

VINE HOTELS

EXPERTS IN HOTEL
MANAGEMENT AND DEVELOPMENT





Vine Hotels is a company with a big vision and the determination, structure, and experience to deliver results. Since buying the Double Tree by Hilton Sheffield Park, the property has been transformed into a dynamic hotel – both in look and profitability.

Vine Hotels is a leading- edge hotel management, advisory and development company. We specialise in multi-layered management solutions for branded and independent hotels and venues. In addition, we deliver a dynamic range of other services for hotel and venue owners, and other stakeholder groups.

The team is made up of experienced hotel and venue operators, financial specialists, and sales and marketing leaders.

We work alongside hotel owners, property developers, local authorities, investors, and administration teams, our uniquely customisable service propositions deliver optimum profitability in many diverse scenarios.

We understand that a single solution or set of solutions doesn't fit all needs. So, we supply different bespoke services to meet different hotel, venue and stakeholder demands.

As Vine Hotels are hotel and venue owners and operators right across the UK, we have a deep insight into how to develop, manage and maximise the potential of a property. And by gaining a thorough and detailed understanding of the individual needs of business owners or custodians, we're equipped to purpose-design strategies that add significant value.

Management & Development Contracts

Management Contracts

Vine Hotels offers a compelling portfolio of exceptional management, interim and business recovery management services.

- **Strategy Building** – Assessing and analysing multiple KPIs enables us to formulate data-driven strategic solutions to deliver the best needs-based results for a property.
- **Re-Positioning for Success** – We work in close collaboration with brands, investors, lenders and property agents to re-launch or re-position struggling hotels and venues, with the aim of boosting their performance to untapped levels.
- **Addressing Underperformance Issues** – A hotel or venue might have specific needs in certain areas of the business, for example, in sales or procurement. We can provide one or however many modular services are needed to address specific issues, on an interim or an ongoing basis, to maximise profitability.

Development Projects

We consult on and develop new hotel properties alongside local authorities, financial backers, fund and asset managers, investors, and property developers. Our development consultancy services can start at entry level from the initial planning stages, right up to taking care of the day to day running of the business.

- **Providing Sector Specific Insight** – Having us on the team bringing a breadth of specialist knowledge and experience to the table, from concept to opening and beyond.
- **Managing Properties** – We can provide full management services, or a selection of modular services to plug in-house skills gaps.

Hotel Ownership

We continue to actively expand our own Vine Hotels property portfolio.

- **Buying** – Vine Hotels has the financial resources to buy freehold and leasehold properties that are 'on' or 'off' market and are particularly interested in assets that have represented some recovery or development potential.

Interim Business Recovery Management

Vine Hotels independently audit and refocus hotels and venues experiencing financial challenges.

- **Managing Back to Profit** – Assessment, analytics and putting a befitting development strategy together come first. We then see the strategy through to the point when a hotel or venue is returned to profitability.
- **Leaving a Lasting Legacy** – In cases of interim business recovery management, it's always the end goal to leave the existing management team with the processes in place to continue exceeding expectations.

Expert Consultation

Vine Hotels can be enlisted purely on a consultancy basis, whether a hotel or venue needs a routine health check or an entire recovery strategy. We scrutinise all strands of the business to identify blockages and set struggling properties on the road back to profitability again.

- **Probing for Problems** – We go over all elements of the hotel's operations mix with a fine-tooth comb to pinpoint where profit is being adversely impacted.
- **Working Collaboratively** – We don't highlight problems, then leave hotels and venues to it. Relevant members of the Vine Hotels team work alongside them, as an extension of their in-house team, to optimise performance.
- **Generating Sustainable Change** – When our tenure is over, we leave the existing management team with an ongoing framework for success.



Best Western York House, Eastbourne

For over ten years we have been working alongside Vine Hotels to secure key Hotel properties and welcome them into the Accor brand family. The team's ability to work quickly and be responsive to the market needs sets them apart.



Individual Services

Vine Hotels does things differently to other hotel and venue management companies. We offer full hotel management services. But, in addition, we also offer a powerhouse selection of individual services. This range of services is available for hospitality business owners to buy individual elements of our expertise, on a mix and match basis, to address their specific issues.



REVENUE

- We deliver strong, future-forward revenue management services by drilling down in to supply and demand.

This enables us to anticipate occupancy levels and to formulate a data-driven variable pricing framework.

Working with or in place of hotels and venue teams, and also with property developers on pre-openings, we equip them to ensure their greatest assets yield optimum returns.



HR

- With longstanding hospitality-specific HR expertise, we assist hotel and venue teams with meaningful recruitment, hiring, onboarding and ongoing training plans for new hires.

Our methods are designed to boost candidate attraction and bolster retention rates.

In addition, our HR consultancy services oversee compliance for safeguarding against litigation, plus the correct course of action should any internal or external claims be instigated.



SALES

- Vine Hotels' expert sales team are on the top table with senior decision makers in corporate businesses, third-party hotel and event booking agencies, travel trade and wholesale.

We already have the direct inroads that often elude independent hotels and venues. Our sales services are multi-faceted.

They can include telesales campaigns, research in to new markets and site visits for existing properties, pre-openings and new venues.



MARKETING

- Our marketing services span digital marketing campaigns, social media, reader and staff offers, venue finding websites and multiple online opportunities that are overwhelming for independent hotels and venues to set up and manage.

We have an impressive track record in these areas, providing hotels and venues with the support they need to deliver marketing messages in the right places, to the right target audiences, to maximise revenue streams.



PROCUREMENT

- Buying rates are equally as important as selling rates to the overall profitability of a hotel or venue.

Our procurement specialists take a deep dive in to supply chains to identify opportunities for greater cost savings.

This goal is achieved by aligning purchases, sourcing new suppliers, and negotiating with existing and new suppliers.

We also review payment terms and proactive end-of-life management.



Brand and Independent Connections

Working with hotel and venue owners, we carry out a full assessment to gauge how we can achieve the best results for you. This may be suggesting moving to a world-renowned brand.

We can help you benefit from our access for delivering durable franchise partnerships. However, with our other connections in the world of independent hotels, we can assure your management team will be focused on maximising profits and growth.

Vine Hotels & Venues

A selection of the properties currently owned and managed by Vine Hotels

- Bredbury Hall Hotel, Stockport
- Best Western Cresta Court Hotel, Altrincham
- Best Western Cutlers Hotel, Sheffield
- Best Western Plus Mosborough Hall Hotel, Sheffield
- Best Western The Dartmouth Hotel Golf and Spa, Dartmouth, Devon
- Best Western York House Hotel, Eastbourne
- DoubleTree by Hilton Sheffield Park, Sheffield
- Mercure Southampton Centre Dolphin Hotel, Southampton
- Mercure Sheffield Kenwood Hall Hotel & Spa, Sheffield
- SureStay Plus by Best Western West Bromwich, West Bromwich
- The Charlecote Pheasant Hotel, Stratford-upon-Avon
- Whirlow Brook Hall, Sheffield
- The Old Rectory, Handsworth Sheffield

HotelREZ
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Hotels & Resorts


Hilton
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LAURA ASHLEY

THE TEA ROOM




ACCOR

IHG®

MARCO PIERRE WHITE
STEAKHOUSE BAR & GRILL


DOUBLETREE
BY HILTON™


Marriott
HOTELS · RESORTS · SUITES

From initial negotiations to the completion of the sale of the Bredbury Hall Hotel, Vine Hotels demonstrated the keen industry and financial expertise needed to deliver results. Their no-nonsense approach and clear understanding of the sector dynamics will make this Hotel a success.



The Team

Vine Hotels Management and Development Team is led by...



Greg Dyke
CHAIRMAN

Previously chairman of the Football Association and the British Film Institute, Greg is a well-known media executive, journalist, broadcaster and former Director General of the BBC. He has held Chief Executive positions with LWT, Pearson Television and Channel 5 and was Chancellor of the University of York.

Greg has held hotel interests over a number of years and became chairman of Vine hotels in 2015.



Garin Davies
CHIEF EXECUTIVE

Having served as Board Member of Best Western UK and a previous Divisional Director of BDL Management, Garin has a wealth of experience across all aspects of the hospitality industry.

Garin became a hotel owner in 2009, proactively increasing the portfolio ever since. He maintains close ties with Accor, Hilton, IHG & Best Western among others. These relationships serve our clients well when they decide to go down the franchising route.



Hotel specialists possessing over a century of combined experience in the hospitality industry, Vine Hotels support team ensures superior returns for all our owners.



Neil Burgin
CHIEF FINANCIAL OFFICER

Neil was appointed in September 2017 and has overall responsibility for the financial management of the business.



Tony Fish
FINANCE DIRECTOR

Tony is an experienced hotelier, whose career in Hotel Financial Control and Hotel Management has covered most aspects of the industry.



Heather Stewart
HUMAN RESOURCES DIRECTOR

Heather has enormous experience in hotel human resources management in both large and small properties at senior level.



Simon Bunker
PURCHASING OFFICER

Simon is the Group's systems specialist with deep knowledge of procurement and F&B operations.



Dan Wilson
REGIONAL GENERAL MANAGER

Dan has been with Vine Hotels since July 2018 and has over 17 years of experience in brand and private hospitality properties.



Liz Wood
GROUP SALES & BUSINESS DEVELOPMENT DIRECTOR

Liz has 25+ years' experience of hospitality sales in-house and on an outsourced basis for sporting, cultural, arts, hotel, restaurant, and leisure venues.



Helen Shepherd
REVENUE & MARKETING DIRECTOR

Helen has over 20 years' experience managing hotel revenues, which has seen her work within numerous hotel brands and a selection of independently owned properties.



Daniel Rich
BUSINESS DEVELOPMENT OFFICER

Daniel has 25+ years' experience of managing hotels, which has seen him work within numerous hotel brands and a selection of high-end individual venues.



Martin Henley
GROUP EXECUTIVE CHEF

With over 30 years experience in the industry, Martin has been a Head and Executive Chef across a variety of venues, including 5 star properties, rosetted restaurants, as well as high volume banqueting.



Richard Beck
GROUP HEALTH AND SAFETY MANAGER

Having managed both hotel operations, and Health & Safety, Richard understands the needs to balance the day to day of hotel operations, as well as the statutory Health & Safety requirements.





Marco Pierre White Steakhouse Bar & Grill Sheffield



Best Western Dartmouth Hotel Golf & Spa



Best Western Plus Mosborough Hall Hotel



Laura Ashley The Tea Room
Mercure Sheffield Kenwood Hall Hotel & Spa

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**For An Initial Discussion
Of Your Plans**

Get in Touch

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GROUP SALES
& BUSINESS DEVELOPMENT DIRECTOR
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Charlecote Pheasant Hotel Stratford Upon Avon



Bredbury Hall Hotel



Best Western Dartmouth Hotel Golf & Spa



Mercure Southampton Centre Dolphin Hotel