**Forbes Laundry Rentals**
Commercial Laundry and Dishwasher Equipment

**MIELE PROFESSIONAL - RENT THE BEST**
No Up Front Investment - No Repair Bills

**New Miele BRILLIANT PG8058 Freshwater Dishwasher**
- Designed for Busy Restaurants and Bistros.
- Fast 5 Minute Wash Cycles
- Two Rack Levels for Glasses and Cutlery
- Touch Screen Controls for AutoClosure
- Recommended by Riedel for their 'On-Premise' Glasses

**Miele PW6065 Little Giant Commercial Washing Machine**
- Suitable for Spa, Guest Houses, B&Bs, Sluice Model Available.
- 6.5kg High Capacity Illuminated Drum
- 8 Standard Wash Programmes (10 on Sluice Model)
- Optional Sluice Model for Thermal Disinfection
- Short Operational Times
- Token or Coin Operation Available

**Miele PW6107 Commercial Washing Machine**
- Ideal for Larger Laundry Operations.
- 10kg Large Capacity Drum
- Fully Programmable with 199 Slots
- Sluice and Thermal Disinfection Programmes
- High G Factor 475, Low Residual Moisture 47%
- WRAS Cat 5 Approved

Eight Reasons for choosing Forbes Laundry Rentals
- No capital outlay
- Fixed cost rentals
- Rentals are 100% allowable against corporation tax
- Free site survey
- All repair bills covered
- Miele professional partner
- Dedicated account manager
- Yearly maintenance check included

Tel: 0845 070 2335 Email: info@forbescommercial.co.uk www.forbes-laundry-rentals.co.uk

---

**Forbes Hotel TV Rentals**

**UPGRADE YOUR GUEST EXPERIENCE**

Communicate to your guest with Philips Smart Info
- Your Hotel Branding
- Feels Like a Web Page
- No Internet Required
- Use Your Current Coax Network

Tel: 0845 070 2331 Email: info@forbes-hotel.tv www.forbes-hotel.tv
The demand for Staycation breaks is set to reach record levels, as three quarters (74%) of Britons choose to spend their holiday in the UK this year. This is the fifth consecutive year that the Staycation trend has grown and according to the 2014 Travelodge holiday index, the economy is set to receive a welcome boost of £15bn (up £3.2bn from 2013) as holidaymakers increase their average spend to £430.33.

The annual holiday report surveyed 3,000 adults about their holiday plans for 2014 and key findings revealed that the number of Britons holidaying at home has more than doubled since 2011. London and Cornwall topped the list of most popular Staycation destinations. Interestingly, the report also revealed that 51% of Britons are taking lots of short breaks throughout the year, so that they have a constant stream of holidays to look forward to – rather than just one big break. Thirty-four per cent of these people will take two short breaks, 37% will enjoy three getaways, and 12% will take four short holidays throughout 2014.

The report also revealed a growing trend for Britons taking multi-location holidays, with 17% of holidaymakers taking multiple-location trips during one holiday. Traditional seaside holidays are also back en vogue, with 40% of British holidaymakers planning to take a coastal break this summer. A jaunt to the seaside steals the number one position from city breaks, which topped the poll in 2013. Top coastal destinations Britons will be flocking to this summer include: Cornwall, Devon, Blackpool, Brighton, Scarborough, Bournemouth, Whitby, Skye, Isle of Wight and Great Yarmouth.

City breaks will still be popular, with 37% of Brits choosing to stay in London, Edinburgh and York, three of the most popular city locations. In third place, 28% of holidaymakers are opting for a rural break this summer, with the Scottish Highlands and Lake District being the favourite destinations of choice.

Peter Gowers, Travelodge chief executive, said: “2014 looks like being the year of the Staycation. More of us than ever before are being inspired to get up and go and explore what Britain has to offer. At Travelodge, we’re seeing particularly strong demand from families and couples having multiple short breaks rather than the traditional fortnight. It all points to the fact that the nation’s desire for a great holiday is still with us, but more than ever, we’re all looking for great value and finding it here in the UK.”

“We’re seeing particularly strong demand from families and couples having multiple short breaks rather than the traditional fortnight”
London Sees Property Boom with Hotel Sector Set to Grow

London is currently experiencing a boom in the property market, as strong growth in leisure demand looks set to turn the capital into one of the world’s leading hotel markets.

This is according to a new HVS London Update breakfast seminar held in June at the Charlotte Street Hotel, attended by more than 70 hotel operators, analysts and investors from the industry.

Charles Human, managing director of property specialist HVS Hodges Ward Elliott presented a positive outlook for the capital, prompted by a strong population increase, beating that of either New York or Paris.

Tourism in London will be further boosted from increased Chinese demand, as an improved visa procedure is implemented for Chinese visitors.

“London has a shortage of hotel stock on the market, which pushes both demand and prices higher and means that development costs are lower than acquisition costs. The capital also has a high proportion of poor quality hotels which needs replacing – either as hotels, or residential units,” said Mr Human.

“London has enjoyed a strong return since the financial crisis and, with the exception of Paris, is the only European gateway city outperforming its peak pre-crisis RevPAR (revenue per available rooms) levels. In 2013, London was the most invested city in the world, in terms of commercial real estate.”

The audience heard how lending for hotel development had become easier to access with more competition among established lenders. However, most of the key deals in London hotels had been secured on an all-cash basis with the intention of future refinancing when the time is right.

As London itself spreads – with expansion towards the East and the South, hotel development is shifting towards new areas, particularly those with high corporate and residential growth such as the East and North.

Visitor Registration Goes Live for the Independent Hotel Show 2014

Exhibition returns for its third year

Registration to attend the Independent Hotel Show, the UK’s business event for the luxury and boutique hotel industry is now live.

The show, set to run at London Olympia’s West Hall from October 21-22, 2014, has rapidly become a must-attend event for independent hoteliers and industry professionals throughout the UK since its launch in 2012.

This year’s show will retain its format with the addition of new design initiatives, a new award celebrating youth excellence within the industry, an extended VIP package and an enhanced business programme.

Packed full of expert insight and advice, from profitability seminars to trend reports and new product showcases, the Independent Hotel Show is an event designed specifically for the luxury and boutique hotel industry. More than 250 suppliers will be on show from across a range of categories including interior design, technology and software, audio and entertainment and health and wellness.

Tim Etchells, managing director of SME London, said: “Just two years since its launch, the Independent Hotel Show has become the must-attend event for luxury and boutique hotels. Just like the industry itself though, the show will continue to innovate to ensure that it continues to bring the latest thinking, trends insight, products and services to today’s breed of driven hotel owners and operators.”

To view the current exhibitor list to date, visit www.independenthotelshow.co.uk

London Sees Property Boom with Hotel Sector Set to Grow
A DAY IN THE LIFE

Syan Tan, assistant manager at Fraser Suites Edinburgh gives us an insight into her busy schedule.

8.00am
I arrive at the hotel and check in with front office for a quick update on the operations for the previous night and highlights for the morning. Next, I’ll take time to go on a walk through the lobby, restaurant, kitchen and back of house, checking all is in order from a quality perspective – safety, cleanliness, upkeep and image – and checking the facilities are ready for the day ahead.

9.00am
I return to the office to check on correspondence and retrieve an update on performance statistics and revenue reports. Over a cup of coffee, I’ll take a moment to gather my thoughts and focus on the day ahead; this allows us to plan the day when you can spare minutes to yourself to plan.

10.00am
All of us convene for the daily department head briefing: this allows us to share hotel statistics, current and year to date, potential bookings and business development. Each department shares their agenda for the day and highlights challenges encountered or anticipated.

11.00am
This is when the majority of the check outs will occur and so it’s all hands on deck; this gives me the opportunity to work closely alongside the team, keeping a pulse on the operations side of the business.

12.00pm
I return to the office to continue with emails and respond to any communications or queries. When I get the chance, I’ll try to grab a quick spot of lunch in our new exciting restaurant, The Boardwalk Bistro.

2.00pm
As we approach check in time, I like to be seen on the floor so that I get the chance to speak to guests on arrival. As many of our guests are visiting for leisure purposes and have come from overseas they are really interested in the history of the building.

4.00pm
In the afternoon I like to catch up with staff, make sure that their day is going well and help them where possible. Our staff are really important to us, it’s them who keep us running smoothly each day and deliver the gold standard service that we promise our clients on every visit.

5.00pm
Before I finish up for the day I always make time to walk round the property again – a final inspection so to speak. Again, it’s an opportunity to ensure everything is maintained to the high standards we expect across our Fraser Suites properties.

5.30pm
Lastly I will visit the housekeeping department to get an update on operations for the day, before a quick check in with all other departments for a final update.

6.00pm
Time to go home and relax after a busy day; I’m always on call if the hotel needs me though. There has been occasions where I’ve popped back into the property if it’s a particularly busy time of year. Ideally though, I’m at home cooking dinner and relaxing after what’s always a very hectic, but enjoyable day at Fraser Suites Edinburgh.

“As we approach check in, I like to be seen on the floor so that I get the chance to speak to guests on arrival”

MAKING A MOVE

Ingredients for Success
Macdonald Linden Hall Golf & Country Club in Longnorley, Northumberland has appointed Jerome Cogne as its new head chef. Mr Cogne, who has more than 25 years’ experience, is returning to Linden Hall with an aim to achieve further culinary success.

The Voice of Experience
The Carlson Rezidor Hotel Group has appointed Jens Hallman as general manager of the Radisson Blu Hotel, Manchester Airport. Mr Hallman has more than 20 years’ experience of the hospitality industry, having held positions in conference and banqueting, food and beverage and sales.

A New Face
The Doyle Collection has appointed Esther Lapole as director of sales for The Kensington Hotel in London. Ms Lapole will oversee the hotel’s sales and marketing strategy, manage international interest in the hotel, develop its existing client base and introduce the hotel to new markets.

Puma Hotels Rebrands to the Hotel Collection
Hotel group revamps its brand

Hotel group, Puma Hotels has announced it has rebranded to The Hotel Collection. The group currently holds a large portfolio of 21 four-star properties throughout the UK, Scotland and Devon and includes The Lygon Arms Broadway in the Cotswolds; Hinckley Island Hotel in Leicestershire and The Imperial Hotel in Torquay.

Commenting on the announcement, Fredrik Koralus, chief executive officer of The Hotel Collection, said: “The new name reflects our desire to build upon our successful strategy to focus on the strengths of the individual hotels, many of which are iconic properties, well known in the market in their own right.

“Since taking over management of the collection, we have achieved strong revenue growth predominantly driven by the resurgence in the meetings and events market, as well as strong leisure demand. “We will continue our focus on providing excellent customer service through high-quality management both centrally and throughout our individual hotels.”

Food Check
Thermometer & Probe

‘Ideal for the professional caterer, the Food Check thermometer will measure temperature of cooked & chilled foods quickly & accurately’

NEW COLUMN

Smart Move for Hilton Double Tree at Heathrow

All rooms have just had the new Hotel ModeToshiba LED 39” Smart Tv’s installed. Toshiba and Chantry - In partnership

Contact us for a free site survey and quote.

Chantry Digital Ltd
www.chantrytv.co.uk 0800 373246 neil@chantrytv.co.uk

SALES / RENTAL / LEASE

www.etiltd.com
VIEW FROM THE TOP

Matthew Milliken of The Mandolay Hotel in Guildford talks about being a general manager aged just 27

How long have you been a general manager and what was your first job in hospitality?
I have been a general manager for a little over three years. My first job in hospitality was at Shapwick House Hotel in Somerset. Like many before me, I started as an unpaid pot washer to get my foot in the door and soon moved into the restaurant, where I not only earned good money on tips, but the restaurant, where I not only earned good money on tips, but

My first managerial position was with Best Western at the Bromley Court Hotel as a duty manager. What have your career highlights been?
I’m only 27, so I sincerely hope my career highlight hasn’t happened yet. To date though, there have been a few standout moments including taking my very first management meeting as a general manager and more recently, attaining four-star accreditation from The AA for The Mandolay Hotel. What challenges do you face as a general manager?
Apart from the everyday situations faced by all managers in our industry, I would have to say that I face very few challenges. My role here at The Mandolay Hotel is very hands on; dealing with so many international guests was a concern to begin with, but I have a great team to step in when my lack of Mandarin Chinese lets me down. What’s your favourite role?
I love the process of change management. I like to think that I am good at delegating responsibility and I trust my team completely to deliver whatever changes are implemented. I enjoy the role of leading such a bright group and I think that you can learn a lot from people’s reaction to change.

What has been the most important lesson learnt so far as a general manager?
I learnt very early on in my career that honesty is always the best policy, whether it’s dealing with staff, suppliers or guests. An honest mistake can often be forgotten, but once you’ve been caught being dishonest, it’s a very long road back.

What are your future plans?
I have been at The Mandolay Hotel for a matter of months and even in this short time we have achieved some dramatic results. I’d like to think that if we can maintain this progress the hotel could easily become one of the finest independently owned venues in the south east. We have great plans for expansion and the delivery of even more services and I am genuinely excited at the prospects.

IN BRIEF

What else has got people talking this month?
Best Western Hotel Wins Cumbrian Large Hotel of the Year
Best Western Plus Castle Green Hotel in Kendal beat off competition from more than 30 other entries in the accommodation sector of the Cumbrian Tourism Awards in June, to scoop the Best Large Hotel of the Year award at a gala dinner for 260 guests hosted by the hotel. Turn to page 8 to read our exclusive interview with the hotel’s MD.

QHotels Launches New Flexible Working Package
As the government extends its flexible working law to all UK employees, QHotels has introduced its own flexible working package, recognising the changing requirements of guests travelling for business or leisure. The package is the first of its kind, offering business travellers the chance to have their family join them free of charge.

Industry Insight

Working collaboratively and with passion has given hospitality and tourism its voice, says Ufi Ibrahim, CEO of the British Hospitality Association

The unveiling of Hospitality News at the annual Hospitality & Tourism Summit on June 5, 2014 was a proud moment for our industry. The culmination of months of hard work, the programme, made in partnership with ITN Productions, is a showcase for our industry. It is also a visual testament to how hospitality and tourism businesses are working collaboratively with the Government and Ministers to help shape the future of hospitality and tourism. Finally, hospitality and tourism has found its voice. What a lot it has to say.

Showcasing a hard hitting mix of education and news content, the programme includes interviews from leading politicians and industry commentators including 12 partners and, of course, the British Hospitality Association. Core to the programme’s premise was the viewpoints of the 12 partners which included Accor Hotels, Best Western, Whitbread and Glion Institute of Higher Education.

What really springs to mind when you watch the programme is the sheer scope and breadth of this industry and the passion of the people working in it.

ITN senior producer Elizabeth Fisher-Robins, who was pivotal in bringing the programme together concurs, saying: “There’s so much good news happening in the hospitality and tourism industry right now that we felt, from the outset, it’s important to shine the spotlight on the key issues; from the thousands of new jobs being created everyday; to the huge contribution to the UK economy; and the innovation that’s improving guest experiences.

In the run up to the election, there’s a lot happening politically, with discussions around maintaining growth for the future taking centre stage. “We felt it was important to showcase and champion the inspirational work of this industry and help provide a voice for this vibrant and dynamic sector.” Indeed, at the Hospitality & Tourism Summit the overriding focus was shaping the future of our industry, examining the core issues. Issues including job creation, growth and increasing competitiveness. Underpinning the summit agenda was the announcement of a brand new Tourism Council; an alliance between Government and industry leaders, including the British Hospitality Association, that will focus on improving skills, increasing the quality and quantity of jobs available and boosting enterprise in the industry.

We need to educate and raise awareness of why hospitality is important; we need to explain how it is having a positive impact on job creation and economic growth and we should focus on breaking down the barriers to what is undermining our competitiveness. Underpinning the summit agenda was the announcement of a brand new Tourism Council; an alliance between Government and industry leaders, including the British Hospitality Association, that will focus on improving skills, increasing the quality and quantity of jobs available and boosting enterprise in the industry.

We need to educate and raise awareness of why hospitality is important; we need to explain how it is having a positive impact on job creation and economic growth and we should focus on breaking down the barriers to what is undermining our competitiveness. Underpinning the summit agenda was the announcement of a brand new Tourism Council; an alliance between Government and industry leaders, including the British Hospitality Association, that will focus on improving skills, increasing the quality and quantity of jobs available and boosting enterprise in the industry.
Guest numbers down as the sports industry takes a break

Robert Barnard, partner at BDO LLP, commented: “After a strong start to the year in both London and the regions, we have seen the regions pull ahead in the last month. Two bank holidays have certainly had an impact as holidaymakers escape to the country for the long weekends, but the real deciding factor for the capital has been the absence of a major sporting event. The actual occupancy level achieved of 83.5% in London does, nevertheless, reflect robust trading conditions in the capital.

“The UEFA Champions League Final hosted at Wembley in May 2013 saw an influx of tourists from the continent, while May has been relatively quiet in comparison with the build up to the World Cup. It remains to be seen how this major international tournament will impact the UK hotel sector.”

**DIARY DATES**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 9-10, 2014</td>
<td>Skills for Chefs</td>
<td>Sheffield City College</td>
</tr>
<tr>
<td>July 16, 2014</td>
<td>ACE Summer Event</td>
<td>London Zoo, Regents Park</td>
</tr>
<tr>
<td>September 7-9, 2014</td>
<td>Specialty &amp; Fine Food Fair</td>
<td>Olympia, London</td>
</tr>
</tbody>
</table>

**PROPERTY NEWS**

**Accor Signs Second Pullman Hotel**

Hotel group, Accor has announced the signing of its second Pullman branded hotel in the UK. The 216-bedroom hotel is positioned at the Kings Dock, on Liverpool’s waterfront and is expected to open during the summer of 2015. This new upscale hotel will be operated by Branded Hotel Management (BHM), under a franchise agreement and forms part of a new development at the Kings Dock.

Accor launched the Pullman brand for executive travellers in 2007, with the aim of making it a benchmark for upscale hotels worldwide. The very first UK Pullman branded hotel opened in London St Pancras in 2012, with 312 bedrooms. The brand currently has hotels and resorts in 24 countries around the world and the network has grown to more than 86 hotels in the last five years. It aims to have 150 hotels by 2020 and 500 in the long term.

The new Pullman will extend Accor’s offering in Liverpool to cater to all markets from budget to upscale, with a Formule1, ibis, ibis Styles Novotel and Adagio all within a kilometre of the city centre.

**Mercure Announces London Hyde Park Hotel**

Hotel operator, Accor has announced it will open a 78-bedroom hotel under its Mercure brand in Talkot Square, London. The hotel is situated in a prime location close to Hyde Park and Paddington Station and will give the hotel brand a foothold in one of London’s iconic areas.

**Holiday Inn Dumfries is Now Open**

Dominvs Hospitality, the hospitality arm of the Dominvs Group, opened its Holiday Inn Dumfries Hotel on June 16.

The hotel is the second Holiday Inn in the Dominvs Hospitality portfolio, the first being that of its open lobby Holiday Inn Darlington North.

With its location just one mile away from Dumfries town centre and on the doorstep of the picturesque 100 acre Crichton Estate, Holiday Inn Dumfries offers its guests 71 bedrooms, as well as conference and event facilities, making it a great choice for leisure and business users alike.

Mel Darwell, general manager at Holiday Inn Dumfries, says: “The Holiday Inn brand is one of the world's most recognised hotel brands with a global reputation for service, comfort and value. These are the three core foundations that our hotel team strive for, focus on, and continually deliver.”

**Legally, you need to be licensed to play music at work.**

You probably haven’t thought much about it. You’ve just got music on for your staff or customers. But did you know you legally need permission from the music’s copyright owners if you play music, TV or radio aloud at work? But don’t worry, to get that permission you simply need a licence from PRS for Music (and in most cases, one from PPL too). PRS for Music is a membership organisation that acts on behalf of songwriters and composers to ensure they’re paid for the use of their work. So if you have music playing, ask PRS for Music how you become licensed to listen today.

Contact PRS for Music on 0800 694 7359 or at prsformusic.com/musicatwork

*PRS for Music licences cover the vast majority of music originating from the UK and all over the world. However, if you play music that is outside of PRS for Music’s control, you may need an additional licence from the relevant copyright owner.* You will require this licence whether or not you are paying a licence fee to PRS for Music. **PRS collects and distributes royalties on behalf of record companies and performers. Further info at prs.com. All music licences are required under the Copyright, Designs and Patents Act 1988 which stipulates you must get the permission of the copyright owner if you play music in public (anywhere outside the home environment).
Being a managing director of two Best Western hotels himself, Tim Rumney is a valuable asset on the Best Western Board of Directors. Here he explains how he juggles both roles and still makes time to interact with his customers

Can you tell me a bit about your background and how you came to your current job?

I really don’t know where to begin. After taking a summer job in a hotel when I was 18, I enjoyed it so much that I ended up joining a trainee management programme in the same independent hotel. Education came next, and I was advised to get a good qualification under my belt, so went to Leeds Metropolitan and enrolled on a short course as I was keen to get quickly back out into the working environment. A fantastic six month placement at The Capital Hotel in Knightsbridge, I finished my course and went to work for Forte Hotels. From there, I worked my way up through various different establishments, each busy high profile hotels, catering for a wide range of clients and business arrangements. It was at this point that I decided a move into the independent sector – where it all began – was where I wanted to go next. Funnily enough I tracked down my previous boss, who I had worked for all those years previously when I was a youngster, and on the back of a good mention and a new arrangement in Kendal. I got in touch and ended up coming back to work for him, before taking the position of MD five years later. It was during this time that we also bought a hotel in Manchester, before selling up and buying BEST WESTERN PLUS Pinewood on Winslow from Meritons Hotels in 2011. We saw a real opportunity with the Pinewood Hotel; it had seen better days trading wise but we felt we could really turn it into something special. After such success with the Best Western brand with our Castle Green Hotel in Kendal, we repositioned Pinewood as a Best Western and took steps to bring in standards, quality and attention to detail that affiliated with such a name. We’ve now been open three years and since then have moved the business forward 36 per cent, with occupancy levels justifying the addition of new bedrooms and a £1.5m upgrade. It’s a really exciting venture and is demonstrating that we can bring new business to the area and is our strong database. The key thing is to not lose touch with the guest and keeping them something new and exciting for the future.

Having been a great supporter of Best Western and its values for many years, I decided to put my name forward to be on the board of directors for the brand, and in 2009, was voted in through my own two hotels, I decided to put my name forward to be on the board of directors for the brand, and in 2009, was voted in as bigger hotels are showing an interest. We’ve created a lot of noise within the marketplace with Castle Green in Kendal. I got in touch and ended up coming back to work for him, before taking the position of MD five years later. It was during this time that we also bought a hotel in Manchester, before selling up and buying BEST WESTERN PLUS Pinewood on Winslow from Meritons Hotels in 2011. We saw a real opportunity with the Pinewood Hotel; it had seen better days trading wise but we felt we could really turn it into something special. After such success with the Best Western brand with our Castle Green Hotel in Kendal, we repositioned Pinewood as a Best Western and took steps to bring in standards, quality and attention to detail that affiliated with such a name. We’ve now been open three years and since then have moved the business forward 36 per cent, with occupancy levels justifying the addition of new bedrooms and a £1.5m upgrade. It’s a really exciting venture and is demonstrating that we can bring new business to the area and is our strong database. The key thing is to not lose touch with the guest and keeping them something new and exciting for the future.

I think as independents, we have an advantage over the corporates because by coming to us directly, customers feel they have more of a personal connection with us. As independents, we need to recognise this demand and make themselves aware that this could influence customers’ booking decisions. The debate surrounding OTAs and other channels of distribution is a powerful area at the moment and hotel groups and organisations need to be wary of this. I think the OTA operators have become very strong and the danger is they will win customers by providing them with more reasons to book hotels. We work closely with booking.com and this is a relationship that’s very important to us. My thinking however, is that when a customer comes to you via a third party, then the next time they are planning a visit, you should have done something to persuade them to book with you directly. As independents, we need to find a way to encourage customers that by coming to us directly or via Best Western, we can offer them something different; after all we provide the end product that the customer is going to experience.

For Best Western, it’s all about continuing to improve the quality of the portfolio, especially now as bigger hotels are showing interest. We’ve created a lot of noise within the marketplace with our new advertising campaign and tagline, “Hotels with Personality.” The personal touch, with both customers and hotel owners has certainly improved over time and the future is looking very good for us.

Tim Rumney, is managing director of BEST WESTERN PLUS Castle Green, Kendal, BEST WESTERN PLUS Pinewood, Winslow and on the Best Western Board of Directors.

Quick fire questions

Last hotel you stayed at?

Best Western Premier Queen Hotel, Chester

Your favourite food?

Italian in Italy! I love the place and it’s a fantastic country.

The one item of technology you can’t live without?

Mobile phone.

What is the most important life lesson you’ve learnt?

Never give up, there’s always a way.

we have an advantage over the corporates

Can you tell me a bit about your background and how you came to your current job?

I really don’t know where to begin. After taking a summer job in a hotel when I was 18, I enjoyed it so much that I ended up joining a trainee management programme in the same independent hotel. Education came next, and I was advised to get a good qualification under my belt, so went to Leeds Metropolitan and enrolled on a short course as I was keen to get quickly back out into the working environment. A fantastic six month placement at The Capital Hotel in Knightsbridge, I finished my course and went to work for Forte Hotels. From there, I worked my way up through various different establishments, each busy high profile hotels, catering for a wide range of clients and business arrangements. It was at this point that I decided a move into the independent sector – where it all began – was where I wanted to go next. Funnily enough I tracked down my previous boss, who I had worked for all those years previously when I was a youngster, and on the back of a good mention and a new arrangement in Kendal. I got in touch and ended up coming back to work for him, before taking the position of MD five years later. It was during this time that we also bought a hotel in Manchester, before selling up and buying BEST WESTERN PLUS Pinewood on Winslow from Meritons Hotels in 2011. We saw a real opportunity with the Pinewood Hotel; it had seen better days trading wise but we felt we could really turn it into something special. After such success with the Best Western brand with our Castle Green Hotel in Kendal, we repositioned Pinewood as a Best Western and took steps to bring in standards, quality and attention to detail that affiliated with such a name. We’ve now been open three years and since then have moved the business forward 36 per cent, with occupancy levels justifying the addition of new bedrooms and a £1.5m upgrade. It’s a really exciting venture and is demonstrating that we can bring new business to the area and is our strong database. The key thing is to not lose touch with the guest and keeping them something new and exciting for the future.

Having been a great supporter of Best Western and its values for many years, I decided to put my name forward to be on the board of directors for the brand, and in 2009, was voted in through my own two hotels, I decided to put my name forward to be on the board of directors for the brand, and in 2009, was voted in as bigger hotels are showing an interest. We’ve created a lot of noise within the marketplace with Castle Green in Kendal. I got in touch and ended up coming back to work for him, before taking the position of MD five years later. It was during this time that we also bought a hotel in Manchester, before selling up and buying BEST WESTERN PLUS Pinewood on Winslow from Meritons Hotels in 2011. We saw a real opportunity with the Pinewood Hotel; it had seen better days trading wise but we felt we could really turn it into something special. After such success with the Best Western brand with our Castle Green Hotel in Kendal, we repositioned Pinewood as a Best Western and took steps to bring in standards, quality and attention to detail that affiliated with such a name. We’ve now been open three years and since then have moved the business forward 36 per cent, with occupancy levels justifying the addition of new bedrooms and a £1.5m upgrade. It’s a really exciting venture and is demonstrating that we can bring new business to the area and is our strong database. The key thing is to not lose touch with the guest and keeping them something new and exciting for the future.

I think as independents, we have an advantage over the corporates because by coming to us directly, customers feel they have more of a personal connection with us. As independents, we need to recognise this demand and make themselves aware that this could influence customers’ booking decisions. The debate surrounding OTAs and other channels of distribution is a powerful area at the moment and hotel groups and organisations need to be wary of this. I think the OTA operators have become very strong and the danger is they will win customers by providing them with more reasons to book hotels. We work closely with booking.com and this is a relationship that’s very important to us. My thinking however, is that when a customer comes to you via a third party, then the next time they are planning a visit, you should have done something to persuade them to book with you directly. As independents, we need to find a way to encourage customers that by coming to us directly or via Best Western, we can offer them something different; after all we provide the end product that the customer is going to experience.

For Best Western, it’s all about continuing to improve the quality of the portfolio, especially now as bigger hotels are showing interest. We’ve created a lot of noise within the marketplace with our new advertising campaign and tagline, “Hotels with Personality.” The personal touch, with both customers and hotel owners has certainly improved over time and the future is looking very good for us.

Tim Rumney, is managing director of BEST WESTERN PLUS Castle Green, Kendal, BEST WESTERN PLUS Pinewood, Winslow and on the Best Western Board of Directors.
NEW HEIGHT ADJUSTABLE SALAMANDER RANGE FROM PANTHEON
Panthéon’s new, durable, height adjustable salamanders can cook, brown, reheat and hold many different kinds of food. They are also perfect for finishing foods, such as au gratin dishes, immediately prior to service and even for warming plates.
Tel: 0800 046 1570  Web: www.panthéonce.co.uk

FREEDOM FOR INCLUSIVE DESIGN AS IDEAL STANDARD LAUNCHES NEW RANGE
Ideal Standard has unveiled Concept Freedom, a new range of accessible bathroom products. The range incorporates products that allow specifiers to create fully Part M compliant ensuites, demonstrating how wheelchair accessible bathrooms can be as contemporary and beautiful as conventional bathrooms. This range has been developed to meet the needs of the less abled, whilst maintaining the design integrity of Robin Levien’s Concept suite.
www.ideal-standard.co.uk

MICRO TERRY BATH ROBE
The premium quality garment is double stitched with generous 2.5cm belt loops, two patch pockets and a superior quality hanging loop. Designed and manufactured exclusively by Majestic, this durable white bathrobe with a shawl collar is available in sizes medium, large and extra large. Bespoke embroidery services are available on request.
Telephone number: 0121 7720936  Web address: www.majestic-towels.co.uk

WALL-HUNG SANITARYWARE “TO GROW SIX FOLD IN THE NEXT TWO YEARS”
Good design and ingenuity are increasingly sought in the UK bathroom market and designers and consumers are now turning to solutions that have long been commonplace in European countries such as Germany and Austria. Nowhere is this truer than with wall-hung sanitaryware which is fast becoming seen as the solution when specifying new bathrooms.
Please visit www.abacusdirect.co.uk or call 0845 8 50 50 40.

UNIQUE PERSONALISED COFFEE-BAGS
Upgrade your customers to the real thing with complimentary coffee bags, allowing them to make real coffee in their room without the mess of machine or cafetiere. Switch on the kettle, and open the personalised foil sachet to reveal a 100% Arabica Ground Coffee – single origin Colombian coffee-bag. Enjoy!
Tel: 0845 2300 134  Web: www.odwyerbespoke.com

NEMOX GELATO 6K CREA: A TASTE OF THE FUTURE FROM MITCHELL & COOPER
Dubbed ‘the ice cream machine of the future’, the Nemox Gelato 6K CREA from Mitchell & Cooper promises to consistently deliver artisan crafted ice cream that even the most discerning of diners will enjoy.
Tel: 01825 765511  or visit www.bonzer.co.uk

Stay ahead of the most current developments with our round-up of this month’s top products

www.hotel-magazine.co.uk
King of the North

After some initial scepticism from guests, luxury Lancashire hotel, Northcote’s recent refurbishment has managed to retain its rich history with some contemporary updates, delighting customers old and new.

Northcote is a renowned small hotel situated on the edge of the Ribble Valley in the heart of Lancashire, specialising in the luxury market. With Nigel Haworth in charge of all F&B operations since 1984, the Michelin-star British chef executes brilliant gastronomic flair throughout all his menus.

The hotel itself is home to 18 individually styled bedrooms and after a revamp of all its public areas, bedrooms, bathrooms and restaurant, Northcote has successfully repositioned itself as one of the leading luxury hotels in the North. Taking just 12 months to complete, the refurbishment came at a time when business was gaining momentum and the changes were needed to cater for the increased demand.

We spoke to Jackie Dent, director of design at Ward Robinson and Jill Holst, consultant interior designer to discover exactly how the makeover was carried out.

“Northcote is a renowned small hotel situated on the edge of the Ribble Valley in the heart of Lancashire, specialising in the luxury market.”

Desired look

Ms Holst says: “The lounges were considered by some to be rather masculine and Gentleman’s Club like. Northcote was keen to get more of a cocktail bar feel. We introduced a grey and silver background palette with highlights of fuschia.”

“The Louis Roederer Rooms (private function rooms) were extended to create a series of three rooms that could be hired individually or opened into one whole space via walnut sliding doors and a folding walnut wall clad in bronze studded leather.”

Each bedroom at Northcote has been individually designed and styled, with colours, textures and fittings complementing each other beautifully.

The bathrooms have also been carefully designed, each with handy essentials such as shaver sockets, illuminated adjustable magnifying mirrors and plenty of shelf space for toiletries. The walk-in showers are very spacious with the choice of both rain showers and hand-held showers in each. The bathrooms have large recessed heated mirrors and wall lights above washbasins, as well as LED night lights recessed into the wall at low level, plus underfloor heating.

Revolutionary Hotel
Air Conditioning & Heating!

Unico is a fixed through the wall air conditioner that does not require the installation of an outdoor condensing unit.

- Minimal external wall impact
- Quick & easy installation
- Significant installation cost savings
- Easy maintenance
- Quiet in operation

Call 0800 131 3346
www.rapidclimatecontrol.com/hotel
Brochure - Quote - Site Survey

N
orthcote Road, Langho, Blackburn, Lancashire, BB6 8BE
Name of interior consultant – Ward Robinson Limited
Web address of consultant – www.wardrobinson.com
Date of project completion – June 2014
How long did the project take from start to finish? 12 months
Restaurant
Ms Dent explains where the inspiration behind the design for the restaurant originated from. She says: “The finishes in the restaurant have been chosen to reflect the sophistication of the food that is produced in the Northcote kitchens.”

“Ms Dent describes: “The most challenging aspect of making the changes was trying to retain the character of the building, while bringing it into 21st century. As always there was some opposition from guests as the hotel underwent significant structural and cosmetic alterations. The long suffering staff were amazing as they fought to maintain standards and placate the occasionally irrate customer. On the whole the most people were extremely understanding and very interested to see the plans as they unfolded.”

Improvements
She continues: “The refurbishment has improved the hotel beyond all possibilities. The kitchen is the hub of the business and the whole business is built around this, making it fluid and versatile but still retaining its character. We have created a vibrant and youthful feel, but still retained the ethos of being: ‘an oasis of food and wine excellence with outstanding and genuine hospitality.’”

New bookings
Ms Holst says: “This booking and all aspects of activity are up across the board. The business was complete in April so you can only compare the two months past against last year, but for the record we are up in every sector. The business is up by 34 per cent in two months in aggregate. In terms of actual areas, the cocktail bar is the most significant with a 74 per cent uplift in trade, food revenue up 33 per cent and accommodation up 38.9 per cent.”

Craig Bancroft, managing director and co-owner, Northcote, comments: “Well the feedback is fantastic, you only need to look on TripAdvisor. We have managed to retain our long standing guests, introduced new ones and got those who thought we were a bit old fashioned to return. Nigel and I are very proud of the vision of our investors and the drive, determination and genuine desire of our staff to deliver a fantastic experience to all our guests.”

Difficulties
Ms Dent describes: “The most challenging aspect of making the changes was trying to retain the character of the building, while bringing it into 21st century. As always there was some opposition from guests as the hotel underwent significant structural and cosmetic alterations. The long suffering staff were amazing as they fought to maintain standards and placate the occasionally irrate customer. On the whole the most people were extremely understanding and very interested to see the plans as they unfolded.”

New technology
No makeover is complete without the introduction of new technological advances to cater for the modern traveller. Ms Holst says: “Smart TVs are in all rooms with a Bose Wave Bluetooth Companion that allows guests to listen to their own music with ease. The windows look out over the garden and surrounding countryside. The fabric for the curtains is from a French company Casamance. They are manufactured by Blinds Etcetera and when the drapes are drawn there is a big sweep of richly coloured fabric from wall to wall. “There are highlights of rose black and damson in the James Hare silk cushions and satin lampshades.”

Key suppliers

| Wall coverings: | Silk clad from Vescom, Brian Yates, Textura, Dixon Turner |
| Paint: | Dulux |
| Carpets: | Silkwood Flooring |
| Curtains: | Designs Guild and Sanderson and made by Blinds Etcetera |
| Flooring: | Silkwood |
| Upholstery: | Moon, Andrew Martin, Zinc Textiles manufactured by Sitraben, Woodcliffe Upholstery with fabrics by Casamance and Roma |
| Bar stools: | Yarwood leather by Morgan |
| Tables: | William Yeoward and Julian Chichester |
| Cushion fabrics: | Designers Guild, Osborne and Little, make-up by Blinds Etcetera, Andrew Martin, James Hare |

Bathroom suppliers

| Accessories: | Samuel Heath |
| Baths: | Bette Baths |
| Taps: | Grohe taps and rain showers |
| Washbasins: | Duravit vessel washbasins |
| WCs: | Rosco wall mounted WCs |
| Shower screens: | Simpsons bespoke frameless glass shower screens |
| Towel warmer: | Myson |
| Tiles: | Neolith, Unistone |

Samsung Hospitality TV’s

Entertainment That Hits Home
Help guests discover an in-room experience with an at home feel with Samsung Hospitality TV’s. From interactive program guides and ability to stream content from mobile devices to accessing OVER THE TOP content, Samsung brings unprecedented features to the market.

To find out more, Call 020 8953 0160
Or visit us at www.hoteltv.co.uk

Looking to give your hotel a revamp? Check out the supplier directory on our website www.hotel-magazine.co.uk

Spoil your guests

With a royally approved reputation for creating some of the safest, most hygienic and most comfortable mattresses, beds and sofa beds in the world – direct from our carbon neutral and FSC certified factory!

With a complete upholstery solution and a unique inspection, design, delivery and installation service.

Supported by a disposal and recycling service for old beds guaranteeing 100% landfill avoidance.

Key suppliers

| Window coverings: | Osborne and Little, make-up by Blinds Etcetera |
| Furniture: | Woodcliffe Upholstery, Bampton and Ecco Trading, Dining Chair Company, Jan Cavelle |
| Leather for bar front: | Andrew Muirhead and designed by Ward Robinson |
| Wardrobes: | Designed by Ward Robinson and manufactured by R N Wooler |
| Beds: | Hypnos |
| Headboards: | Woodcliffe Upholstery, Andrew Muirhead metallic leather, Kvarat |
| Bedcovers: | Fabric by Designers Guild, James Hare silk, make-up Blinds Etcetera |
| Lighting: | Andrew Martin, Heathfield, Oka, Porta Romana, Catelli and Smith |

Key suppliers

| Wall coverings: | Silk clad from Vescom, Brian Yates, Textura, Dixon Turner |
| Paint: | Dulux |
| Carpets: | Silkwood Flooring |
| Curtains: | Designs Guild and Sanderson and made by Blinds Etcetera |
| Flooring: | Silkwood |
| Upholstery: | Moon, Andrew Martin, Zinc Textiles manufactured by Sitraben, Woodcliffe Upholstery with fabrics by Casamance and Roma |
| Bar stools: | Yarwood leather by Morgan |
| Tables: | William Yeoward and Julian Chichester |
| Cushion fabrics: | Designers Guild, Osborne and Little, make-up by Blinds Etcetera, Andrew Martin, James Hare |

Bathroom suppliers

| Accessories: | Samuel Heath |
| Baths: | Bette Baths |
| Taps: | Grohe taps and rain showers |
| Washbasins: | Duravit vessel washbasins |
| WCs: | Rosco wall mounted WCs |
| Shower screens: | Simpsons bespoke frameless glass shower screens |
| Towel warmer: | Myson |
| Tiles: | Neolith, Unistone |

Looking to give your hotel a revamp? Check out the supplier directory on our website www.hotel-magazine.co.uk

Spoil your guests

With a royally approved reputation for creating some of the safest, most hygienic and most comfortable mattresses, beds and sofa beds in the world – direct from our carbon neutral and FSC certified factory!

With a complete upholstery solution and a unique inspection, design, delivery and installation service.

Supported by a disposal and recycling service for old beds guaranteeing 100% landfill avoidance.

Key suppliers

| Window coverings: | Osborne and Little, make-up by Blinds Etcetera |
| Furniture: | Woodcliffe Upholstery, Bampton and Ecco Trading, Dining Chair Company, Jan Cavelle |
| Leather for bar front: | Andrew Muirhead and designed by Ward Robinson |
| Wardrobes: | Designed by Ward Robinson and manufactured by R N Wooler |
| Beds: | Hypnos |
| Headboards: | Woodcliffe Upholstery, Andrew Muirhead metallic leather, Kvarat |
| Bedcovers: | Fabric by Designers Guild, James Hare silk, make-up Blinds Etcetera |
| Lighting: | Andrew Martin, Heathfield, Oka, Porta Romana, Catelli and Smith |
Create a bright, seasonal menu to help complement your al fresco setting and boost bookings come summer

British weather is unashamedly unpredictable, but when the sun shines it’s inevitable that punters will be desperate to get outside and soak up some of the atmosphere. This opens up new opportunities to really capitalise on al fresco dining. From imaginative flatbreads to sharing antipasto boards, creating a fresh, seasonal food menu to reflect the balmy weather is key to capturing bookings come summer.

Whether you want to focus on formal or informal dining, cuisine served with a greater emphasis on more organic, healthier options alongside some tried and tested favourites will help create a talking point for your outside area.

If you’re lucky enough to be home to acres of land and beautiful gardens, what better setting to complement your exciting food menu than in the heart of the rolling countryside? You could even create a picnic menu for guests – complete with wicker hamper and a jug of Pimm’s – to make their experience even more memorable and give them the freedom to dine wherever they choose. Plus, a branded basket could act as a promotional tool if guests are out and about in the local area.

Smaller hotels won’t have the luxury of a vast open space to entertain, but there are other ways at fresco dining can be used to your advantage. Offering an afternoon tea menu in a room with ample light and an airy feel could be an option, or utilising a terrace to become an inviting cosy hub for the sun seekers.

“The first thing is really that the area is clean and all tables, chairs and parasols are in good condition,” says a Thistle Hotels. “It’s also really important to ensure all tables, chairs and parasols are in good condition,”

Small hotels won’t have the luxury of a vast open space to entertain, but there are other ways at fresco dining can be used to your advantage. Offering an afternoon tea menu in a room with ample light and an airy feel could be an option, or utilising a terrace to become an inviting cozy hub for the sun seekers.

“...that the area is clean and all tables, chairs and parasols are in good condition,” explains Andy Lowe, head of food and beverage, Thistle Hotels. “It’s also really important to ensure all tables, chairs and parasols are in good condition.”

Nailing your menu

The right menu for your outside area could not only retain overnight guests for longer, but will also encourage people from off the street to pay you a visit. Mr Lowe continues: “The right type of menu will boost sales by giving people the type of experience they want to enjoy in the warmer weather. If the menu, drinks offering and service is of a good quality and the outside area appealing that will bring non-residents in too.”

As the interest in food provenance continues to grow, this needs to be reflected in your outside dining menu. Influences from other countries are edging into the mainstream as well and by focusing on new trends and popular techniques, you can ensure your offering is kept up to date with consumer demand. “Trends are for fresh ingredients with great provenance, using quick cooking techniques like chargrilling,” says Mr Lowe. “We are continuing to see American trends being popular, along with a recent increase in North African cuisine too. It’s vital that to make the most of new trends hoteliers plan for the good weather. It’s about signing off and agreeing the menu and drinks offering and service plan well in advance and ensuring that the trends you are following are covered.”

Roasts and barbecues

Hog roasts and open air barbecues have become a popular choice for weddings and events over the past few years and there is massive potential here for hoteliers to tap into the trend. Not only will these methods create a point of difference, but executed well, they can provide a real sense of occasion for customers.

Mr Lowe agrees: “Hog roasts and barbecues are absolutely a viable option for hoteliers. These sorts of things provide great theatre, aroma and customers see them as premium and more healthy sorts of things provide great theatre, aroma and customers see them as premium and more healthy ways of cooking. In terms of barbecues and hog roast products, it’s about the menu you develop to showcase these pieces of equipment.”

Outside challenges

While it might seem simple to make a few tweaks to your menu to suit your outside dining area, one major factor will ultimately determine whether it goes ahead or not. “The biggest pitfalls to outside dining are around the operational standards and service delivery,” explains Mr Lowe. “It’s really easy to fall into issues around servicing the area to support British weather patterns. Technology should also be considered. One other thing to ensure is that food delivered outside is done in compliance to all current food safety regulations.”

Turn up the Heat

A reliable source of heating is essential to keeping guests comfortable and relaxed in your outdoor areas

Product description: The instant heat quartz heater provides warmth in seconds, without condensation, gas or flames. It boasts three settings and a pivotable head, should you wish to focus heat downwards, and is suitable for 200w/230v outlets. It is appropriate for industrial and domestic settings and can be used both indoors and outdoors.

When is it best used? Due to its varied settings and versatility, the heater can be used throughout the year, providing it is protected from rain and snow.

Selling points:
- Instant heat
- No flames, gas or condensation
- Suitable for indoor and outdoor use
- Safety switch cuts the power automatically if the unit is knocked or falls over

Price: £96.88 (including VAT)
Contact: www.rapidonline.com, sales@rapsilec.co.uk, 01206 751 166

Spotlight on...

Martin Gabler, executive chef at Jumeirah Lawndes Hotel

Background

The Jumeirah Lawndes Hotel’s executive head chef, Martin Gabler, embraces a culinary philosophy that is refreshingly uncomplicated where high quality ingredients, beautiful presentation and satisfying portions are the standard. Since his appointment in 2001, Martin has made a tremendous impact on both the direction and success of the food and beverage offerings at the boutique hotel in Belgravia. With its pan-Asian flare, The Lowndes Bar & Kitchen has become a local favourite and The Terrace is a summer hotspot, being named one of London’s top three al fresco restaurants in 2011.

New thinking

Never standing to be a chef, Martin’s natural talent, curiosity and innovation with food led him towards the culinary industry. Martin enrolled in a three-year diploma in catering management at Hotel School Wildeserndt in South Africa and began his chef career in Johannesburg before moving to London’s acclaimed Savoy Hotel. From there, Martin’s impressive career has included senior roles at Brasserie St Quentin in Knightsbridge and The Rib Room Bar & Restaurant at the neighbouring Jumeirah Carlton Tower.

Award-winning skills

Quickly establishing a special style and strong reputation in the culinary world, Martin took over as executive chef at the chic Jumeirah Lawndes Hotel where he began to introduce his own signature dishes to the modern European menu such as the Lowndes mango chicken salad with fresh mango, grilled chicken, peppadews, cherry tomatoes, bean sprouts and sweet chilli dressing. Martin’s exceptional grilling skills also awarded him a run-up at the British BBQ Championships 2012 and has made The Terrace a popular destination for fresh summer barbecues.
First impressions count and creating a warm and seamless welcome is crucial to ensuring you make the right impact as soon as guests step through the door.

As their guests. However, what is new about the advancement of this technology is the ability for these systems to then work on a wholly mobile basis.

“Hotel front-of-house staff are notoriously busy and constantly on the move, often needing to be in two places at once. With the advancement of cost-effective tablets, staff will now be able to manage tasks while on the go, and will also reap the benefits of better communication between different staff factions.

“Not only this, but hotels will be able to receive and react to customer feedback more readily, as guests will be able to instantly comment on services received at the hotel – be they good or bad experiences, rather than simply filling out a comment card or penning a Trip Advisor post once they get home. This ability to provide real-time feedback to staff gives guests more control over their hotel experience, which is an often-overlooked factor in customer satisfaction. For example, self check-in is popular simply because it puts the guest back in control.

“It is clear that mobile technology is providing hotels with a win-win outcome – connected and more organised staff, as well as satisfied customers who are easily able to communicate their needs. Far from the idea that hotels will become homogenous, they will be able to match their personalisation to their specific consumers and branding, as well as getting more guests through the door.”

Inviting Technology
Top notch products designed to help create an impact in your hotel’s reception area

“Self check-in is popular simply because it puts the guest back in control.”
Don’t miss a Spot

Cleaning is one of the most important aspects every hotel needs to focus on. We ask the experts how to best tackle the different areas of your establishment using various techniques

From cleaning your hotel’s kitchen to maintaining spotless bedrooms and restaurant surfaces, hygiene can make or break your brand’s reputation. When it comes to the hotel business, first impressions really do count and this is why it is so important for hotels to get it right first time. Guests’ standards are at an all time high and hotels should be realising this and using it in a proactive way to ensure they are truly satisfying their customers’ needs. We caught up with some of the industry’s most knowledgeable experts to get their top advice on how to maintain the many different areas of your hotel.

In the Kitchen
Stephen Belcher, product and segment manager, SCA Hygiene

Simple solutions can greatly aid speedy and efficient hygiene – one of the easiest and most effective quick fixes is to use colour coded cloths for different wiping and cleaning tasks. This way staff can instantly pick up the right cloth for mopping up a floor spill, wiping a table or drying hands. This way staff can instantly pick up the right cloth for mopping up a floor spill, wiping a table or drying hands. In the Kitchen

One of the easiest and most effective quick fixes is to use colour coded cloths

“Finger tips and thumbs often get missed during hand washing”

that finger tips and thumbs often get missed during hand washing. It is recommended that you should wash your hands for as long as it takes to sing happy birthday twice (up to 30 seconds).

In the Bathroom
Dr Peter Barratt, technical manager, Initial Washroom Hygiene

Dr Barratt says:

You’d be forgiven for thinking that good dishes and quality of service are key areas to focus on when building your hotel business. However, research has shown that the hospitality service is at risk of losing customers unless hygiene standards match up to the high standard of services that are offered.

Simple put, the quality and cleanliness of your washroom facilities should drive revenue and greatly enhance the reputation of your business. Hotel businesses must make sure that they invest as much in the cleanliness of their restaurant, bar and washroom facilities as they do on the decor of the building to ensure guests are happy.

Initial Washroom Hygiene carried out global research to evaluate public hygiene habits and found 88 per cent of respondents in the UK admitted hygienic washroom facilities in restaurants are an important factor in returning to an establishment, and almost half (48 per cent) said they would never return to a café or restaurant because of poor hygiene standards.

The quality of washrooms can directly impact the profitability of restaurants, hotels and bars, with more than 60 per cent of people saying a venue needs to be clean in order for them to consider parting with their hard-earned cash. These findings highlight the need for establishments to educate their employees about the importance of personal hygiene and it’s a serious issue, which businesses must face if they are to stay afloat in a competitive market.

Hotels must focus on critical hygiene practices such as ensuring all staff have clean hands and toilet and washroom facilities are properly maintained, or they risk losing some of their loyal customers.

In the Bedroom
Neil Quigley, managing director, Quality in Tourism, the official assessment service for VisitEngland gives his advice on bedroom hygiene maintenance

When assessing hotels and other accommodation types, cleanliness is always an important part of the process. Many guests say they don’t mind staying in any accommodation establishment so long as it is clean, which shows just how important cleanliness is and how much of a basic principle it is that all accommodation types are spotless. Keeping any establishment clean and spotless is no easy feat. It is a daily task, which takes lots of time and effort, but probably one of the most important elements to running a successful quality establishment.

“Keeping any establishment clean and spotless is no easy feat. It is a daily task, which takes lots of time and effort”

Top 5 Tips to Remember When Cleaning Bedrooms

1. Think eye level

Guests sit down in rooms, lie on beds and sit in baths, therefore, their eye level will often be different to the person who cleans the room. As a result, there is potential for things to be missed, such as:

■ Dust and dirt on top of bathroom fan extractors
■ Build up of dust and dirt in soap dishes
■ Dust and dirt in other areas such as the tops of mirrors, pictures, shaving lights, under beds and skirting boards

2. Check the drawers

Make sure none of the previous guest’s personal belongings are left behind, therefore, drawers should be checked thoroughly. If they find someone else’s belongings in their drawer they will naturally assume that the room hasn’t been cleaned or checked properly.

3. Tea

It is important to rinse and scrub the inside of the guest tea pots. If a guest was to lift the lid of the teapot and find it stained, although it may have been cleaned, the impression is that it hasn’t.

4. Communal areas are just as important

Check down the backs of cabinets, under tables, chairs for crumbs or money that has been dropped. Make sure the surface on the staircase is cleaned; a hand held hoover works best on this.

5. Micro fibre cloths

These are best for dusting as they create static and pick up more dust than a normal cloth would ever do. Do not use polish on a micro fibre cloth – they work better when dry.

Flexible Carpet Cleaning with the BRC 45/45

The Kärcher BRC 45/45 C delivers both deep and interim cleaning in one machine

For great deep cleaning results, water and detergent is sprayed onto the carpet, the carpet is agitated by two contra-rotating brushes and the liquid is immediately vacuumed back up. The whole process takes place in a single pass, leaving carpets dry enough to be used in only a few hours.

However, when time is of the essence the same 45/45 can also be used for fast, efficient interim cleaning. Using Kärcher’s Capsol Interim process, the carpet is clean and ready for traffic in just 20 minutes.

Kärcher makes a difference

It happens.
The Smell of Success
Gareth Cowmeadow, scenting specialist at Ambius explains the importance and benefits of scent marketing

At a time when well-known companies and products have already fine-tuned key aspects of their brand, from celebrity spokespeople, music, packaging and marketing materials, product giveaways and customer service, scent is becoming a sense to engage. Impressively, humans recall smells with 65 per cent accuracy a year after smelling them, in contrast to 50 per cent of visuals after just three months, which makes it all the more important to utilise this additional sensory tool when trying to engage your customers.

Smell can have a number of uses in hotels, by creating a positive ambiance and an added comfort with customers. In a world where visual and aural stimuli have been exploited to the max, businesses should be aware of how to capture the power of smell to influence customer behaviour and create an enhanced experience. ‘Scent memory’ is the most powerful part of our memory, with humans able to recognise 10,000 different odours. When you first perceive a scent, you connect it to an event, person or object and react accordingly. So, if you have smelt the same scent again, it often triggers a memory in the form of a conditioned response. Incredibly it is believed that 75 per cent of the time we generate on a daily basis are affected by smell and no two people experience an odour in the same way, making the sense a very personal one. Research has shown that 40 per cent of customers stay longer in pleasantly scented environments – and the longer a customer stays, the more likely they are to make a purchase or form a connection with a brand.

Frequent travellers often cite the smell of a hotel as being associated with home. Hotels such as The Montcalm in London, have taken scenting a step further, by launching a personal ‘scent menu’, which includes saw grass, lotus flower and marine fresh to name a few. Scentsing is still relatively new in the UK, whereas it is used more widely in Europe and the USA. Previous scentsing techniques and products have used heavy air droplets which produce overpowering smells, but advancements have been made which use micro particles to diffuse fragrance evenly, to create a subtle and sophisticated aroma that’s lighter and lasts longer.

Even though there are hundreds of scents available, having a bespoke scent for your brand is recommended. A signature scent can take weeks of consultation, design and testing to get right, and specialists work hard to create the right smell for the brand. So, just as creating something new, is that the association with the brand will be even more special and therefore, more desirable.

In today’s tough economic climate, the hospitality sector needs to work even harder to drive customer satisfaction and encourage spending. Scentsing is another tool to help businesses do this and should be considered seriously as visual marketing, which is an effective and subtle way of making positive changes to the perception of a brand. Scent and sensory marketing has the potential to increase sales, boost brand loyalty, spur brand advocacy and create a strong lasting emotional connection with customers. Customer experience goes far beyond what simply meets the eye, or the ear, so try and create a lasting impression for your customers which speaks to all their senses.

To find out more about Ambius’ cleaning solutions, visit www.ambius.com

Commercially Upright
Justin Binks from SEBO, explains why upright vacuum cleaners are ideal for commercial cleaning

The cleaning of any commercial premises has to be done quickly, efficiently and regularly, especially in hotels to cater for the constant stream of guests. The correct choice of vacuum cleaner is therefore essential.

Flooring in commercial premises is often a combination of both hard and textile flooring. With many surfaces to clean, choosing a vacuum cleaner that can accommodate both saves time and effort, thus keeping cleaning costs down. Upright cleaners with strong suction and driven brushes are the most effective modes of cleaning carpets as they groom, lift the pile and remove dirt far more effectively. Cylinders tend to crush the pile and trap the dirt, removing only visible surface dirt. This, in turn, leads to dust and allergen accumulation. Good quality upright vacuum cleaners also have different height settings to allow adjustment to different pile heights and carpet conditions. An electronic guidance for brush height on certain models ensures consistent performance results and longer brush life.

A key advantage of an upright over a cylinder model is its ease of use. Cleaning operatives sometimes have to carry heavy cleaning equipment across very large areas, and can irrevocably take its toll upon the operative’s health and safety. Pulling a cylinder can lead to accidents, such as trapping power cables or disturbing stock. An additional benefit of a good quality upright is its lightness. Choosing a vacuum cleaner that is no more than 9kg in weight is highly beneficial for operatives. Today’s technology allows many advances in the design of uprights including time saving features, such as multiple-layer bags to seal in dust and dirt, mulitstage filtration and low noise output.

Upright cleaners are inherently more efficient than cylinders. Not only does the rotating brush provide better cleaning efficiency but, it also covers the floor much quicker. When using cylinders, the operator has to scrub the floor with the floor nozzle, putting in much of the physical action themselves, whereas with an upright the brush roller does the work. The operator just has to move the upright over the floor and, if this is done in a sweeping motion – such as overlapping one pass sweeps – then the floor area is cleaned significantly faster than is possible with a cylinder, thus saving considerably on time related costs.

Commercial cleaning is a consistent, regular task that must be conducted to the highest standards. By using quality, reliable and long lasting equipment, this can help to facilitate and speed up the cleaning process. In the long term, it is worth investing in a quality, reputable upright that offers reliability, superior performance and efficiency.

For further information on SEBO, call 01494 465 533 or visit www.sebo.co.uk.
It happened?

From muddy footprints in your foyer to drink spills in your bedrooms or food splatters in your restaurant; accidents are inevitable. And when unsightly mess is created, it's important that you respond quickly to prevent staining and preserve the appearance of your hotel. Kärcher's range of professional cleaning machines includes scrubbers driers, vacuum and carpet cleaners, sweepers, steam cleaners and pressure washers, to help you clean up after an accident – whenever and wherever it happens.

For more information on how Kärcher can make a difference, call 01295 752 142, email cleaning@karcher.co.uk or visit www.karcher.co.uk

www.karcher.co.uk

makes a difference
Six of the Best

Bed Linen

A combination of comfort and style is the key to selecting the right range of linen for your hotel.

Company: Girbau UK
Name of product: Girbau Fluffy Towel Laundry
Description: Girbau’s energy-efficient Fluffy Towel Laundry system uses proven ozone technology that has been specifically designed to improve the washing and drying of towels. Ozonated water in the washer penetrates towel fibres and helps to remove dirt more effectively while reducing water consumption.

What are the selling points? A new concept that can immediately achieve cost savings of 30 per cent and requires no capital outlay, a Fluffy Towel Laundry ensures hotel customers always get fresh luxury towels and hoteliers no longer have to worry about quality and supply issues. It also enables the business to eliminate the road miles associated with rental deliveries and their associated carbon footprint.

Prices: Available on request.
Contact: 01462 427 786, www.girbau.co.uk

Company: Mitre
Name of product: Savoy
Description: The Savoy range of bed linen is tailored from classic simple white Egyptian cotton with a high 398 thread count and a soft, crisp and luxurious finish. This elegant white bedding is available in duvet covers, pillowcases and flat sheets with sizes ranging from single to super king.

What are the selling points? Offering luxury and opulence, the Savoy range provides a smooth finish, good looks, high quality and great value. The linen is made from 100 per cent Egyptian cotton. Its Oxford pillowcases are elegantly finished with a row of festoon stitching and duvet covers are open bag for ease of use.

Prices: Available on request.
Contact: 01685 353 456, www.mitrelinen.com

Company: Johnsons Stalbridge
Name of product: Elite bed linen
Description: Stalbridge’s Elite bed linen range is made from 100 per cent Egyptian cotton to ensure a real luxurious feel while your guests sleep. Both sheets and duvet covers are available in single, double, king size and super king size. The sheets are plain white while the duvet covers come in satin stripe.

What are the selling points? Made from 100 per cent Egyptian cotton, this linen offers first class comfort and the satin stripe offers a quality feel. As Stalbridge hire and launder the products, the linen can be laundered efficiently, as some of Stalbridge’s factories are capable of recycling up to 50 per cent of their water use.

Prices: For a quotation, please contact Stalbridge.
Contact: 0800 093 9933, www.stalbridge-linen.com

Company: Majestic Towels
Name of product range: Percale Linen range
Description: Guarantee clients a good night’s sleep with Majestic’s luxurious Percale Linen range designed specifically for hotel use. Percale is a closely woven fabric and with Majestic’s uncompromising manufacturing standards, spun to a 400 thread count.

What are the selling points? Innovative properties of Percale provide the highest quality fabric, being softer, smoother, shinier and longer lasting than standard poly cotton, and making it great as a long-term business investment. The feel is luxurious while only being of a medium weight, so it is ideal for layering if required. The material washes very well and resists piling while retaining its soft touch throughout making an ideal choice for contract laundering and busy hotels.

Prices: Available on the website.
Contact: 01217 725 938, www.majestictowels.co.uk

Company: Hilden Linens
Name of product: Classic cotton rich satin stripe
Description: This Classic range of satin stripe bed linen is perfect for B&B, guesthouse and hotel owners. With an 80/20 cotton rich mix, 200 thread count and convenient hand holes, it’s ideal for regular laundering and speedy bed changes. It is also available in single, double, king and super king with three types of matching pillowcases.

What are the selling points? Benefitting from luxurious cotton rich fabric, it’s the 80 per cent cotton and 20 per cent polyester mix that ensures this bed linen is a luxury product with great processing qualities. It’s sure to make bedrooms look elegant and luxurious, while the quick drying and washing times make it very efficient.

Prices: Available on request.
Contact: 0845 437 9854, www.hilden.co.uk

Company: King of Cotton
Name of product: 600 thread sateen
Description: The 600 thread sateen range consists of duvet covers, fitted and flat sheets and pillowcases.

What are the selling points? This range of pure cotton bedding is ideal for the hotel environment. Six hundred thread count is a substantial weight, which will withstand the rigours of professional use with regular washing while keeping its shape. Sateen provides exceptional lustre and a soft inviting feel.

Prices: Available on request.
Contact: 020 8332 7999, www.kingofcotton.co.uk

In the hotel business first impressions really do count, and after jumping that first hurdle with guests at check-in to ensure your hotel meets their expectations, you wouldn’t want to ruin your reputation by forgetting to invest in a good quality range of linens.

Before you make that all important purchase, be sure to choose a style that won’t date too quickly and offers a clean and fresh look. Also, take the time to pick a good quality material that will withstand constant washing and general wear and tear. Check out this selection of some of the best the market has to offer.

See more product news on our website www.hotel-magazine.co.uk

---

Available on the website.
Available on request.
Available on request.
Available on request.
Available on request.

 Beds Factory Contracts

We have over 25 years of specialist experience in the manufacture and supply of high quality contract beds and furnishings to the hotel, leisure, local authority, care and educational institutions.

Marl Road, Knowsley Industrial Park, Merseyside L33 7UH
Tel: 0800 917 6518
www.bedfactorycontracts.co.uk

---

• NO MINIMUM ORDER
• FREE DELIVERY
• QUICK DELIVERY
• CONFORMS TO FIRE REGULATIONS
• IHG SPECIFICATION
• MATTRESS ONLY OR FULL BED

---

www.hotel-magazine.co.uk
ADD A TOUCH OF LUXURY SAVE 30%

Towels hard and rough to touch? Discoloured and turning grey? Struggling to keep them smelling fresh?
A Girbau Fluffy Towel Laundry gives you high quality, fluffy, absorbent and fresh smelling towels time after time.
Lower energy bills and reduced carbon emissions. Complete Laundry Care rental and rapid-response service and maintenance.

CONTACT US TODAY FOR DETAILS OF A FLUFFY TOWEL LAUNDRY PACKAGE FOR YOU.

GIRBAU
UK

01462 427780 sales@girbau.co.uk www.girbau.co.uk

Call the Sleep Experts

With our mattress range direct from our very own factory, we are confident we can supply all the products you need.

Factory Trade Prices that Can’t be beaten!
One of the Leading Suppliers of Beds & Mattresses with:

FREE FAST DELIVERY ACROSS THE UK *
We can supply you and your business with;
• Mattresses • Bed Frames • Divans • Pillows & more

Call: 0800 5677625
FREE Next Day Delivery no matter how many you need!

Mattressman.co.uk

Contract Source 5 adhering to BS7177 for your establishment

* Orders over £45 qualify for FREE NEXT DAY DELIVERY made before 4pm Monday to Thursday.
Supply and Demand

Finding a reputable food supplier that offers quality, cost and great service is not always an easy task. We find out how to track down the right ones for your hotel

One of the most popular food trends currently dominating the dining sector is the demand for locally sourced produce. Fuelled by consumers who increasingly want to know more about their food, including what, where, when and who, many hotels and their restaurants have identified this need and have begun to capitalise on the trend. As a result, lots of hotels across the country have introduced detailed descriptions of meals on their menus, launched special attractions such as foraging trips and even opened up their own kitchen gardens. However, this does raise the question from those who are yet to adopt, is locally sourced produce always best?

Sourcing locally

Using suppliers who are close to home can give your business another unique selling point to really push. Consumers love to know that the food you’re serving is from a local source and this is something that you should be making clear to customers by placing it in your menu descriptions. Working with local suppliers can also help cut your hotel’s carbon footprint.

Vicky Eyre, assistant manager, The Old Hall Hotel, Buxton, says: “Wherever possible, we prefer to source local produce and in this environmentally and health conscious age, it’s almost always expected that any high quality hotel will offer a locally-sourced menu.”

The Old Hall Hotel recently became the first hotel in Buxton to receive the Peak District National Park Authority’s Environmental Quality Mark (EQM) in recognition of its commitment to support the local economy and a large part of this was a testament to how closely it works with local food producers.

“Sourcing locally ensures that not only can we support the local economy and reduce our carbon footprint, but we can also offer our guests the freshest food and a wide range of dishes created by suppliers on our doorstep in the High Peak, where we are surrounded by an abundance of local butchers, bakers and cheese makers in particular,” Ms Eyre adds.

However, local doesn’t always mean the best and there are certain parts of the country that are renowned for their quality produce, for example, Scotland is very well-known for its fresh and smoked salmon.

Harwood Warrington, restaurant operation’s director, Macdonald Hotels and Resorts, says: “We have numerous award-winning restaurants with more than 40 AA accolades to our name, and to get to those standards we take our carbon footprint very seriously and seek to use locally sourced products where possible. However, certain products are sourced from elsewhere to ensure our chefs have all the right raw materials to create the finest dishes.

“An example of this is the Scottish beef, sourced from Scotbeef, that we serve in all of our restaurants, as the nutrients in the grass make for a higher quality beef, so we source beef from Scotland for all our hotels. Where needed, we will utilise central purchasing to ensure the best quality ingredients and that our guests taste only the best,” Mr Warrington adds.

Price, quality and service

Whether you’ve decided to take your hotel down a locally sourced route or not, some of the key things you should be looking to secure are price, quality and service.

Where possible always shop around, if you’re buying on a daily basis or in bulk there should be a little room to negotiate a deal of some kind with the supplier can provide quality and volume. He says: “Using local ingredients helps create a story around your dishes. By shopping locally, I find that suppliers or producers work harder for you as they know that you will be highlighting where your product is sourced from to the end customer and help build their reputation and possibly increase their customer base, which is not always the case with the bigger national or regional suppliers or producers.”

Get the Best out of Your Supplier

Rory Whelan, head chef at Adnams Hotels’, The Crown and The Swan in Southwold feels it is beneficial to shop around for local produce where the supplier can provide quality and volume. He says: “Using local ingredients helps create a story around your dishes. By shopping locally, I find that suppliers or producers work harder for you as they know that you will be highlighting where your product is sourced from to the end customer and help build their reputation and possibly increase their customer base, which is not always the case with the bigger national or regional suppliers or producers.”

“Price, quality and service

Whether you’ve decided to take your hotel down a locally sourced route or not, some of the key things you should be looking to secure are price, quality and service.

Where possible always shop around, if you’re buying on a daily basis or in bulk there should be a little room to negotiate a deal of some kind with your suppliers. Don’t be afraid to bring this subject up in conversation.

“It’s always worth shopping around for good deals and the age old method of haggling is still the best way to secure a good price.”

Check hygiene records and documentation – it goes without saying that hygiene is of utmost importance when selecting suppliers and checking FSA and BHG ratings is an easy starting point.

Communication – you should expect suppliers to regularly be in touch to check that the service and quality is meeting your demands. Will they keep you informed and give you sufficient notice if a shortfall in the supply of a product is imminent, due to adverse weather or informing you of possible price changes?

Pricing – while important, the price of the product needs to be fairly reflective of the quality required. The main consideration here is: is the product price fair and competitive? Does the supplier provide a good deal for the price?

Meeting your specifications – Make sure that the products supplied are of the standard of quality you require and ensure that the provider can supply sufficient volume of ingredients and maintain consistent quality on demand.
Coffee Gone Cold

Q The sales of coffee in our coffee bar and restaurant have recently seen a dip. What can we do to turn this around and make the most of our coffee offering?

Mr Bell says: Many hoteliers are quickly realising that they need to be able to serve coffee at all times of the day to maximise and drive sales. Coffee remains popular after meals and during breakfast service of course, but consumers are drinking coffee more than ever before and as a result expect great quality, great tasting beverages wherever and whenever they request it.

Equally, as consumers become more hot-drink savvy, hoteliers have been forced to adapt their offering and improve the hot drinks available to their customers, or risk losing business to high street coffee chains. For example, coffee is often perceived as a premium product and therefore offers great profit margins when compared with other hot drinks. Consumer awareness of different coffee styles presents hoteliers with the opportunity to offer a range of coffee types from flavour infused coffees to traditional espressos.

A hot drinks offering can be implemented easily if hoteliers invest in the correct equipment such as a coffee machine that can serve individual barista style drinks rather than a bulk coffee offering.

Hotels also have an increasing opportunity to cross-sell. Not only are snack and coffee deals perceived by patrons to be offering value for money, but they’re also an excellent opportunity for hoteliers to introduce new product lines to customers, whether this be a new hot drink, new coffee blend or other food product.

Finally, hoteliers can also look to additional training or sales support for onsite staff. Any establishment's most powerful sales tool is its waiting staff, so ensuring that employees are fully trained and knowledgeable of the products they sell is important.

The profit margins offered by providing a great hot drinks offering are difficult to ignore for hoteliers and being seen to embrace a 'café culture' can provide added value to your patrons and improved sales for your hotel.

Cut Costs

Q I am keen to create cost savings and reduce energy consumption but don’t want to affect the comfort and service our guests expect, what can we do?

Mr Lancaster says: Within the hotel sector, energy costs may only be a small percentage of turnover, but reducing them can directly increase revenue without the need to increase prices. Money saved on energy goes straight to the bottom line which makes hotels more competitive – and with rising energy prices, this is more important than ever. The implementation of simple energy efficiency measures can also increase levels of staff and customer comfort as well as improving general morale.

Air conditioning can increase a building’s energy consumption and associated carbon emissions by up to 100 per cent. But you never want to tell a guest that they cannot keep their room at the temperature they like because you are trying to conserve energy. A good way to cut those costs can be to invest in a highly efficient HVAC system that uses less energy and fewer kilowatts to cool and heat a room and can be managed centrally for times when the room is not being occupied.

Up to 40 per cent of a building’s electricity use is accounted for by lighting. Switching to LED lighting, which can be up to 10 times more efficient than incandescent lighting, can, in the long-run, save your hotel thousands of pounds through lower electric bills and the cost of buying and replacing burnt out light bulbs. Investigate all of your lighting options and see which ones work best for you and your hotel. Other initiatives include: Occupancy sensors, which switch off lighting when there is nobody in a room and daylight sensors, which adjust the artificial lighting according to the amount of natural light in a room. In a similar vein, doing a broader energy audit can identify areas where you are overspending.

Check everything that uses electricity, gas or other fuel. You will see where you are spending the most money and can often make adjustments or introduce technology to lower your overall expenses without negatively impacting on the guest experience.
The Three Crowns in Chagford, Devon is owned by St Austell Brewery. Adam Luck, estate director gives us an insight into the business and how it has been brought back to life.

Tell me the story of the hotel

The Three Crowns in Chagford, Dartmoor is an old 13th century manor house and in 1952 it was registered as a listed building of historical and architectural importance. By the end of 2010 the hotel, which is owned by St Austell Brewery, had become rundown and was closed for 18 months. Managers Matt and Sally Perkins joined the hotel in 2012, and together we began a £2m refurbishment.

We worked closely with English Heritage and the Dartmoor National Park to make sure that the renovation was done sympathetically and the balance of the original features, which make it a one of a kind, such as the solid granite walls, inglenook fireplaces and wooden beams, paired with more contemporary upgrades throughout.

The Three Crowns reopened in June 2012 and since then it’s just gone from strength to strength.

What challenges have you faced since opening?

As the hotel had been closed for so long, the biggest challenge was just letting the world know that we were open again and putting The Three Crowns back on the map. We needed to make people aware of all the improvements that had been made, as well as making sure that the local community were on board and supported what we were doing, but luckily they all have been fantastic and very supportive.

occupancy is around 60 per cent and we’d like to get this up to 80 if we can. We are also very food orientated and want to continue to grow that side of the business – an AA Rosette for the restaurant would be fantastic.

What did you want to be when you were younger?

I always wanted to work in the pub trade and I was lucky enough to join the family firm of St Austell Brewery at a young age.

How would you describe yourself in three words?

Imaginative, supportive and unhy.

If you weren’t a hotelier what would you be doing?

Market gardening.

Alliance invests in new European showroom and training facility to support ambitious expansion plans

 Alliance Laundry Systems, the world leader in the design, manufacture and supply of commercial laundry solutions, has opened a new, state-of-the-art demonstration and training facility in Europe. The Alliance Competence Centre in Barcelona not only provides a modern showroom for its four brands represented in Europe, but also a Technical Training Room to enable maintenance and support engineers to receive hands-on training for all new and existing products.

The facility, which comprises more than 1,650sq m of demonstration suites and offices over two floors, will provide the perfect environment in which to show why Alliance continues to dominate the commercial laundry sector, according to José Guímez Garay, Country Manager for Spain: “The investment in our new Competence Centre reflects the importance of the European market,” he says. “It also confirms our desire to provide the highest levels of sales, engineering and maintenance support for distributors and end-users alike.”

Centre stage within the new facility is its IPSO, UniMac and Speed Queen brands. The two former brands satisfy the needs of the on-premise laundry (OPL) market for their rugged design and reliable performance, with customers ranging from landlords of residential properties to hotels and laundromats. With UniMac and Speed Queen, Alliance aims to build a network of more than 1,500 stores across Europe over the next four years.

José says that the Competence Centre will also provide a showroom for equipment manufactured by Primus, the business acquired by Alliance earlier in the year. “With Primus and our existing brands, we have the most comprehensive line-up of leading products for all markets,” he says, “confirming our position as the world’s leading manufacturer of commercial laundry equipment.”

The Competence Centre will also provide the headquarters for Alliance in Spain, with additional meeting rooms and office space for global employees or customers visiting the country.

“Never Beaten on Price" • TV Network Upgrades
“Digital TV Deals for Hotels” • Professional Installation
“Outright Purchase” • Rental & Lease Purchase
“Up to 5 Years Warranty”
Fresh thinking. 
Built for speed.

The PG 8056 Speed Plus freshwater dishwasher from Miele Professional

- Wash cycle times of just 5 minutes
- 456 plates can be cleaned in per hour
- 40 cycles per day
- Separate freshwater intakes for main wash and rinse
- Touchscreen controls and AutoClose door

The Miele Professional PG 8056 Speed Plus freshwater dishwasher is perfect for busy kitchen environments where a quick wash cycle turnaround is essential. Its two intakes of fresh water in every cycle ensures a consistent, high quality wash, whilst a rapid wash cycle of just 5 minutes means your crockery and cutlery will be ready to use again in no time.

Clever features, amazing performance and our reputation for reliability and longevity all combine into the super-quick PG 8056 Speed Plus dishwasher. Isn't it time you looked into a Miele?

0844 893 0751
miele-professional.co.uk
Life’s Good with the latest generation of Hotel TV.

Combining state of the art design and an ultra slim bezel, LG’s latest generation of Commercial Lite LED Hotel TVs bring you the complete Freeview HD line-up at a market leading price. Your guests will enjoy a fantastic summer of sport and their favourite programmes on a high quality screen.

Commercial Lite Hospitality features include:

- Built in T2 and S2 Tuners - The T2 Tuner provides High Definition channels over COAX cabling, (current and future proof for FreeviewHD). An S2 Tuner connected to a Satellite dish can provide a range of foreign language programmes without the necessity of an expensive head-end system.
- Hotel Mode - from channel selection to volume limitation, you can control and duplicate all room TVs from a single TV setup.
- USB Cloning - Your ordinary USB can be the perfect device for cloning all hotel TVs with astonishing speed and ease.

So for superior image quality, take a step into the next generation with LG.

For friendly professional advice and a competitive quotation, get in touch with our specialist team on 0845 555 1212 or info@airwave.tv