

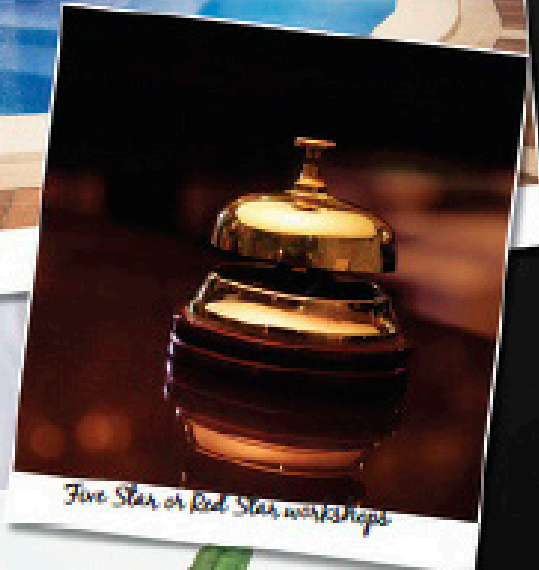
**AA**

**HOTEL & HOSPITALITY  
SERVICES**

# Training and Consultancy



*Spa audits*



*Five Star or Red Star workshops*



*Hospitality and service workshops*



*Housekeeping quality*



*Rosette & Restaurant Academics*



# We're here to help!

In addition to our world-renowned hotel inspection, star and Rosette rating schemes, we offer a **comprehensive range of training and consultancy services.**

Years of experience has taught us that many hotels have need of a second view from experienced and professional hotel guests who can share **best practice** and **great ideas**. This experience has helped many hotels by highlighting areas where a little help and improvement is advisable. As a result we now offer the following services and consultancies.

## Consultancies

### Mystery Guest programmes

These are **tailor-made to your own requirements** and give full and unbiased views of all aspects of the hotel stay. All visits are anonymous and made by trained AA Hotel inspectors.

Visits can be mid-week, weekends, single, couple or families. These can also include spa, beauty and golf assessments. *Let us wake up your night porter!*

### Independent bedroom cleanliness checks

Ideal for hotels that have sub-contracted housekeeping.

### Telephone audits: reservations and meetings & events

Do you really know how well and how quickly your calls are being answered and whether your team tries to up-sell? Are they asking for the business?

### Day delegate experiences

Either in closed or open conferences. We can attend an open (to the public) course and give feedback as a day delegate or organise a small meeting in your venue and give you full and honest feedback. This course can include an overnight inspection and is available to non-AA appointed establishments.

### Food tasting

Is your food up to Rosette standards, **or do you want to improve your offering?** Benefit from our overt assessment where you can afford to make mistakes and learn by them.

### Brand audits

We offer advice on both high street restaurants including meal assessments and your own corporate hotel brand standards.

### Standards of performance manuals

A task so necessary when opening new outlets or businesses yet often overlooked or misunderstood.

### Chef recruitment

We've been inspecting hotels for over 100 years and are familiar with a large majority of the UK's chefs. We can help you select applicants and attend cook-offs.

### Food & Beverage strategies

We can assess against the best and have vast knowledge in this field which we can share with you. The AA inspectorate visits on average 75 hotels and restaurants a week; let us help you with your strategies!

### Hard hat / Blue print visits

Speak to us in the early stages of hotel build and design. We can point you in the right direction and give clear guidance on the physicals required to achieve your desired star rating.

### Upgrade to an AA overnight inspection

Convert your day visit to a full overnight inspection, a full anonymous assessment.

### Additional AA overnight inspection

An opportunity to have another overnight visit in the current cycle if for whatever reason we appeared on an "off night". We can happily return for another anonymous assessment.

### Black Star gap (overnight visit) report

Do you aspire to increase your star rating or would you like a "pre-inspection" visit? This visit takes the form of an anonymous AA inspection but no awards or scores are given. We meet with you on departure and provide a report of suggested work/training that needs to be carried out in order to move up to the next star rating or to achieve a star rating.

### Red Star gap (overnight visit) report

The best of the best! Red stars are awarded annually by the AA, most usually to hotels of all star ratings that achieve high scores in all aspects of their business, often with the AA merit score exceeding 85% on a regular basis. How close are you to such an award?

### Spa audit

Leisure and spa facilities and / or spa treatments can be assessed or added to any overnight visit.

### General consultancy

The opportunity to engage with an AA inspector on a general consultancy basis to advise on various topics such as service standard, refurbishment and standard operating procedures.

# Training

## Rosette academy

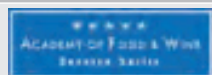
We talk to chefs about food, food and more food; no GP percentage, no wage cost percentage, and no kitchen hygiene. This is a full day interactive course in which we home in on what your chef knows or doesn't about food, and what we look for when awarding Rosettes. We give guidelines on how to gain Rosettes and how to broaden your chef's knowledge.

## Restaurant academy (in association with the Academy of Food and Wine)



A session designed essentially for wait staff. What creates a good customer experience in the restaurant? What do your staff really know about cheese and wine, the relationship between the two and how to serve it. What do they really know about coffee and tea? Also includes the whys, hows and wherefores of breads; the importance of seasonality and locality; what makes customers happy and how to handle complaints; and the latest trends and customer types.

## Wine & bar service (in association with the Academy of Food and Wine)



Do your staff really know the ins and outs of bar and wine service? This workshop is designed to help staff understand what both you and the customers want. The session covers basic wine and bar service and knowledge, preparing for service, and product knowledge, with the inclusion of some interactive tests and live role play and demonstrations.

## Hospitality & service workshops

Anyone can build a fantastic hotel, but not everyone can run a fantastic hotel. Your staff are key to the business: do they talk to your customers, do they smile, do they give them good service? Here we explore what we consider to be best practise in this field. It's an area that hotels often struggle with and is sometimes the weakest element of the business.

## Revenue management

With countless rates and promotions out there has the art of basic bedroom selling and management been lost? Does the computer consume too much of your staff's time? This is a back-to-basics session with many tips and tricks which you may have forgotten or not known of.

## Housekeeping quality

Your often unsung heroes sometimes need a bit of TLC and a few ideas to perk them up. This is an interactive workshop session and assessment of quality standards within bedrooms and bathrooms for housekeeping staff and management.

## Quality awareness

This workshop focuses on that all-too-important attention to detail within all areas of your establishment to meet stringent industry standards. Ideal for all the team in terms of training as it introduces the notion of quality, not a specialism.

## Concierge, butler and valet training

A half day course designed to refresh and help train new recruits in these key tasks often seen in 5 and Red Star hotels: from unpacking to turndown, from the service of caviar to care of crystal, from polishing shoes to pressing shirts. An element of the course also includes some of the tricks of the trade from the concierge department; and what guests are really looking for.

## College & university Hospitality Stars

We're working with the industry from the ground up, too. We can make independent checks of kitchen and restaurant practises. Why not be an official AA 5 Star training centre?

## Five Star or Red Star workshop

An interactive full-day workshop exploring key operational aspects required to achieve 5 Stars or a Red Star rating and focusing on 5 Star/Red Star standards, general expectations and culture within the hotel to achieve such accolades. Activities include a self-audit on existing standards and creation of an action plan to implement higher standards.

## Telephone and complaint handling

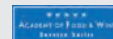
The internet is becoming an increasingly important and major source of business but there are still many customers who telephone to make bookings. Does your team know the basics of telephone handling and do they know how to optimise revenues? Can they handle price objections and can they handle complaints effectively? This workshop covers the basics.

## Modular "a la carte" training

Various 45 minute training sessions designed to boost morale and help your team release their hidden talents. Pick from the list – a minimum of three are sold together.

Modules include:

- The perfect breakfast
- Menu reviews **including menu engineering - the science of your menu**
- Seasonality
- The "Local" debate
- Food service and its impact on food (in association with the Academy of Food & Wine)
- The (AA) inspection process
- The AA Rosette scheme
- Afternoon tea
- Room service
- Knowing your herbs and spices
- How good is your tea and coffee?
- Cheese and how to select an ideal cheese board
- Knowing your fresh produce
- Know your customer and trends
- Getting your bread and ancillaries right
- Butler & concierge service
- Wine service (in association with the Academy of Food & Wine)
- Quality pointers on meat
- Quality pointers on fish



**Training courses are available as a half or a full day. They are carried out by trained and experienced AA inspectors and take place in your hotel/venue. No travelling costs are incurred.**

*Prices, terms and conditions are available to view on separate price list.*

The maximum number of delegates per course is 25, usually held by two inspectors. When the number of delegates is below 15 usually one inspector only will run the course.

Recognising



Excellence

For full details and to arrange a course, please contact your local AA inspector or the AA Hotel Services office team:

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