Can I move my booking instead?

Unfortunately, that doesn't solve the problem of us being left with an empty table at the time/date of your original reservation.

Can I have my money back if you resell the table?

Unfortunately, the resource that would be needed to monitor customer movements and administer potential refunds that this would entail does not exist.

But it's unavoidable – it's not fair for you to charge me

We recognise that it will feel harsh for customers with a genuinely unavoidable reason for cancelling a table at the last minute, however, we've taken the decision to apply this policy in all cases. We think it is right that we implement it consistently to ensure all customers are treated the same.

Following the introduction of this policy, we have seen a significant reduction in late cancellations which seems to validate its introduction. We feel we need to keep this deterrent in place to discourage the minority of customers who have a cavalier attitude to making and honouring reservations.

We believe it is a fair policy.

We haven't introduced this policy lightly. Unfortunately, we feel we have no other option. Many (if not most) other operators have similar policies. Indeed, competitor research shows that many other operators levy a higher charge per customer and have longer cut off periods for their policies.