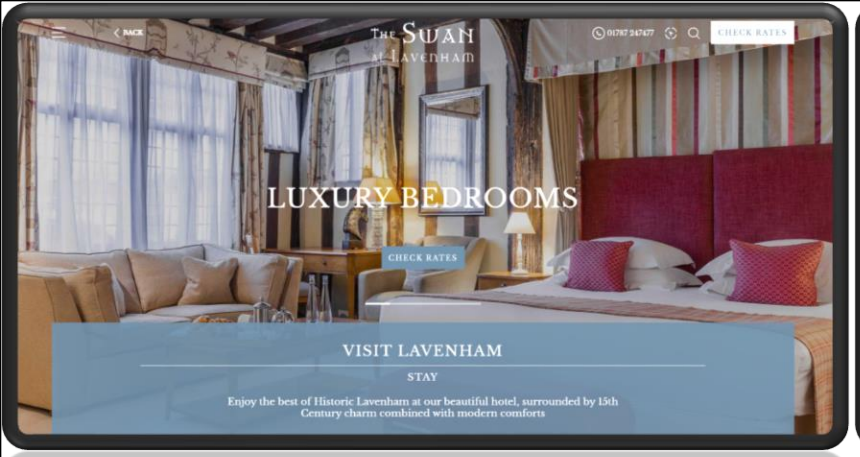
THE HOTEL FOLK

Putting ‘Folk’ at the Heart of our Company Strategy

David Scott and Sophie Jeffrey

Brudenell Aldeburgh | Golf Club & Hotel Thorpeness | The Crown Woodbridge | The Swan at Lavenham | Whitelion Hotel Aldeburgh | The Crown and Castle Orford



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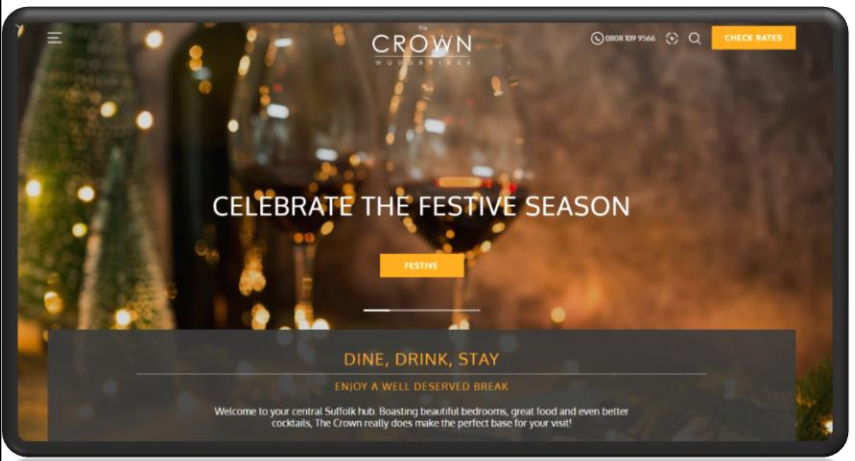
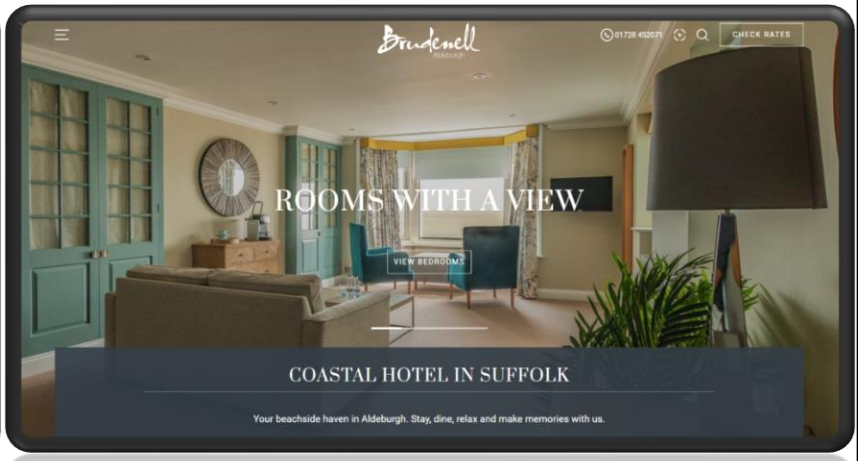


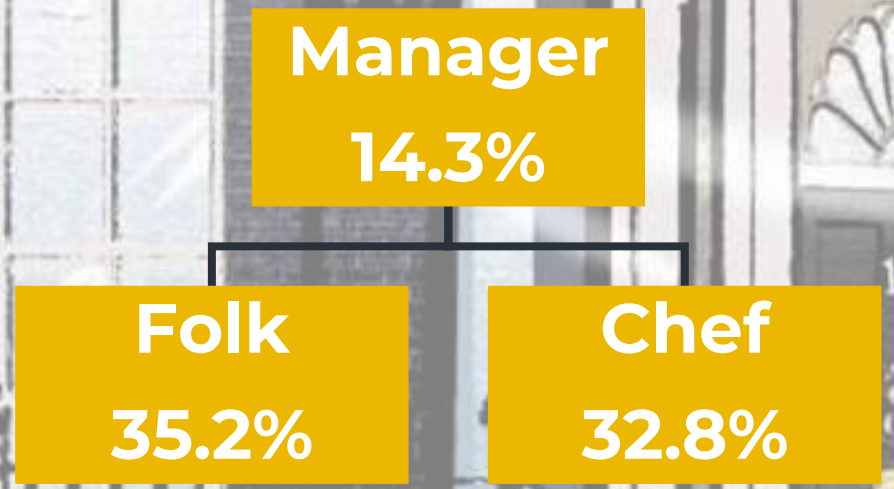


WE'RE CALLED THE HOTEL FOLK FOR TWO REASONS. FIRST, WE'RE THE EXPERTS IN PROVIDING GREAT SERVICE. AND SECOND, WE'RE A COMMUNITY OF FOLK OBSESSED WITH LOOKING AFTER OUR GUESTS. PUT THE TWO TOGETHER AND YOU HAVE THE THING THAT MAKES US TRULY SPECIAL:

OUR BLOW-YOUR-SOCKS-OFF HOSPITALITY EXPERIENCE.

“IN RETURN FOR YOUR ENTHUSIASM AND DEDICATION, WE’LL TRAIN, DEVELOP AND SUPPORT YOU TO BE THE BEST YOU CAN BE. THIS WILL BE GREAT FOR YOUR CAREER, GREAT FOR OUR BUSINESS AND GREAT FOR OUR GUESTS”

Hospitality can feel like a revolving door....



Our Staff Turnover in the last 12 months

"Where does the training and development focus lie? A) with the new Folk joining each week, or B) the Managers who are responsible for their Training and Development?"

Providing a safe Learning Environment

A clear On-boarding Journey

Group Induction

Welcome to all new Folk from Day One

Hotel Induction

One the Job training with their hotel buddy

Folklore

Completion of mandatory training modules

Financial Reward

In some cases, leading to a Pay increase

Passing Out

Probationary Review

Weekly Catch Ups

Reviewing progress regularly

A calendar of Training and Development

Mandatory Training
- First Aid
- Mental Health first aid
- Fire Marshall
- Personal license
- Food Safety Level 3
- Health and Safety 3
- BIIAB Cellar Management

Induction
- Hotel Folk, Brand, Values
- What makes us tick
- Directors, Exec team
- Hotels, timeline
- Key facts
- New starter information
- Allergens and COSHH

Supplier Training
- Coffee – Paddy & Scotts
- Beer & Spirits – Adnams
- Wine – Nethergate
- Food suppliers
- WSET wine and spirits

Skills
- Systems – EPOS, Relinks, ResDiary, RotaReady
- Soft Skills - Customer service delivery
- IT/ computer skills
- Communication

Management all levels
- Management Training
  - HR procedures
  - Systems
  - Stock takes
  - Appraisals
  - Interviews
- Duty Management training

Service
- Order of service
- Wine, Bar and coffee service
- Standards of set up and service in housekeeping
- Guest communication

January launch of our Chef Academy supported by HIT Training

1)

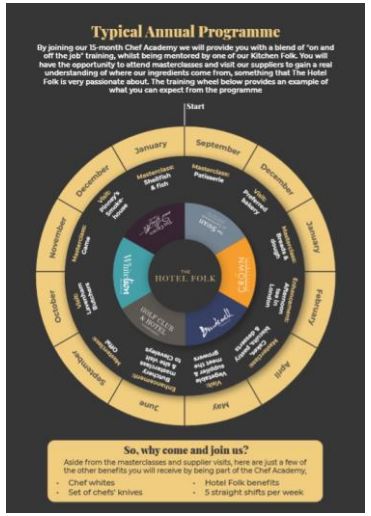
CHEF ACADEMY

The 2022/23 Chef Academy has already been developed to showcase the exciting career opportunities we can deliver for chefs joining our business. Our aim is to have six, one for each kitchen to grow our own, retain our own and save on high recruitment costs

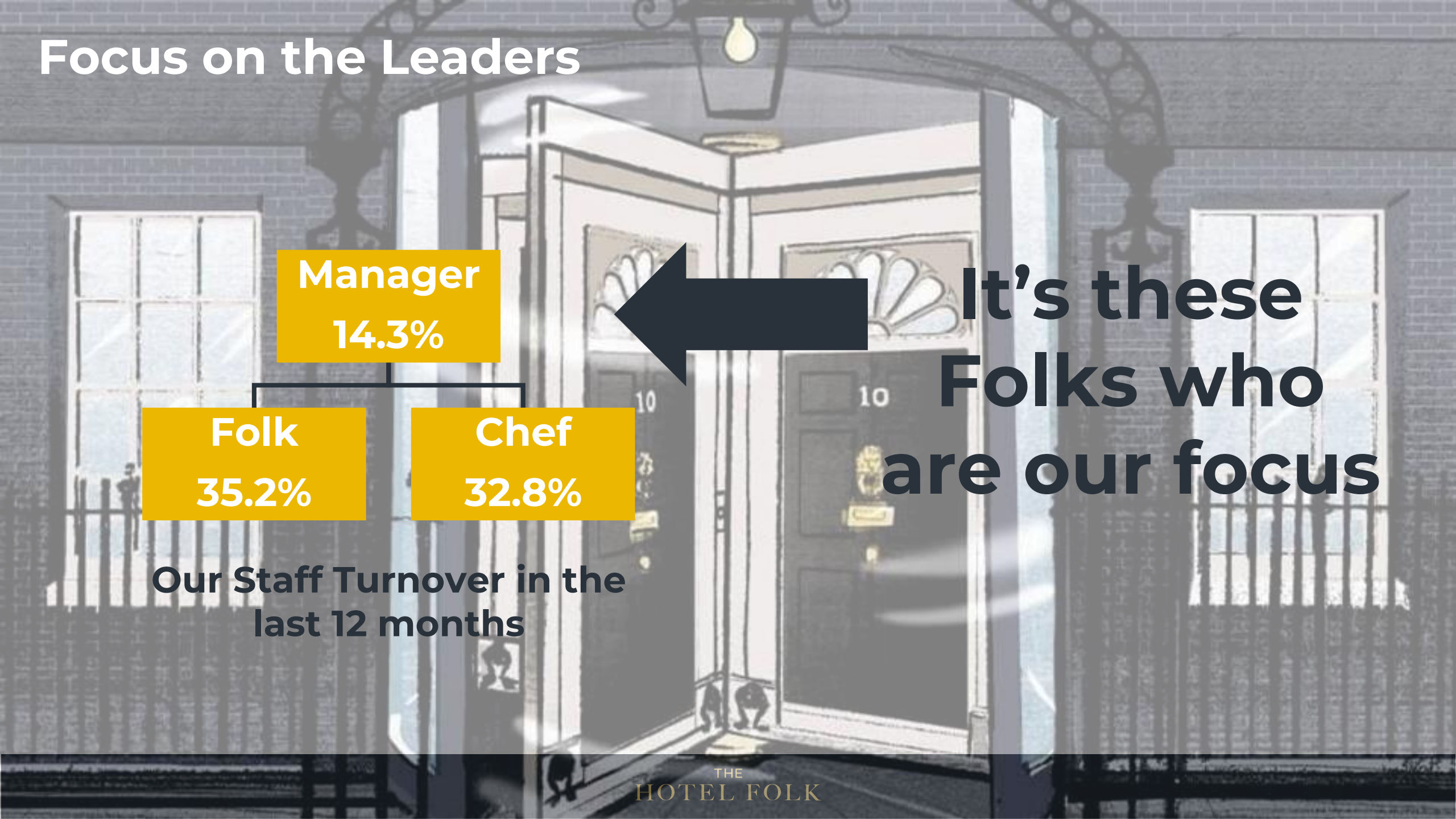
CHEF SKILLS MATRIX

Every Head Chef is completing a Skills Matrix for every Chef in their brigade to understand their gaps and create a training plan support by our Roaming Chef

2)



Focus on the Leaders



2022/23 is all about our Middle Managers

Introduction of 360 Degree feedback with Lumus 360

Structured performance review process to properly document a Training and Development Plan

Duty Manager training for all Managers within all Hotels to ensure expectations are clear and skill gaps are filled

Calendar of Bite Sized Training 3 times a year

Free Binder with Part One....

January

Recruiting for The Season

- Indeed Refresher
- The Best Interview Questions to Ask
- Reviewing Probation

May

Getting Guest Ready

- Order of Service
- Delivering the Perfect Service
- Upselling

Sept

Managing Costs

- Writing Rotas for Winter
- Understanding Margins
- P and L Basics

Five Things from us.....

1) Create a safe learning environment

2) A little know how goes a long way

3) Use the resources around you

4) Make hospitality appealing as a career

5) Focus on the Middle Managers, the door won't stop revolving

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Thanks for listening and any questions?

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