

# inbox

Following the success of the AA Hospitality Awards (see pages 4-7), we have dedicated our letters section to some of the comments we received from our delighted winners and guests...

Dear AA Hotel Services,

Thank you so much for inviting me last night. It was a wonderful evening and I had a lovely table. Well done on a tremendous event – everything from the food through to the staging and entertainment was fabulous!

Amanda Afiya  
Web Editor, Caterersearch.com

Dear AA Hotel Services,

I would like to thank you once again for a most enjoyable evening and for a great table – all much appreciated.

Mike Davies  
The Crown at Whitebrook  
Winner: Restaurant of the Year Wales

Dear AA Hotel Services,

Thank you for a great evening yesterday. The event was tremendous, and the winners all very well received. The table was a really good mix, and made the evening most enjoyable.

Peter Manby  
Chief Operating Officer, Mint Hotels

Dear AA Hotel Services,

I would like to thank everyone at the AA for a wonderful evening. As always when the AA does something you do it well. I thought the main course was superb and to do that for over 700 people is nothing short of a triumph.

Jonathan W. Slater  
Managing Director, The Chester Grosvenor

Dear AA Hotel Services,

Wow, what a superb evening! Thank you so much for a most enjoyable dinner and the memory of a very special evening among so many friends and colleagues. A huge thank you to all the team at the AA, the sponsors, event organisers and the Hilton who did such a great job.

Peter Lederer CBE  
The Gleneagles Hotel  
Winner: Lifetime Achievement Award



This is your opportunity to send in your comments and questions, whether it's reflective feedback on an article or a question you may have for the Hotel Services team.

## Get intouch...

### Hotel Services Customer Support

All establishment enquiries, including inspections, reports, ratings, signage, training and consultancy.

01256 844455 Fax: 01256 491647  
HotelServicesCustomerSupport@theAA.com

### Hotel Services Accounts

All financial and payment enquiries.

01256 491740

### Advertising Sales

Adding photographs to guide listings, advertising in the guides.

01256 491545  
contactadvertisingsales@theAA.com

### Lifestyle Guides

For information on your guide listing and establishment questionnaires.

LifestyleGuides@theAA.com

### Hotel Services Marketing

Logo requests, on and offline promotional opportunities, award event enquiries.

01256 494974  
emma.davis@theAA.com

### intouch Newsletter

Submitting articles/letters for the members' newsletter.

01256 494974  
Intouch@theAA.com

### Online Establishment Listings

Change your online information on theAA.com, add a photograph or hotlink.

01256 492654  
vicki.nickless@theAA.com

### Expedia

Online room reservations service

0203 450 9581  
joinexpedia.com

### AA Hospitality Awards

www.AAHospitalityAwards.com

01256 494974  
awards@theAA.com

### AA Routeplanner

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new@beaconpurchasing.co.uk

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0870 609 4513  
enquiries@skchase.com

### eviivo

Real-time room booking service for hotels and guest accommodation.

0800 422 0088  
enquiries@eviivo.com

### AA Hotel Services

14th Floor, Fanum House,  
Basing View, Basingstoke,  
Hants, RG21 4EA.

www.theAA.com/travel  
www.AAHotels.com

# intouch

issue26\_autumn2011

SUPPORTING YOUR BUSINESS

## AA HOSPITALITY AWARDS 2011

## PLUS...

FIND OUT THE WINNER  
OF THE HOUSEKEEPER  
OF THE YEAR AWARD

FIND OUT ABOUT LONDON'S  
NEW HOTEL IN THE SPOTLIGHT

GET THE LATEST NEWS AND  
OFFERS FROM THE AA

Hotel Services



# inside...

## Welcome

Held on Monday 26 September, the AA Hospitality Awards 2011 were a resounding success. Attended by world-renowned chefs, prominent hoteliers and restaurateurs, hospitality gurus and key industry media, hosted by Sophie Raworth and with entertainment provided by Britain's Got Talent stars Out of the Blue, the event was truly an evening to remember! The awards at London Hilton on Park Lane saw 23 establishments and individuals receiving recognition for outstanding excellence in their field. Guests were treated to a magnificent gourmet meal created by five AA Rosette-awarded chef Pierre Gagnaire in conjunction with the Hilton Park Lane kitchen team. The award event also saw the launch of the 2012 AA Lifestyle Guides. Turn to pages 4 to 7 for photos of the evening and a full review.

Find out about the launch of our new website on pages 8 & 9, we feature a great range of offers and promotions from our sponsors and partners on pages 10 to 13. On page 14 we profile London's new hotel 45 Park Lane and you can find out the winner of the AA Housekeeper of the Year Award on page 15.

As ever, we're delighted to receive letters and questions. Intouch is your forum for communicating with the AA Hotel Services community so send us a letter or drop us an email at [intouch@theAA.com](mailto:intouch@theAA.com).

Best wishes

*The Marketing Team*

### Contact Details

AA Hotel Services, 14th Floor, Fanum House,  
Basing View, Basingstoke. RG21 4EA  
General Enquiries: 01256 844455  
Fax: 01256 491647  
Email: [intouch@theAA.com](mailto:intouch@theAA.com)

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# informed...

## 2012 Lifestyle Guides

The 2012 editions of the AA Hotel Guide, Restaurant Guide, B&B Guide and Pub Guide are now available at all good bookshops nationwide or online at [theAA.com/shop](http://theAA.com/shop). These annually updated guides include detailed information about AA star rated accommodation and Rosetted restaurants throughout Britain and Ireland, and selected pubs in England, Scotland and Wales. The guides feature directions, prices, room numbers and contact information as well as detailed descriptions of the establishment to help you choose somewhere to stay or eat.



## Rosette plates and Red Star certificates

By now all establishments will have received where applicable their Red Star certificate and Rosette plate for 2011-2012.



Please direct any queries regarding your Rosette plate or Red Star certificate to [HotelServicesCustomerSupport@theAA.com](mailto:HotelServicesCustomerSupport@theAA.com) or call **01256 844455**.

## Notable Wine List

Congratulations to those establishments that recently received a notable wine list certificate. If you wish to obtain a logo for use of your website or marketing material please contact AA Hotel Services on **01256 844455** or email [HotelServicesCustomerSupport@theAA.com](mailto:HotelServicesCustomerSupport@theAA.com)



## AA Open Training Courses in 2012

### Rosette and Food Service Academy

These interactive day courses provide the perfect opportunity for attendees to increase their knowledge of the AA Rosette scheme and improve their understanding of the criteria by which the AA assesses food quality.

Ideal for chefs, food and beverage managers and general managers, these courses feature a range of modules which demonstrate and provide advice on a host of topics including industry best practice, increasing your revenue, menu review and terminology, seasonality and locality, flavour and blind tastings.

The following courses are also available:

Chocolate Courses with the chocolate academy

Open Housekeeping course

Hospitality & Service course

For more information on the courses visit [www.aahotels.com](http://www.aahotels.com) or email [HotelServicesCustomerSupport@theAA.com](mailto:HotelServicesCustomerSupport@theAA.com) or call **01256 844455**.



# AA HOSPITALITY AWARDS 2011

## Congratulations to the winners and finalists of the AA Hospitality Awards.

The UK's hospitality industry came together on Monday 26 September to recognise the best of the best at the AA Hospitality Awards 2011. The awards ceremony saw some of the top hoteliers in the country mingle with the best pub landlords, hospitality gurus and world renowned chefs. The awards, hosted by Sophie Raworth at the London Hilton on Park Lane, saw 23 establishments and individuals receiving recognition for outstanding excellence in their field, including a Lifetime Achievement award for Peter Lederer CBE and the coveted AA's Chefs' Chef Award for Chef brothers, Chris and Jeff Galvin.

The AA Hospitality Awards bring together some of the most influential people within the hospitality industry to recognise the outstanding accomplishments of high-achieving AA establishments and individuals. Winners are selected in recognition of excellence and success within their chosen category, having shown a significant improvement in the preceding 12 - 18 months and proving their dedication to raising industry standards and enhancing both their guest and diner experiences.

Guests were treated to a magnificent gourmet meal created by five AA Rosette-awarded chef Pierre Gagnaire in conjunction with the Hilton Park Lane kitchen team, and were entertained by Britain's Got Talent stars Out of the Blue.

"Thank you to all our sponsors, who helped make the event the huge success it was"



**AA Pub of the Year for England**  
The Feathered Nest Inn, Nether Westcote



**AA Pub of the Year for Scotland**  
The Cafe Royal, Edinburgh



**AA Pub of the Year for Wales**  
White Hart Village Inn, Llangybi



**AA Chefs' Chef Award**  
Chris & Jeff Galvin

## The Award Winners...

### AA Pub of the Year

Sponsored by KARCHER



The winners of this prestigious award stand out as truly excellent all-round pubs or inns. They successfully combine the provision of enjoyable food, comfortable accommodation, a great pub atmosphere, and a warm welcome with a high standard of management. **The Feathered Nest Inn** located in Nether Westcote scooped the award for **England** with their carefully crafted dishes using the best of quality, seasonal produce. While in **Scotland**, the title went to **The Café Royal** in Edinburgh, a traditional pub which services great seafood. In **Wales** the award went to the lovingly restored historic **White Hart Village Inn** in Llangybi, this two rosette awarded restaurant prepares dishes using fresh local produce on menus that are a combination of exciting ingredients and complementary flavours.

### AA Wine Awards

Sponsored by T&W Wines



This award recognises an outstanding contribution to promoting wine understanding and appreciation. Nominees are judged on the quality of their wine list and their ability to inspire customers to make wider and more adventurous choices in selecting wines. With a great wine list full of quality, **La Trompette** was the winner for **England**. In **Scotland**, **Rhubarb** – the restaurant at Prestonfield was awarded for their high quality and award-winning cellar, while **The Bell at Skenfrith** triumphed as the winner for **Wales & Overall** for its carefully selected wine list includes a range of wines from around the world.

### AA Restaurant of the Year

London Restaurant of the Year sponsored by AA Business Insurance



Each year the AA independently inspects hundreds of restaurants across the British Isles. This award recognises restaurants that provide cuisine of a truly excellent standard, as well as demonstrating innovation and ambience and providing a high standard of hospitality. In **England**, the title went to **The Hand & Flowers** located in the beautiful Georgian town of Marlow, the quality of food is excellent and highly consistent, maintaining three Rosettes for many years now. **Gordon's** in Inverkeilor won the award for **Scotland**, the two Rosette awarded family run-restaurant creates superb tasting beautiful dishes. The award for **Wales** was presented to **The Crown at Whitebrook**, this outstanding two Rosette-awarded restaurant creates supremely imaginative and unfailingly stunning masterpiece dishes. **Terroirs** won the award for **London** with their diverse menu of Mediterranean-influenced "tapas" style dishes has proved a huge success.

## AA Hospitality Awards 2011 Winners:



**AA Wine Award for England**  
La Trompette



**AA Wine Award for Scotland**  
Rhubarb, Prestonfield



**AA Wine Award for Wales & Overall**  
The Bell, Skenfrith



**AA Restaurant of the Year for England**  
The Hand & Flowers, Marlow



**AA Restaurant of the Year for Scotland**  
Gordon's, Inverkeilor

## AA Hospitality Awards 2011 Winners:



**AA Restaurant of the Year for Wales**  
The Crown, Whitebrook



**AA Restaurant of the Year for London**  
Terroirs



**AA Small Hotel Group of the Year**  
Warner Leisure Hotels



**AA Hotel of the Year**  
Thistle Hotels



**AA Eco Hotel of the Year**  
Lancaster London

## AA Chef's Chef of the Year



Sponsored by Caterer.com

Also recognised for their culinary achievements was AA Chefs' Chef of the Year **Chris & Jeff Galvin**. Acknowledged by their peers for their flair and enthusiasm, excellence and innovation within the restaurant industry. Galvin Restaurants is a family run collection of French restaurants founded in 2005 by multi-Rosette awarded chef brothers Chris and Jeff Galvin.

## AA Small Hotel Group of the Year



Sponsored by beacon

The AA Small Hotel of the Year award, sponsored by beacon recognises the consistent dedication and development of a small hotel group in terms of improvement to service and operational standards. Eligible groups are assessed on quality of food and accommodation and efforts made to improve the overall guest experience. The title this year went to **Warner Leisure Hotels**, after re-branding in 2008 from Warner Breaks, there was a short period of consolidation before they focused on UK short breaks exclusively for adults. Warner Leisure Hotels offer thirteen properties across the UK, including six majestic grade I or II listed historic hotels in beautiful countryside locations, three relaxed and friendly Character Hotels and four charming Coastal Resorts all at pretty, seaside locations.

## AA Hotel Group of the Year

A hugely prestigious award presented in recognition of the hotel group that has a proven track record of striving to ensure the very best levels of service, food and accommodation across the range of properties. Attention to detail is imperative and a committed and structured approach to future development is essential. The award was received by **Thistle Hotels**. Over 2150 bedrooms have been refurbished, meeting and event areas upgraded and further investment in many public areas. As the portfolio has gained its new look and feel the group has also undertaken a major re-branding to reflect the modern and contemporary style.

## AA Eco Hotel and Eco Hotel Group of the Year



Sponsored by British Gas Business

Now in its second year, The **Eco Hotel of the Year** award was awarded to the **Lancaster London**, this award recognises a clear commitment to sustainability, demonstrated through good practice and policy to make a positive contribution to reducing impact on the environment. This hotel recognises the need for responsible energy management and is committed to improving energy efficiency and protecting the

environment. The **Eco Hotel Group of the Year** was awarded to **QHotels** for recognising that environmental sustainability is of the utmost importance to all of its customers, team members, local communities and investors.

## AA Hotel of the Year



London Hotel of the Year  
sponsored by AA Business Insurance

Introduced in 1992, this award is the AA's ultimate accolade for hotels in the UK. It is awarded to hotels that are recognised as being outstanding examples in their particular market. From the small family-run hotel to the most ambitious commercial ventures, hotels of every size and style are potential winners. **Gilpin Hotel & Lake House** received the title for **England**, based in Windermere this family run hotel takes great pride in their hotel, hospitality is excellent, attentive without being intrusive and both regular and new guests are quickly made to feel relaxed and at home. In **Scotland** the title went to **Blythwood Square**, this carefully restored hotel offers a real wow factor with award winning food. The AA Hotel of the Year Award for **Wales** was received by **St Brides Spa Hotel**, this luxury destination spa hotel has created impressive results bringing this hotel right up to date in a modern and contemporary style. In **London** the title went to **The Savoy**, a British icon since 1889, The Savoy has once again taken its place on the world stage after over a £100 million restoration with their high level of attention to detail and truly excellent levels of both service and hospitality.

## AA Lifetime Achievement Award

The AA Lifetime Achievement Award recognises professionals within the hospitality industry who have committed their lives to the pursuit of perfection within their discipline. Winners of this award are to be congratulated for making significant fundamental contributions to the industry which have had a notable impact, and must have demonstrated a lifetime commitment to progress in their field. This year, the title went to **Peter Lederer CBE**, a truly inspiring gentleman who continues to make a significant contribution to the industry through his various roles and commitments. Peter is well deserving of this prestigious award.



**AA Lifetime Achievement Award**  
Peter Lederer CBE

## AA Hospitality Awards 2011 Winners:



**AA Eco Hotel Group of the Year**  
QHotels



**AA Hotel of the Year for England**  
Gilpin Hotel & Lake House, Windermere



**AA Hotel of the Year for Scotland**  
Blythwood Square



**AA Hotel of the Year for Wales**  
St Brides Spa Hotel



**AA Hotel of the Year for London**  
The Savoy

What did our finalists have to say about the event?  
See inbox on page 16...

# New look for theAA.com

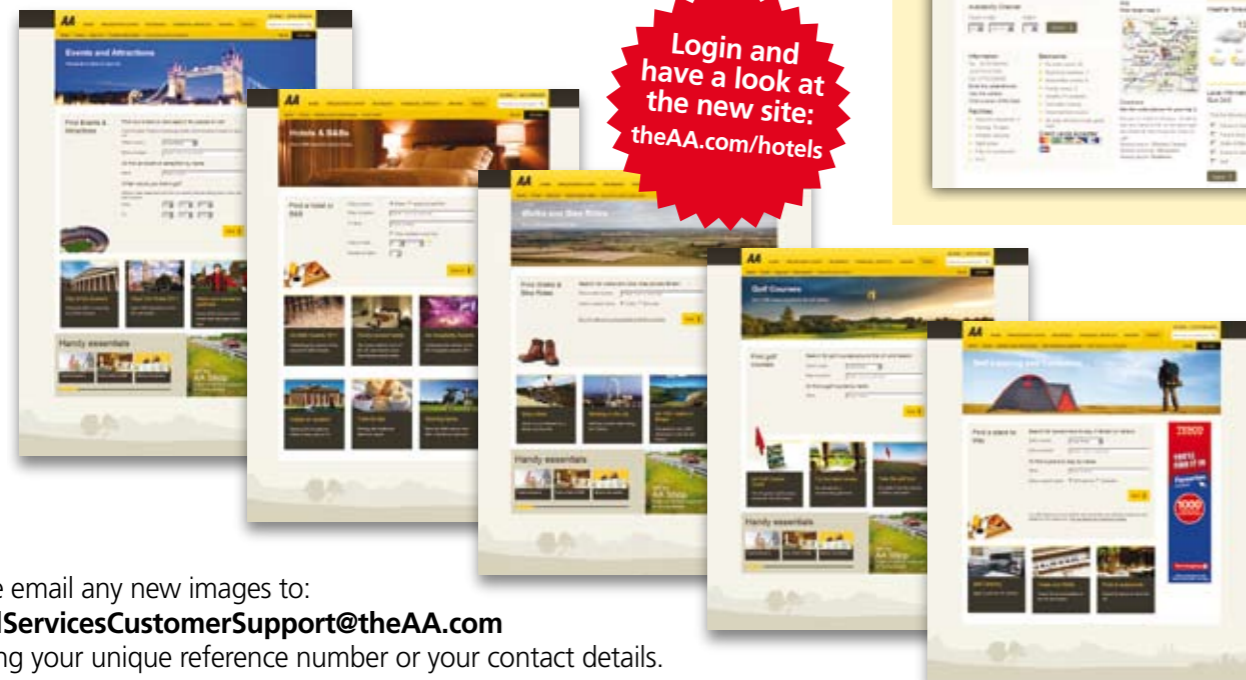
## Changes to theAA.com are now live!



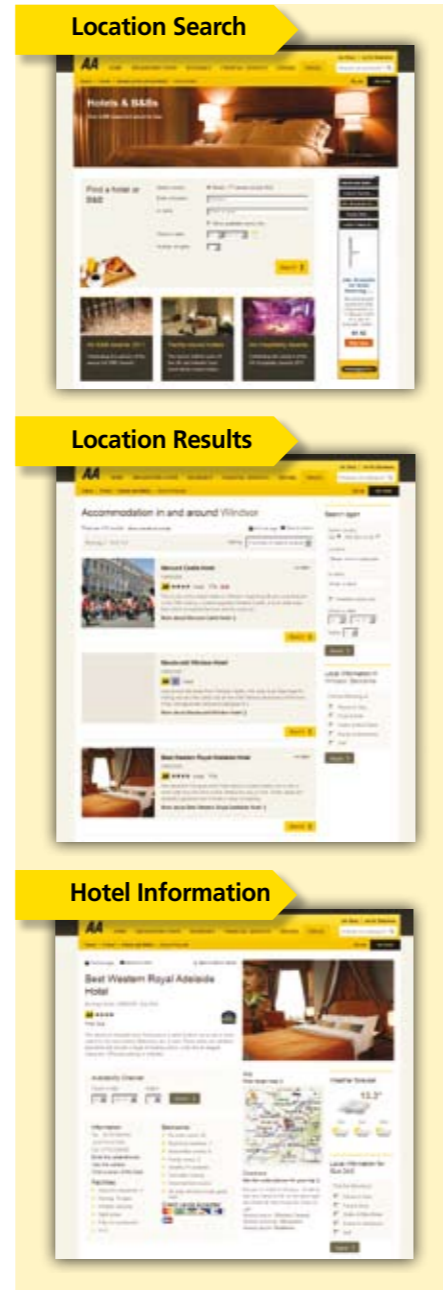
### The AA has launched a sleek new easy-to-use website.

The project, which has been in progress for the last nine months, has seen a variety of teams in the AA working together in designing and developing a new look which will improve our customers' online journey.

The new site improves visibility and navigation throughout **theAA.com** and enables the customer to easily and quickly access information for all of our products. Hotel, Guest Accommodation & Self Catering accommodation can all have up to 5 images displayed on their establishment page.



Please email any new images to: [HotelServicesCustomerSupport@theAA.com](mailto:HotelServicesCustomerSupport@theAA.com) quoting your unique reference number or your contact details.

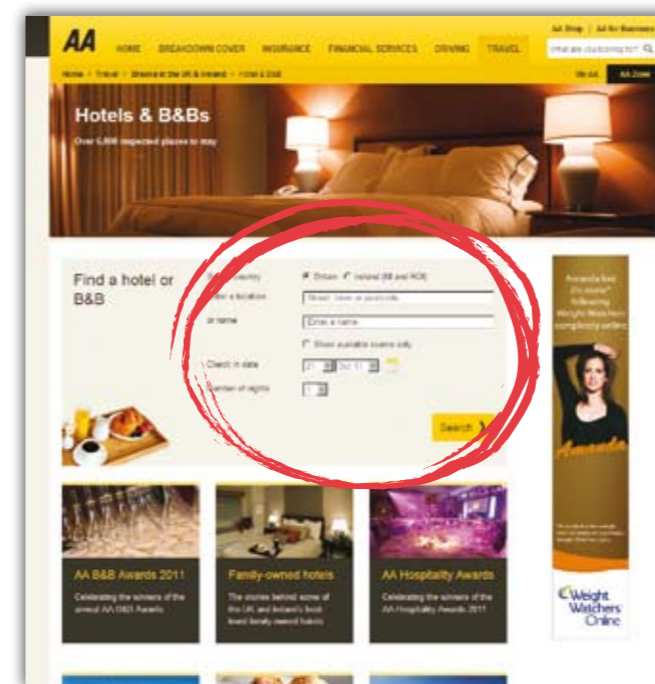


### New Open Polling Engine

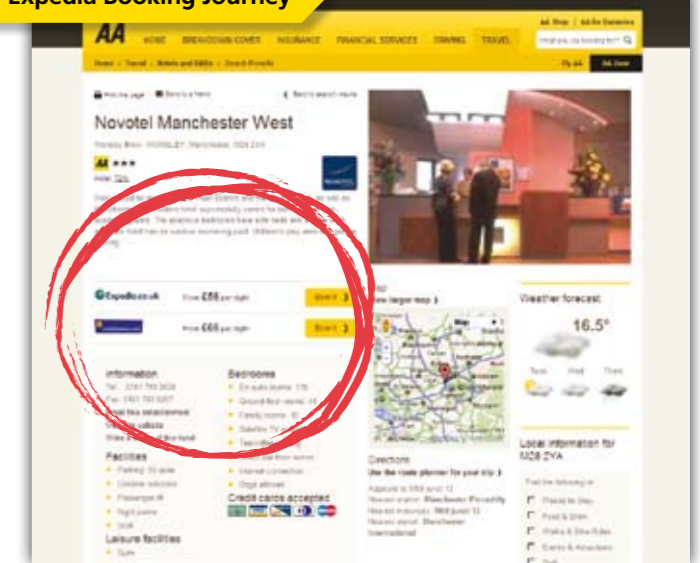
In addition to our current booking providers of **Expedia** and **Eviivo Frontdesk**. The open polling engine has been launched to offer an additional range of booking channels which include **Booking.com** and **LateRooms** to make bookings in real time.

This open platform means AA recognised Hotels and Guest Accommodation benefit from having their room pricing and availability on The AA's website.

Additional booking partners include:



### Expedia Booking Journey



### New Customer Journey

In the Hotel/BB search box click '**show available rooms only**' and enter the date of your stay. The search engines will be polled and the results will return real-time bookable establishments.

Contact Eviivo instant web and frontdesk



For further information contact Eviivo  
Tel: 0800 422 0088  
Email: [enquiries@eviivo.com](mailto:enquiries@eviivo.com)

For further information, please visit  
[www.eviivo.com](http://www.eviivo.com)

## 2012 AA Lifestyle apps

The AA has **seven Lifestyle apps available for download** including the recently launched 2012 Hotel, B&B's, Restaurant, Pub and Golf Course Guide apps.

- Download the Lifestyle Apps for FREE on all iPhones, iPads and Androids. Great content including descriptions, photos & contact details.
- Locations displayed on embedded Google maps

7 FREE AA apps available now





## Are you paying too much?

Times are tough. We're all under pressure to cut costs, maximise efficiencies and get the most from every pound we spend. So do you ever wonder if you're paying too much for the goods and services you buy? Are you sure that you're getting the most value out of the money you spend?

### Need some advice?

beacon are purchasing specialists. We've been reducing costs and increasing margins for thousands of businesses just like you for over a decade.

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2. We provide a benchmark report to identify savings by category
3. We price check your existing supply base and implement savings
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5. We develop a purchasing plan as part of our account management



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email [all@beaconpurchasing.co.uk](mailto:all@beaconpurchasing.co.uk)  
visit [www.beaconpurchasing.co.uk](http://www.beaconpurchasing.co.uk)  
or [www.beacongreenhotel.co.uk](http://www.beacongreenhotel.co.uk) for advice on being a 'greener' business

**18 months FREE membership for AA businesses joining beacon**

# Gift Voucher training made easy



SK Chase provides an online gift voucher application and fulfilment service to many luxury hotels throughout the UK and abroad, and has gained a reputation for being experts in the Online Gift Voucher Market, with years of experience working with luxury hotels, resorts and collections.

They have just launched an 'Online Training Shop' which enables their clients to browse the training sessions available up to a year in advance, and then book their place on the relevant training session.



and their customers' experience.

Whether staff work in Front of House, Marketing or Finance, we have a session to suit them. Training is done in the comfort of their own office - all our clients need to take part is a telephone line and a PC with internet access.

We want to make our clients life easy - we set them free - so that they can devote their energies to doing what they love doing and our Online Training Shop makes viewing and booking a training session so easy.'

Daniela Eichberger, Training Manager says, 'Our training sessions have evolved to meet the needs of our clients, making training easily accessible through our 'Online Training Shop' and allowing us to share our knowledge of the gift voucher application, so that our clients can feel confident using our system, maximising gift voucher sales

The AA has secured an exclusive offer with SK Chase for our hotels - meaning that you can qualify for **50% discount** on set up fee.

Call SK Chase on **0870 609 4513** or email [enquiries@skchase.com](mailto:enquiries@skchase.com)

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\*An additional monthly fee of £10 + VAT is payable for hosting and maintenance. Terms and conditions apply, please call 0800 422 088 for more details.

## Top Five Tips for Buying Business Insurance

If you own a hotel, guesthouse, pub or restaurant, it is important that your business is correctly insured.

Although not all types of insurance are compulsory, if you're doing business in the hospitality sector then you should seriously consider obtaining cover that includes the following insurance types: public and employers' liability; buildings; content; stock; business interruption; and legal expenses.

Levels of cover required can vary from one business to another. For some businesses, higher levels of cover are recommended so sometimes it is a good idea to discuss your insurance requirements with an insurance advisor over the phone.

### Here are our five top tips for buying business insurance:

1. Always give accurate information when getting quotes. Create a list of all the assets you would like to be insured including buildings, contents, fixtures and fittings, stock, computers and other equipment.
2. To save money, choose your optional covers carefully. Packaged policies are available and offer standard covers within one easy to arrange policy. Packages are often less expensive as insurers will offer a better premium when providing all your cover.
3. As part of your decision making process, you should look beyond the numbers. Consider the excesses applied,

levels of cover and examine the potential insurance provider as part of your decision. It might be better to pay a slightly higher premium but deal with an insurer who has extensive knowledge about your industry or business insurance.

4. Make sure you get the right cover for your business this can include:
  - Public and employers' liability
  - Business Interruption cover
  - Money cover
  - Glass cover
  - Personal assaults in work hours
  - Loss of alcohol license insurance
  - Buildings insurance
  - Goods in transit insurance
  - Stock and contents insurance
5. The secret to getting a good deal is to think about what matters to your business and to find the best deal to suit. This way you can ensure that the insurance package gives you the protection you require.

AA Business Insurance offers competitive quotations for the hospitality industry. Quick quotes can be gained over the phone within minutes. Call us on **0800 107 9787** to speak to one of our advisors.

**AA Business Insurance**  
**0800 107 9787**  
**theAA.com**



# Give your hospitality vacancy some

## QLC

Quality Local  
Candidates



Caterer.com

The place for jobs in hospitality

## Don't get stuck in the snow this winter

Be prepared with the AA's range of winter essentials for your car

As winter swiftly approaches, it's best to ensure that you are fully prepared for those snowy days and frosty nights to come.

The AA's range of winter essentials should see you safely through the season, whether you're on the move or at home.

### Must-haves for your car

Make sure your car can cope with the bitter winter weather with the **Winter Car Care Kit**, containing an ice scraper, de-icer, air freshener and a screenwash sachet. Providing the necessary essentials to help stranded motorists tackle snowy conditions, the **Winter Car Kit** is equipped with a foldable snow shovel, a high visibility vest, an emergency foil blanket and an LED torch.

### For coping in snowy conditions

An essential when driving in icy conditions, the AA's 3.5kg pack of **De-icing Salt** helps provide grip and traction for car wheels. Ensure that you too keep your footing when walking on ice and snow with the AA's range of steel-studded **snow cleats** and **high heel snow grips**. Plus, don't get stuck in the snow without the lightweight and compact **foldable snow shovel**, ideal for use in emergency situations and including a pouch for easy storage.

\* Discount excludes Kärcher, Wenger and mobility products and cannot be used in conjunction with any other offer. Offer only available while stocks last and can be withdrawn or varied at any time.

### For comfort and safety

Keep the heat in with the AA's range of warming winter products! The **Winter Warmer Kit** includes one set of Thinsulate™ gloves, hat and neck warmer and a foil blanket; while the **travel blanket** and the **travel mug**, with its splash-proof and drink-through lid, will keep you snug and warm on long journeys. Winter travellers can ensure they stay visible even in snowy conditions with the AA's range of **high visibility vests** and **armbands**; while the super-bright heavy duty **9 LED Torch** will help light your way during misty days and dark nights.

Don't forget that AA recognised establishments receive **10% off** purchases\* plus free standard delivery at **theAA.com/shop**! Simply enter the promotional code **HGA11** when prompted at the basket.

Visit [theAA.com/shop](http://theAA.com/shop) or call **0844 836 1481**



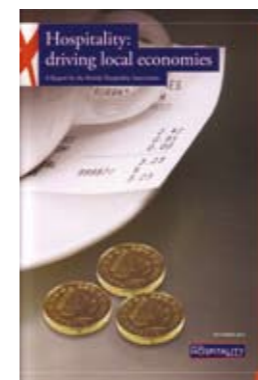
## Recognising the Contribution of the Hospitality Industry

BRITISH  
HOSPITALITY  
ASSOCIATION

— Preferred Supplier —

In October, the British Hospitality Association published a report - *Hospitality: Driving Local Economies* - which identified in each of the UK's 406 local authorities, the number of hospitality employees and the value of the industry to each locality.

For example, hospitality's share of total direct employment is over five per cent in over 380 of the 406 UK local authorities and in only one Local Enterprise Partnership area is employment in hospitality less than six per cent of the total; in some areas, Cornwall and Cumbria, for example, it is much higher.



*BHA's report lists the contribution of the hospitality industry in each of the UK's 406 local authority areas*

Little surprise, therefore, that the BHA, representing a membership spread throughout the UK, believes that local authorities and emerging organisations like Local Enterprise Partnerships must recognise the contribution that the hospitality industry makes to their local economy and to local life and should introduce policies to enable it to grow.

To push this plan forward, the BHA has sent a copy of the report - with bespoke reports for Scotland and Wales - to every MP, MSPs, Welsh Assembly Members as well

as other key decision-makers.



Ufi Ibrahim, BHA's chief executive: *"These are figures which have never before been available and the result emphasises how important the industry is to almost every local economy"*.

The BHA has also launched an Adopt an MP programme which primarily aims to win the support for the hospitality industry of every MP and every local councillor. This campaign is a perfect example of how an organisation can begin to influence national opinion to the ultimate benefit of the industry it serves. But an association cannot succeed by itself.

The more local hoteliers can use the facts and figures which are set out in the BHA's report, the greater will be the understanding by our decision-makers of the industry's needs and concerns. The success of this grassroots campaign thus depends on how well it is supported by individual hospitality businesses and how strongly its voice is heard. No association can succeed by itself - which is why wide industry support for the BHA is so critical to the industry's well-being.

To join the BHA, contact **Marsha Phillips**; [marsha.phillips@bha.org.uk](mailto:marsha.phillips@bha.org.uk), **020 7404 7744** [www.bha.org.uk](http://www.bha.org.uk)

# Spotlight

45 PARK LANE  
Dorchester Collection

In this issue, intouch profiles 45 Park Lane, the new edition to the Dorchester Collection and recent edition to the AA recognition scheme.

45 Park Lane opened on 1 September 2011 and is Dorchester Collection's ninth property. Situated a stone's throw from sister property The Dorchester, 45 Park Lane has been designed in a contemporary style with art deco influences by internationally acclaimed architect and designer Thierry W. Despont. 45 rooms and suites all afford views of London's Hyde Park and a spectacular Penthouse Suite, taking over the entire ninth floor, features a wraparound terrace giving panoramic views across London. Offering an unprecedented level of guest service, a 24 hour Host Team ensures a dedicated point of contact for guests, managing all requirements made from arrival to departure. This superior level of guest interaction enables the hosts to deliver bespoke service and personalised amenities.

Wolfgang Puck has brought his popular, award-winning CUT concept to London with CUT at 45 Park Lane, a modern American steak restaurant that marks the

world-renowned chef and restaurateur's debut venture in Europe. With executive chef David McIntyre, who is no stranger to the Wolfgang Puck Fine Dining Group having been part of it for the last 13 years, heading up the kitchen, CUT at 45 Park Lane's menu provides wide appeal offering outstanding steaks, a superb wine list and impeccable service in a fun, buzzing and dynamic environment.

Bringing a new evening destination to Mayfair, Bar 45 is a lively yet intimate place to enjoy outstanding wines; (Bar 45 boasts the largest selection of American wines in the United Kingdom) and unique cocktails made with innovative ingredients such as Jasmine Flower Green Tea infused Vodka and Earl Grey Tea infused Tanqueray Gin. A menu of 'Rough Cuts' is available, also by Wolfgang Puck and including favourites such as his Mini Kobe Sliders and House Smoked Pastrami Reuben Sandwiches. A residents' library, also situated on the first floor, offers a quiet space for guests to relax with a paper or one of the books personally selected by Thierry Despont and Wolfgang Puck. A private Media Room with ten large and comfortable armchairs and a state of the art Bang & Olufsen 103 inch 3-D television is available for private hire; be it for the screening of the latest blockbuster or a family gathering to view personal memories.

For more information on 45 Park Lane visit [www.45parklane.com](http://www.45parklane.com)

# AA Housekeeper of the Year 2011

IN ASSOCIATION WITH



## Three top housekeepers celebrated in style in July at the AA Housekeeper of the Year lunch.

Held at the Galvin at Windows restaurant at the London Hilton on Park Lane, the annual award, now in its fourth year of running, is sponsored by Northmace & Hendon Limited.

**Lisa Williams, winner of the AA Housekeeper of the Year award**, joined the Park Plaza County Hall in December 2009. Lisa manages a large team of 76 housekeepers. The judges selected Lisa as the overall winner not only due to her housekeeping standards, which are consistently of the highest quality, but also due to her attention to detail, her pride in her work, and her dedicated commitment to ensuring that her team of staff are happy and motivated.

The hotel's general manager, Simon Mahon, also recognised Lisa's work ethic and attention to detail, and said:

*"Lisa is truly inspirational. She is a true ambassador for housekeepers everywhere. She is passionate, focused, caring and driven. She consistently delivers fantastic results for our guests while leading and developing her people in exactly the right way. I am proud to work with her."*

**Runner up Susan Brougham** has worked for the Matten Hall Hotel since January 1999, the hotel's general manager, Rhys McKinnel, praised Susan for "always performing above and beyond the call of duty," and referred to her as a "a true hospitality professional and has been in the industry for over 40 years".

**Runner up Praxedes Kassami** has been the Executive Housekeeper at The Cavendish for 10 years and leads a team of over 40 people. The hotel's director, Ciaran Fahy, praised Praxedes's abilities, maintaining that she "consistently delivered outstanding guest satisfaction and employee engagement, she leads from the front briefing the team daily, and she spends time on the floors checking and ensuring the team have the resources to meet and exceed our standards."



From left to right: Judge **Simon Numphud**; runner up **Susan Brougham**, head housekeeper at Matten Hall Hotel, Northumberland; runner up **Praxedes Kassami**, executive housekeeper at The Cavendish, London; winner **Lisa Williams**, head housekeeper at Park Plaza County Hall, London; Judge **Rudi Plaut**, Chairman of Northmace & Hendon.