

inbox

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

Dear AA Hotel Services,

Thank you so much to everyone for a wonderful event and organisation. It was a great day for myself and everything was perfect!

Lorraine Allanson
Rains Farm Holidays, Allerston
Winner: AA Friendliest B&B of the Year

Dear AA Hotel Services,

Just to thank you all for a great day at the B&B awards, we thoroughly enjoyed it and had a great lunch with good company.

Wendy Dolton
Field House, Hindringham
Finalist: AA Friendliest B&B of the Year

Dear AA Hotel Services,

Thank you for your superb hospitality. We felt honoured to be invited to such a prestigious occasion and are delighted with our finalist award and beautifully styled decanter. The setting was magnificent and hospitality outstanding. Most of all, our thanks to you, the AA, for your advice and kindness.

Christina Lamb
Lanercost Bed and Breakfast, Brampton
Finalist: AA Friendliest B&B of the Year

Dear AA Hotel Services,

Just to thank you all for a great day at the B&B awards, we thoroughly enjoyed it and had a great lunch with good company.

Wendy Dolton
Field House, Hindringham
Finalist: AA Friendliest B&B of the Year

Dear AA Hotel Services,

Thank you so much for the AA Friendliest B&B certificate and beautiful Villeroy & Boch decanter, what a lovely surprise and a real honour. It is so nice to be recognised in this way.

Barbara Baxter
Buxton's Victorian Guest House, Buxton
Finalist: AA Friendliest B&B of the Year

Dear AA Hotel Services,

I had a fabulous time at the awards in London on the 15th, we were treated to lovely champagne reception. It was great to meet other finalists and receive a lovely decanter and framed certificate. We really were made to feel very important and recognized for our hard work in tourism in this country. It was the cherry as they say after a hard year.

Hazel Brooksbank
Yacht Bay View, Morecambe
Finalist: AA Friendliest B&B of the Year

Get intouch...

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

01256 844455 Fax: 01256 491647

HotelServicesCustomerSupport@theAA.com

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All financial and payment enquiries.

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01256 491545

contactadvertisingsales@theAA.com

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LifestyleGuides@theAA.com

Hotel Services Marketing

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

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emma.davis@theAA.com

intouch Newsletter

Submitting articles/letters for the members' newsletter.

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INtouch@theAA.com

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joinexpedia.com

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enquiries@eviivo.com

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www.theAA.com/travel

www.AAHotels.com

intouch

issue28 summer2012

SUPPORTING YOUR BUSINESS

AA B&B AWARDS 2012

PLUS...

FIND OUT THE WINNER OF
THE HOUSEKEEPER OF THE
YEAR AWARDS 2012

PROFILING THE RECENT DEVELOPMENTS
AT RUDDING PARK HOTEL

GET THE LATEST OFFERS
AND NEWS FROM THE AA

Hotel Services



inside...

Welcome

Welcome to the Summer edition of intouch, packed with all our regular features and updates. The B&B Awards 2012 took place at The Royal Horseguards Hotel, London on Tuesday 15th May and was a huge success, turn to page 4 to view the winner and finalists. Tickets are selling fast for the Hospitality Awards and we are delighted to announce our celebrity presenter for the evening - turn to page 10 to find out. We also celebrated the winner of the Housekeeper of the Year Awards 2012 at St James Hotel in London on Monday 14th May, view the winner and finalists on page 11.

Find out what beacon purchasing offer to the industry on page 8 and find out how diligent your health and safety standards are on page 13, also on page 12 caterer.com reveals the hotel sector and the current state of recruitment in the industry as a whole. This edition of intouch profiles Richard Davies, Executive Chef at The Manor House Hotel & Golf Club, see page 9. On page 14 we profile Rudding Park Hotel and find out what open training courses the AA have to offer on page 15.

As ever, we are 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

Best wishes

The Marketing Team

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informed...

AA Lifestyle Guide Mobile Applications

Available on iPhone, iPad, Android and Nokia devices.

The AA lifestyle guide mobile apps will be available for download on Blackberry mobile devices shortly!

Benefits of the new AA lifestyle guide Blackberry apps:

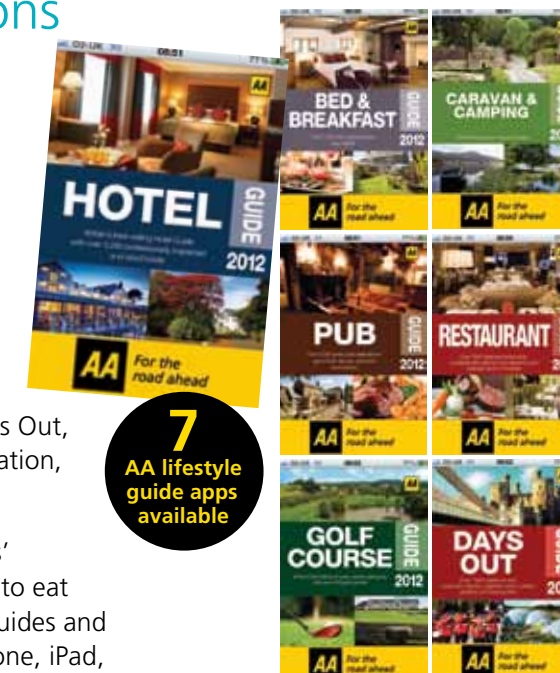
- 1) Apps have been re-designed with a new interface
- 2) The latest establishment data will be included
- 3) Apps will work on the latest Blackberry handsets

The AA has seven lifestyle apps to offer - Hotels, B&Bs, Restaurants, Days Out, Caravan & Camping, Pubs and Golf Courses - giving reliable accommodation, dining and visitor information wherever you go with your mobile.

Searching for a place to eat or stay? The AA has over one hundred years' experience in seeking out, assessing and recommending the best places to eat and stay in the UK, published annually in the ever-popular AA lifestyle guides and now available in seven handy FREE apps. Available for download on iPhone, iPad, Android and Nokia devices.

Whether you're looking for a coastal campsite, a cosy rural farmstead, a delightful country house hotel or a lively local bistro, each app has a wealth of content available to search, with instantly accessible information at your fingertips to help you find the perfect spot, whatever the occasion.

The apps are truly an essential companion to any traveller. Search around your current location when on the move or select a location of your choice to receive comprehensive listings of each establishment, including a detailed description, images, contact information, links to the establishment's own website or online booking functionality where applicable. Additional search options available make selection even easier with the ability to search by AA star rating or cuisine type - simply select these options in "settings". Regular updates ensure that the content and details provided is up-to-date. The AA lifestyle guide apps are available at www.theAA.com/iphone/lifestyle-guides-iphone-app.html



App Downloads

- AA Hotel Guide** - Over 130,000
- AA B&B Guide** - Over 110,000
- AA Restaurant Guide** - Over 65,000
- AA Pub Guide** - Over 50,000
- AA Caravan & Camping Guide** - Over 110,000
- AA Days out Guide** - Over 250,000
- AA Golf Course Guide** - Over 20,000

Gold Star Award



Congratulations to those establishments that recently received a letter notifying them of their Gold Star Award status. If you wish to obtain a Gold Star logo for use on your website or marketing material, please contact AA Hotel Services on **01256 844455** or

email HotelServicesCustomerSupport@theAA.com



Follow us on twitter!

Follow us on **@AAHotels** and **@AAHospitality** for regular updates on newest additions to the scheme, hospitality news content, interesting stories from out establishments, updates on the Awards events and much more!



AA B&B AWARDS 2012

IN ASSOCIATION WITH

eviivo



Congratulations to the winners and finalists of the AA B&B Awards 2012.

The winners and finalists of the AA B&B Awards 2012 celebrated in style on Tuesday 15th May at the AA B&B Awards luncheon, held at The Royal Horseguards Hotel in Whitehall, London. The event recognised and rewarded 30 very deserving finalists for demonstrating all-round excellence and unfailing standards and for providing outstanding service to guests. All finalists were treated to a champagne reception followed by a formal four course celebratory luncheon and received a personalised certificate and a Villeroy & Boch engraved decanter.

Simon Numphud, AA Hotel Services Manager, said, "The AA Bed and Breakfast Awards are a key opportunity for us to recognise the dedication and hard work of our B&B owners across the country. In a year such as this with so many patriotic events taking place the Great British B&B is a true national treasure."

The event received a lot of favourable coverage from all aspects of the media, from pieces in national and regional newspapers to extensive online trade and consumer coverage and both regional and national radio coverage.



Friendliest B&B finalists 2012



Runners Up: Stephen & Beverly Green
Centery Farm, Bittadon



Runners Up: Laurence Slater
Junipers Bed & Breakfast, Firsdown

Friendliest B&B of the Year

Sponsored by eviivo

eviivo

Lorraine Allanson

Rains Farm, Allerston, North Yorkshire



Lorraine Allanson from Rains Farm Holidays in Allerston, North Yorkshire has been named the AA's Friendliest B&B of the Year 2012, in association with eviivo. She was chosen from a shortlist of 25 finalists which were nominated by the AA's hotel inspectors. Lorraine has lived at Rains Farm all her life and now welcomes guests, with help from her mother, to either her comfortable Bed and Breakfast rooms or self catering cottages. With enviable views of the Yorkshire countryside, guests at Rains Farm can relax and unwind while receiving the attention to detail and local knowledge provided by Lorraine. Over the years Lorraine has frequently gone the extra mile, Lorraine believes that it is the warm Yorkshire welcome, her locally sourced breakfast produce and wonderful home cooked bread that keeps guests coming back again and again.

Commenting on being awarded the title of AA's Friendliest B&B, Lorraine said,

'I always believe that the best memories for guests are the ones imprinted by their host, and then the accommodation. Many guests give me a friendly cuddle as they leave and that is when I know I have succeeded in my quest and they have truly enjoyed their stay. Winning an award like this makes all the hard work so worthwhile and I am so proud to be able to say we are the Friendliest Bed and Breakfast.'

AA Friendliest B&B of the Year Winner:

★ **Lorraine Allanson**
Rains Farm Holidays, Allerston

Runners up:

★ **Stephen & Beverly Green,**
Centery Farm, Bittadon

★ **Laurence Slater**
Junipers Bed & Breakfast, Firsdown

Finalists:

★ **Kerensa & Michael Carr**
2 Quail, Dornoch

★ **Richard Tae**
Abbots Grange, Broadway

★ **Elizabeth & Derek Scott**
Ashcroft Farmhouse, Livingston

★ **Gill & Neil Faiers**
Bangors Organic, Bude

★ **Barbara Baxter**
Buxton's Victorian Guest House, Buxton

★ **Jenny Harmer**
Chimneys Bed & Breakfast, North Walsham

★ **Valerie & Keith Harber**
Coedllys Country House B&B and Cottage, St Clears

★ **Wendy Dolton**
Field House, Hindringham

★ **Dianne Carrieri**
Hodgkinson's, Matlock Bath

★ **Christina Lamb**
Lanercost Bed and Breakfast, Brampton

★ **William & Barbara Barr**
Larks Rise Bed & Breakfast, Bourton-on-the-Water

★ **Jayne & William Lapping**
Norton House Bed & Breakfast & Cottages, Whitchurch

★ **Lesa & Martin Drewett**
Quidhampton Mill Bed & Breakfast, Salisbury

★ **Lindsay & Gary Stacey**
Rosedale Guesthouse, Richmond

★ **Glen Russell & Robert Bryson**
Smiddy House, Spean Bridge

★ **Deborah Blaney**
Strandeen Bed & Breakfast, Portstewart

★ **Susan & Eric Kettler**
The Brownlow, Ivinghoe

★ **Kathryn Dangerfield**
The Cammarch, Llangammarch Wells

★ **Allison Manders**
The Old Telephone Exchange Bed & Breakfast, Holt

★ **Olwen Evans**
Tyddyn Mawr Farmhouse, Dolgellau

★ **Hazel Brooksbank**
Yacht Bay View, Morecambe

★ **Teanie Dornan**
Yew Tree Cottage B&B, Matlock

AA Funkiest B&B of the Year



THE WINNER:
The Dragonfly, Chester

The Dragonfly in Chester has been named AA Funkiest Bed and Breakfast of the Year for 2012.

The B&B blends contemporary interiors with the original Georgian features of the building, displaying modern art and vintage pieces throughout. The high quality chic rooms are individually designed with a modern fresh minimalist look featuring design classic furniture pieces. The distinct style, service and attention to detail provide a unique and memorable experience for guests. Speaking of their win, Dragonfly owners Kelvin Elliot and Lucie Shipp said,

‘It is a great honour to receive this award. It is our mission to offer excellence in every aspect that our guests experience, providing all of our guests with a true boutique hotel experience.’

AA Guest Accommodation of the Year



WINNER FOR ENGLAND:
East House, Broadway

East House in Broadway, has been named AA Guest Accommodation of the Year for England. This beautiful 18th Century luxuriously furnished, period property is set in beautiful grounds and offers magnificent views of the surrounding countryside. Bedrooms are individually furnished, equipped with many thoughtful extras and are decorated and furnished so they are in keeping with the rest of the house.

Breakfasts are served in the intimate wood panelled

dining room, using the finest locally sourced produce. Guests can be assured of a very warm welcome. Speaking of winning the title, Lauren said,

‘Winning this award really is the icing on the cake. We had never been involved with the hospitality industry before and we have thoroughly enjoyed setting up and running our business. We derive great satisfaction from ensuring that our guests enjoy every aspect of their stay.’

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

AA Guest Accommodation of the Year



WINNER FOR SCOTLAND:
Arden Country House, Linlithgow

Arden Country House in Linlithgow has been named AA Guest Accommodation of the Year for Scotland. Set in the grounds of Belsyde House and Farm in Linlithgow, the rural, farmland setting provides an idyllic country retreat where guests can get away from it all. Ideally located for visiting Edinburgh and Glasgow and the surrounding areas, guests at Arden Country House can be sure of a warm welcome and beautifully presented, freshly made food. Speaking of the win, Beth Cruickshank, commented, ‘What a truly wonderful

surprise. It is a real honour that an organisation as prestigious as the AA has acknowledged us for all the hard work and effort that we have put into our B&B. We are absolutely delighted to receive this award for Scotland.’

AA Guest Accommodation of the Year



WINNER FOR WALES
Crug-Glas Country House, Solva

Crug-Glas Country House Hotel in Abereddy has been named AA Guest Accommodation of the Year for Wales. Situated in 600 acres of farmland near the Pembrokeshire coastline, Crug-Glas offers guests a relaxed atmosphere in tranquil surroundings. Each room is luxuriously individual; bedrooms are spacious, tastefully furnished and well equipped. Each boasts the hallmarks of assured design plus a luxury bathroom and in addition there are two suites in separate buildings.

The friendly owners and their staff provide attentive service; the award winning breakfasts and dinners are a highlight for any guest’s visit, featuring skilfully prepared dishes using the finest locally sourced produce.

AA Guest Accommodation of the Year



WINNER FOR LONDON
The Marble Arch by Montcalm, London

The March Arch by Montcalm has been named AA Guest Accommodation of the Year for London. A little slice of elegance, ideally located at the top of Park Lane, the Marble Arch by Montcalm is a tranquil retreat in the midst of London’s vibrant buzz. This ideally located place to stay enjoys a central location just a few moments’ walk from Hyde Park, not to mention the main shopping districts and attractions. The five star boutique accommodation offers a serene tranquillity ensconced in a wonderful ambience of

modern comfort. Each room is distinctly appointed to exude elegance and to ensure luxury.

Speaking of their win, General Manager, Sabine Altschaeffl said, ‘This recognition from the AA exceeds the pleasant jubilation of victory, as it truly is a marked recognition of the quality and excellence that is a defining passion at The Marble Arch by Montcalm.’

from our **team of buyers** to the best **industry suppliers**



Are you paying too much for the goods and services you buy?

Need some advice to get the most value out of the money you spend?

beacon are purchasing specialists, we've been reducing costs and increasing margins for thousands of business just like yours for over a decade.



But don't just take our word for it...

“It almost goes without saying that in today's challenging economy, all independent venues are looking at ways to maximise revenues. Having sales figures up on the previous year is always great news for any venue, but independents need to look at doing much more than increasing sales.

My belief is that it's actually the other page of the ledger book where independents really need to focus - and that's your costs.

My advice to all independents is to find someone out there who can help make the business engine run more effectively.

For me, it's beacon. Working with a partner like beacon means you can make a real difference to the bottom line - which is even more important in the current tough economic conditions.

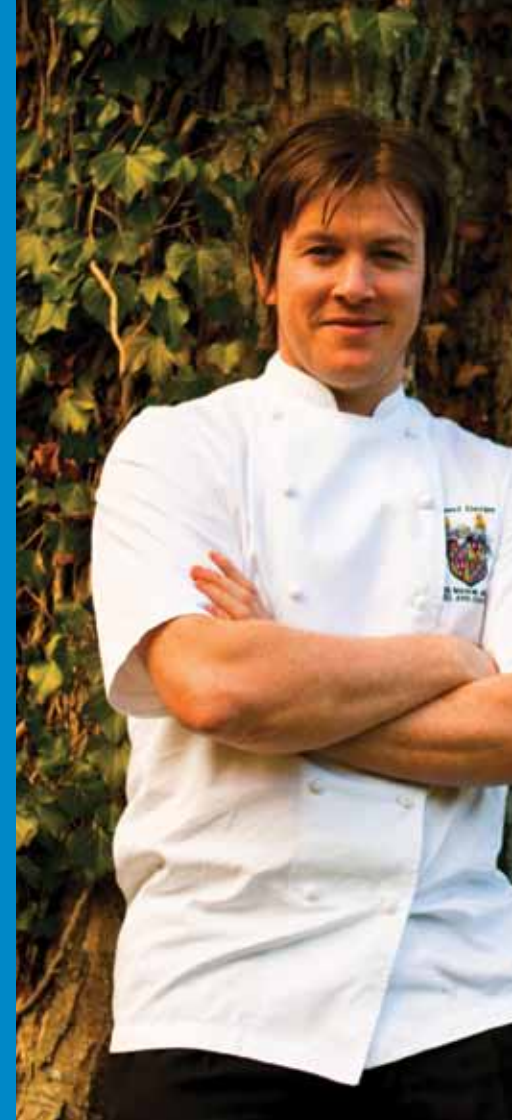
We save between 10-50% on everything from cleaning products to crockery and TVs to maintenance costs, which otherwise, as an independent, we could never achieve.

Locally, I've seen four venues close and one go into administration for over a year. Obviously, increasing sales is crucial. But manage the other end of your business by as little as 5% and you can save yourself over a quarter of a million pounds! Where are you going to find that kind of business this year?”

Neill Walker, General Manager, Stoke Rochford Hall, Lincolnshire.

So, how does beacon work?

- 1 **We undertake an initial audit** of your current purchasing
- 2 **We provide a benchmark report** to identify savings by category
- 3 **We price check** your existing supply base and implement savings
- 4 **We agree and implement new suppliers** with improved terms
- 5 **We develop a purchasing plan** as part of our account management



This edition of intouch profiles
Richard Davies

Executive Chef at The Manor House Hotel & Golf Club, Castle Coombe, Wiltshire



A Rosette Award for Culinary Excellence

How did you get where you are now?

Hard work and determination. I started working as a dishwasher at 14 and fell in love with the kitchen. It's a tough job and will reward well if you just show some commitment.

Who is your greatest inspiration?

There have been so many, I guess all of the Chefs I have worked for have inspired me but if I had to pick one, it would be Nigel Godwin, I concentrated a lot on pastry when young, but it was Nigel that inspired me to be a real Chef.

What are your top tips for an aspiring chef?

Forget the late nights and parties; if you want to succeed then it will come through hard work and commitment.

If you weren't a chef, what career would you have chosen?

I would probably have gone into the Army, but would love to have been a racing driver, car or bike! Failing that a Rock Star would do.

What has been your greatest career achievement to date?

I would have to say becoming Head Chef, the first time I had a guest comment on the food (and they took the effort to come to the kitchen) as Head Chef, must have been the proudest moment to date and I had a little tear in my eye, although I kept that well hidden!

What is your favourite ingredient?

I love Vanilla, simple but luxurious.

What would be your 'last super'?

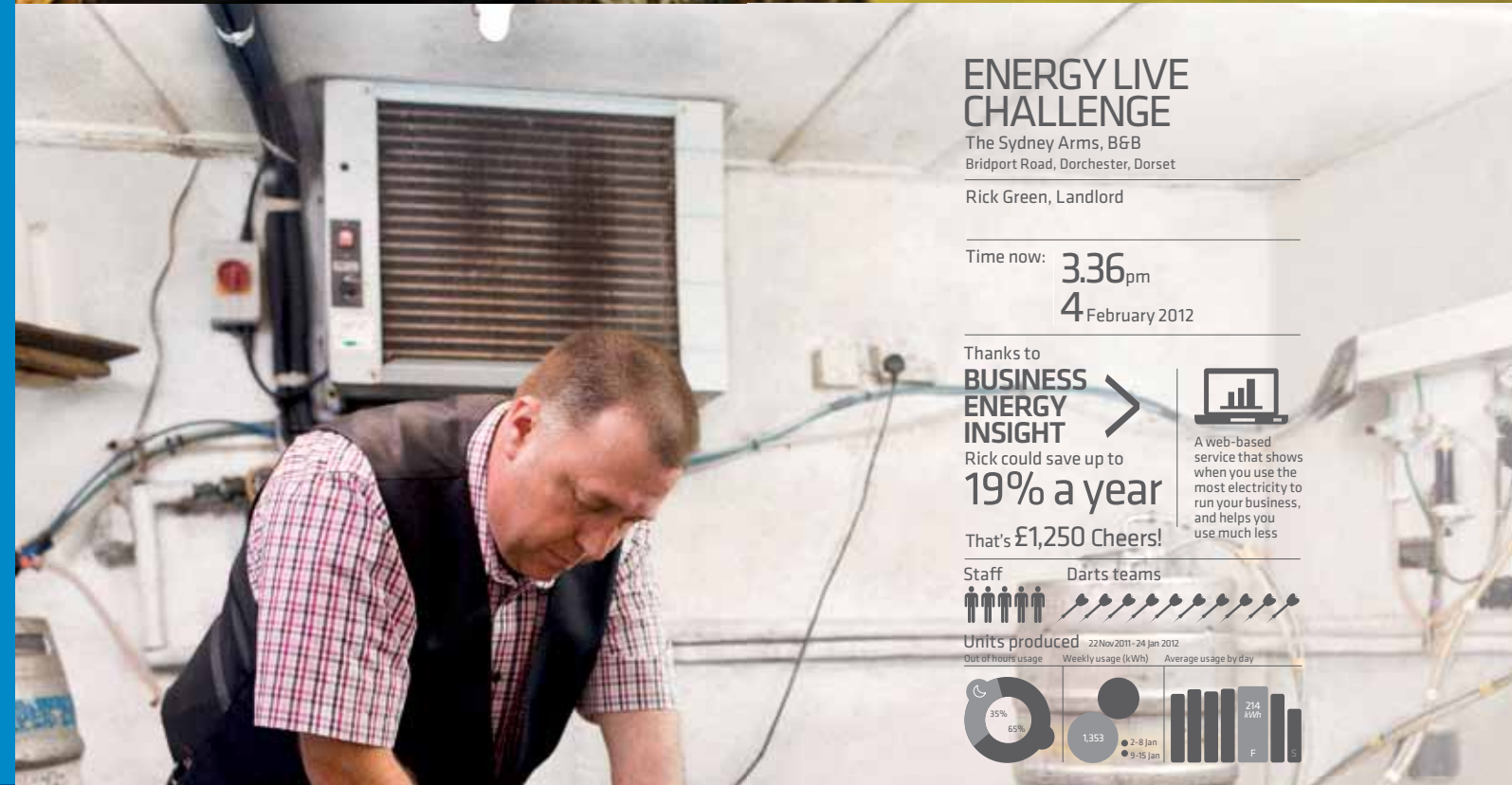
Heart attack SandwichSausage, Bacon, Black Pudding (Stornoway), Fried Egg, Beans, Mushrooms, set between two slice of Fried Bread. You have to try it to believe!

Where do you eat on your night off?

I like to cook at home, but The Fox in Broughton Gifford do a mean Sunday Roast.

How was it, competing on the Great British Menu?

Good fun but a lot harder than it looks on the telly, it is not all glamour and showy, it is a hard days graft but great people around that make it enjoyable.



We've had a look round The Sydney Arms and surprised Rick with our findings. Business Energy Insight™ helped identify that switching halogen lights to LED, updating strip lighting plus switching off fridge lighting and gaming machines overnight, could cut their energy bill and save them £1,250 a year. Jackpot!

5 businesses
1 challenge
To save energy

Follow our **Energy Live Challenge** and find out how Business Energy Insight™ could help you use less electricity at britishgas.co.uk/business/control

British Gas
Looking after your world

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Visit www.beaconpurchasing.co.uk

*Offer applies to all British Gas Business electricity customers. Half-Hourly metered premises, businesses with over 15 sites, sites associated with framework agreements covering more than 15 sites and gas meters are excluded. Smart meter installations are subject to a successful site survey, suitable mobile phone reception and safe access to the meter point. The offer can be withdrawn, extended or amended at the sole discretion of British Gas at any time. Terms and Conditions apply.



Hosted by Kate Silverton



AA HOSPITALITY AWARDS UPDATE



Bringing together some of the most influential people within the hospitality industry, this immensely successful annual event is attended by industry-leading chefs, hoteliers and restaurateurs and recognises the accomplishments of high-achieving establishments and individuals.

We are delighted to announce that Kate Silverton will be our celebrity host at the Awards event.

Kate is a highly accomplished, versatile journalist and popular presenter of TV news, current affairs and entertainment programmes. She has won plaudits for her reporting from Iraq, and is no stranger to conflict; having covered several of the world's troubled and beleaguered regions. Recently she was in Afghanistan reporting from the front line.

Kate regularly anchors the One O'clock, Six O'clock and Ten O'clock news and has presented her own weekly radio show, debating the week's topical News stories with expert guests and politicians.

SPONSORS AND SUPPORTERS



Sponsoring the AA Chefs' Chef of the Year Award



Sponsoring the AA Wine Award



Sponsors of the AA Rosette scheme



Sponsors of the AA Eco Hotel of the Year Award



Sponsoring the AA Hotel of the Year Award



Sponsors of the AA Small Hotel Group of the Year Award



Sponsoring the Restaurant of the Year Award



BOOK YOUR TICKETS!

Tickets are selling fast for the Hospitality Award and we have limited spaces left so book your tickets now to guarantee your place.

Ticket price per person: £185 + VAT

Table of ten: £1700 + VAT

You can book online at:

www.aahospitalityawards.com/tickets

AA Housekeeper of the Year 2012

IN ASSOCIATION WITH



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



From left to right: runner up **Regina Zemaitiene**, Executive Head Housekeeper at the Macdonald Bath Spa Hotel; Bath. Winner **Jolanta Vasiliauskiene**, Head Housekeeper at Rocco Forte Brown's Hotel, London; runner up **Sandra Dean**, Housekeeping Manager at Casa Hotel, Chesterfield.

This annual award, sponsored by Northmace & Hendon, is now in its fourth year, and the 2012 event was held recently at St James Hotel in London.

Jolanta Vasiliauskiene, winner of the AA Housekeeper of the Year award, joined Rocco Forte's Brown's Hotel in August 2006. Jolanta is responsible for managing a team which includes 44 housekeeping members plus additional agency workers. The judges selected Jolanta as the overall winner due to the passion she has for her role and her efforts of continually striving to improve the experience of her guests. She is dedicated and committed to ensuring that her team of staff are happy and motivated and has developed a training calendar to ensure that all of her team learn as much as they possibly can about the department and about the hotel.

Runner up Regina Zemaitiene has worked for the Macdonald Bath Spa Hotel for over a year and manages over 40 members of housekeeping staff. Regina is passionate, proud and always positive about what can be achieved to provide the guests with the best experience and exceed their expectations. The hotel's HR manager Lynne Watkins praised Regina for her commitment and the obstacles she needs to overcome. 'She is extremely loyal and deserves to be recognised for her efforts and hard work'.

Runner up Sandra Dean has worked at the Casa Hotel since the opening in November 2010 and manages

a team of 13 people and has been nothing but committed to the hotel. Sandra has created a strong team with extremely high standards and has a genuine passion for cleaning. The hotel's Operations Director, Stuart Downham praised Sandra's abilities, maintaining she has been nothing but committed to the hotel and this has been noted in the numerous positive reviews and the fact that she maintains an extremely high standard throughout the hotel.

Rudi Plaut CBE, Chairman of Northmace & Hendon, said: "Congratulations to Jolanta Vasiliauskiene on winning the very prestigious AA Housekeeper of the Year Award, and to Regina Zemaitiene and Sandra Dean for coming such close Runners Up. Every year the competition becomes more intense from dozens of Britain's most efficient hotels, as senior management appreciate the vital importance of the housekeeping function and enter their own Housekeeper.

"The standard of housekeeping impinges on every guest and is one of the principal factors in determining return visits, the life blood of every hotel. That is why senior management of the best hotels so greatly appreciate their housekeeping department. With their staff spread throughout the establishment, the Housekeeper needs very special leadership and management skills. To be recognised as the best in Britain amongst such talented competitors is a real achievement."

Hospitality Index Reveals Hotels Hold Top Spot For Recruitment

by Caterer.com

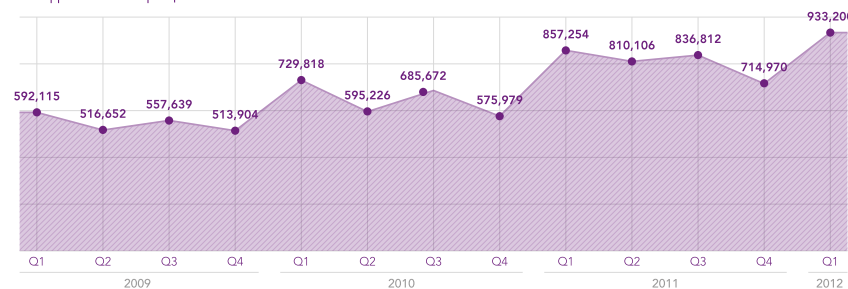
people1st

The latest Hospitality Employer Index report (Q1 2012) from Caterer.com and People 1st features the hotel sector and the current state of recruitment in the industry as a whole.

The last quarterly report saw that recruiters were aware of the need of new team members yet only 18 percent had taken on more staff or were planning to for this period. Yet quarter one reflects a static rate of recruitment and job ad levels remain the same as last year, but rose from 2009 and 2010. 40,007 new jobs were posted between January and March 2012, the same level as in Q1 of 2011.

Job applications

Job applications made per quarter



OVERVIEW

Applications have continued to increase and have hit their highest level since the Hospitality Employment Index began.

¹Source: Caterer.com and People 1st 2012, Olympics readiness survey

This report focuses predominantly on the hotel sector and whilst this area is ahead of others in the hospitality industry in terms of recruitment there is still a sense that employers are taking the 'wait and see' approach. Simon Numphud, Hotel Services Manager, AA Hotel Services said, "We sense that 2012 will be a year of consolidation rather than growth... expectations are that (the Olympics) will result in stable year on year growth as opposed to substantial growth."



Source: People 1st and Caterer.com, Hospitality Employment Index

Managerial roles rose in most cases as well as the applications. The number of ads placed had risen in all categories except hotel management, where it fell nine percent from Q1 2011. Whereas the number of ads placed for both reception/concierge and housekeeping fell from Q1 2011, but rose for catering staff and porters and could correlate with the economic downturn. Affluent guests continue to frequent high-end establishments, while those of more moderate means have moved towards lower budget accommodation. This has resulted in a higher rate of online bookings and less need for reception and concierge team members than they used to be.

Ian Burke, Director of Caterer.com agrees with the importance of having the best people in the right positions and said;

"Hospitality is an industry that is dependent on good people and while many await the rush to begin, we encourage businesses to seek out and train talent as soon as possible. The Best Employers in Hospitality Awards are just one way that hospitality can highlight the excellent opportunities available to new emerging talent. This is an opportune moment for business to start shouting about themselves!"

The report also highlights key trends in the hotel industry and importantly the use of social media, wi-fi, apprenticeships, people and organisational development.

For further insight on quarter one of 2012 download your FREE copy of the Hospitality Employer Index report at:
www.caterer.com/HEI

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The place for jobs in hospitality

Business Insurance

AA

Food Safety Covered, but how diligent are your health and safety arrangements?

The amount of legislation applicable to Health and Safety can be daunting and with the spot light quite rightly on hygiene and food safety, wider health and safety responsibilities can at times be neglected.

To support our commitment to the hospitality sector, AA Business Insurance uses its unrivalled expertise and understanding of the sector to provide tailored insurance solutions supported by its own Risk Management solutions dedicated to helping establishments in the hospitality sector understand the risks they are exposed to. Helping us to propose ways to minimise or eliminate risk and support premium savings.



During recent discussions with hoteliers, it was found that many employ the services of external consultancies to help prepare for, pass and maintain industry standards in food safety. However, concentrating on this area in isolation could potentially leave your business exposed in other areas, and it became evident that there is a tendency to rely on generic documentation lacking relevancy to the specific business.



With a robust paper trail, it makes claims defence much easier when you can prove as a business owner you have taken all reasonable steps to train your workforce to do their job correctly for example. Claim defensibility is in your best interests to keep your claims history down and premiums low. Proactive risk management can go a long way to achieving this and with a broker working closely with insurers to highlight the work done, premium savings can be achieved.

It can be easy to overlook that the business can be more than providing accommodation. Hotel establishments are now often much more than that with a wide range of facilities including a bar open to non-residents, spa and gym facilities alongside a shop and hosting regular events. These will all bring with them different forms of risks that an insurer needs to be made aware of to ensure that your business is fully protected.

The cornerstone of any health and safety management system is the Health and Safety Policy and risk assessments. It can be a minefield which is why it is best to call in the experts. There is a simple checklist of the legislation that you may need to consider when looking at your premises:

- Management of Health and Safety at Work Regulations
- Manual Handling Operating Regulations
- Health & Safety (Display Screen Equipment) Regulations
- Personal Protective Equipment at Work Regulations
- Workplace (Health, Safety and Welfare) Regulations
- Control of Substances Hazardous to Health Regulations
- Electricity at Work Regulations
- The Health & Safety (First Aid) Regulations
- The Reporting of Injuries, Diseases & Dangerous Occurrences Regulations.
- The Regulatory Reform (Fire Safety) Order

Andy Barnes, Head of Risk Management for AA Business Insurance commented "If an establishment can prove their risk has been reduced through proactive management, we can then present this to insurers who would take that into account when calculating a premium at renewal. It is important to ensure all the correct arrangements are in place and you don't rely purely on generic documentation that is not specific to the working environment or activities."

If you would like to discuss your current risk management and insurance arrangements, please call **AA Business Insurance on 0800 107 9787**

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Spotlight



In this issue, intouch profiles Rudding Park Hotel, Spa & Golf's recent additions to the AA Recognition Scheme.

Independently owned, Rudding Park, Harrogate, combines contemporary design with traditional elegance and the highest levels of service to create understated luxury and comfort for all guests.

The Grade 1 Regency house and surrounding parkland has undergone constant development over the last 20 years and now includes a Four AA Red Star Hotel, 2 AA Rosette Clocktower Restaurant, conference and events venue, spa, cinema and the most comprehensive golf facility in the North of England.

Ninety contemporary bedrooms have been designed using modern fabrics and tasteful colours to suit the requirements of all guests. The Suites and Spa Rooms feature a spa bath, sauna or steam room in each bathroom.

The Spa includes four treatment rooms with a Hammam, steam room, light and deep relaxation rooms and experience shower. Guests can choose from results driven facials to holistic massages, wraps, scrubs and manicures to relax and re-energise.

Rudding Park's 2 AA Rosette Clocktower restaurant features monthly menus using local, seasonal ingredients in beautiful surroundings. Dine in the restaurant underneath the pink glass chandelier, relax in the bright and airy conservatory alongside the 400 year old olive tree or simply enjoy a drink at the cosmopolitan bar.

For golf enthusiasts, the facilities are fantastic. From the 18 hole parkland Hawtree course to the six hole Repton Short Course which includes a replica of the island hole

at Sawgrass, Florida, there is something for everyone. A team of resident PGA Professionals, cutting edge practice facilities and an 18 bay floodlit driving range make Rudding Park Golf Academy the ultimate golfer's venue.

Recent awards include being voted 'Number One Hotel in the UK' in TripAdvisor's Travellers' Choice Awards 2011 and 2010, 'Most Outstanding Service' at the Condé Nast Johansens Awards 2012 and 'Large Hotel of the Year' at the White Rose Awards 2011.

Peter Banks, Managing Director of Rudding Park, said: "Receiving these awards and retaining our red star status is proof we have successfully pushed the boundaries in service and design. The investment of our 48 bedroom extension, spa, 14 seat private cinema and recruitment of our new Guest Services Team means Rudding Park provides guests with an experience that is equivalent if not better than some of the most well known hotels in British hospitality."

Over the years, numerous special guests have stayed at Rudding Park including Bill Clinton, George Bush Snr, Mikhail Gorbachev, Archbishop Desmond Tutu and John Cleese.

For more information on Rudding Park Hotel, Spa & Golf visit www.ruddingpark.co.uk



AA OPEN TRAINING COURSES IN 2012

Food & Beverage Service Academy and Rosette 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 fee for either Food & Beverage Service or Rosette Academy is £160 + VAT. If delegates book both the fee is £265 + VAT (£318 Incl VAT); dates available are shown below.

Food & Beverage Service Academy

18 September Thornton Hall, Thornton Hough, Wirral

17 October The Oxfordshire Hotel, Thame

20 November Copthorne Tara Hotel, London

Rosette Academy

19 September Thornton Hall, Thornton Hough, Wirral

18 October The Oxfordshire Hotel, Thame

21 November Copthorne Tara Hotel, London

Book your space today

Contact Martin Jeffery on **01256 493442** or email martin.jeffery@theAA.com

Visit www.AAhotels.com for information on our full range of training courses and consultancy services.

Find out how the participants found the course:

AA Rosette Academy workshop

'For me there were many useful elements throughout the course. I learned a lot about Rosette standards and what is expected by the AA'.

'Gaining knowledge from a food/kitchen prospective. Knowing more of what is expected to gain Rosettes'.

AA Restaurant Academy workshop

'It was useful to understand what is looked at when an inspection is carried out. Allowing me to notice what needs to be done to gain stars and understand the grading system'.

'It was great learning about the AA inspections and learning about different aspects of the catering industry, about better service to give to customers'.

AA Housekeeping workshop

'It was the useful information, down to the last detail that the AA look for when they conduct an inspection and what to improve on'.

'To see how an AA inspector scores a visit from the AA's perspective and to listen to an inspectors point of view and see what they are looking for'.

AA Five star workshop

'I thought the most useful elements were the way factual observations regarding five star standards, as well as seeing everyone around the room very involved in the workshop'.

'Learning about the service in other departments, this will come in handy as a duty manager, showing my team in the training so they can see why we are so strict with standards and help to maintain standards in my department'.