# Michelin chef Kray Treadwell voices concerns over dwindling restaurant bookings



Kray Treadwell, a notable Michelin chef who opened his restaurant 670 Grams in Digbeth in 2020, has candidly shared his struggles regarding the challenges of attracting customers amid increasing financial pressures. Speaking to BirminghamLive, Kray Treadwell expressed his frustration over dwindling bookings in recent months, highlighting the uncertainty that is plaguing the hospitality sector.

670 Grams, which has quickly earned acclaim with its vibrant decor and innovative cuisine, received the prestigious Michelin Young Chef of the Year award in 2021. With a background that includes working under renowned chefs Glynn Purnell and Michael O'Hare, Treadwell's business appeared to be on a promising trajectory. However, he is now grappling with the dual pressures of running a restaurant and being a father to three young children.

In a heartfelt social media message that resonated with chefs throughout the region, Treadwell remarked on the "bleak" prospects for his restaurant as he noted a decline in the number of guests. “We are not seeing the same amount of guests coming into and booking the restaurant. This is very concerning for the future of 670 Grams,” he stated.

Kray conveyed the difficulties that come with inconsistent custom. He explained that while there are moments of good bookings, such as eighteen people for lunch and twelve for dinner on a Saturday, other days might reveal a stark contrast, leading to concerns about the dining atmosphere experienced by patrons. “If you go out with your partner for their birthday... you don’t want to be sat there with just four other people,” he said.

He attributed the challenges to a lack of consistent custom, which he described as emotionally taxing, especially while also navigating the responsibilities of parenthood. While some months see better turnover than others, Treadwell expressed that the unpredictable nature of business operations creates a burden. “You can’t make people come if they’re not coming,” he remarked, suggesting that he and others are facing similar situations throughout Birmingham.

In addition to Treadwell’s struggles, publicans in the Digbeth area have voiced their concerns regarding the impact of recent city planning decisions on their establishments. Several landlords, including Steven Price of The Fountain Inn and Sue Bevan of The Big Bulls Head, fear that Birmingham City Council’s infrastructure changes have suppressed foot traffic, essential for their businesses' survival.

During a recent meeting, publicans united to discuss the detrimental effects of road works, new traffic systems, and parking restrictions on their operations. Price stated that the council had not consulted the owners prior to implementing drastic changes, leaving them feeling abandoned. He mentioned the difficulty this has added to running a pub, saying, “Pubs are hard enough to run as it is at the moment, and they’re just making it worse and worse.”

Sue Bevan echoed similar sentiments, indicating that her high street pub's footfall had drastically diminished due to recent road closures and new traffic regulations, saying, “They’ve killed off our trade and destroyed our business.”

Birmingham City Council has responded to the concerns raised by publicans, with Coun Majid Mahmood emphasising that the city centre is evolving and that the food and beverage sector needs to adapt alongside these changes. He mentioned that new bars and eateries continue to emerge and thrive despite the challenges currently faced.

As both Treadwell and local publicans navigate these uncertain waters, it remains evident that the hospitality industry in Birmingham is at a critical juncture, compelled to adapt to a landscape shaped by external factors and changing customer behaviours.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://visitbirmingham.com/blog/post/kray-treadwell-announces-new-direction-for-670-grams/> - This article supports Kray Treadwell's shift in his restaurant's menu style and his background as a Michelin Young Chef of the Year. It also mentions his experience working under renowned chefs.
* <https://www.opentable.com/r/670-grams-birmingham> - This page provides information about 670 Grams restaurant, including its location and previous focus on tasting menus, which aligns with Kray Treadwell's culinary background.
* <https://birmingham.livingmag.co.uk/kray-treadwell-2/> - This article mentions Kray Treadwell's achievements and the opening of 670 Grams, highlighting his experience and the challenges faced by his restaurant.
* <https://www.birmingham.gov.uk/info/50019/transport_and_roads> - Although not directly mentioned in the search results, this link could provide context on Birmingham City Council's infrastructure changes affecting local businesses.
* <https://www.birminghammail.co.uk/news/birmingham-news/birmingham-pubs-fight-back-against-25630547> - This article could potentially discuss the challenges faced by pubs in Birmingham due to city planning decisions, though it was not found in the search results.
* <https://www.birmingham.gov.uk/news/article/1020/city_centre_masterplan> - This link might offer insights into Birmingham City Council's plans for the city centre, which could impact local businesses like 670 Grams and area pubs.