



Staff Committee Presentation

Agenda

General Update

Hotel Performance – 2024 & 2025 so far...

Heartbeat – 2025 so far...

Follow up from previous meeting

AOB

General Update

Just a quick note to start – I have said this before, but I wanted to just touch upon this as I know when I have had conversations not everyone is aware. As you may or may not know for a while now in addition to my role as sole director of the company and GM here at the hotel, I have also been overseeing all the owners other UK assets. This means I spend less time in the hotel as it takes me all over the country and into various sectors. This continues and whilst I may not be here very early or late and often am not here at all, my focus still remains that the hotel delivers profit and is a place you all enjoy to work (as much as anyone enjoys going to work!)

Well, we are now very close to ending Q1, A good start to the year and we will be close the budget I am quite sure.

Last year in these meetings I mentioned what we were planning and we delivered these, new locks, new Wi-Fi system and the kiosks to compliment check in and out.

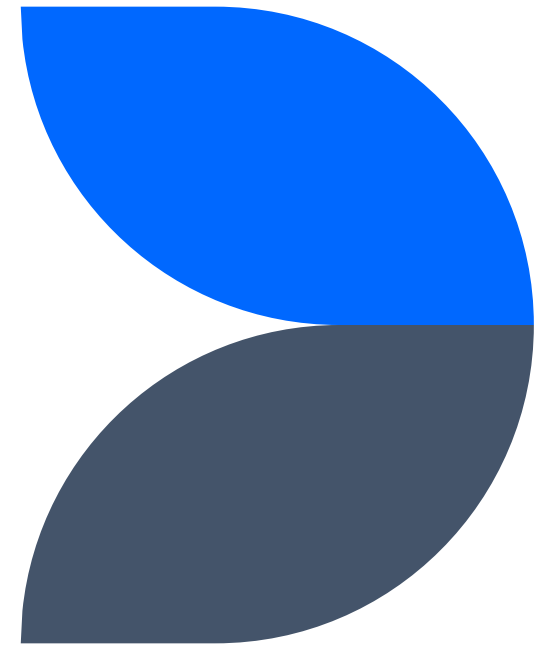
This year we continue to invest to deliver more. Main project for the year here is the renovation of the gym, all new equipment, total redesign and redecoration. This will take place over May and early June.

In addition to this we are adding more into IPW! In addition to the Adventure Golf, High Ropes and Axe Throwing, by May half term we will have added Foot Golf and Frisbee Golf.

Lastly negotiations are ongoing over a kitchen renovation with a view to move to an entirely electric kitchen with all new equipment. I cannot yet give 100% guarantee this will happen but it is on the agenda and I remain hopeful.

Hopefully this shows that my approach remains to continue to invest to drive more revenue and give each of you the tools and areas you need to feel safe, secure and comfortable in!

Hotel Performance



2024 – Actual Performance

Our performance for 2024

- Revenue – 4,085,643k (397k behind budget)
- Profit – 584k (197k behind budget)
- Net Profit – 356k (154k behind budget)
- Payroll – 1,303,580k (75k behind budget)

Overall the hotel delivered over 4million for the first time in its history, this is a positive. However when compared to the budget for the year you can see a shortfall of 397k. When it comes to net profit, the rule of thumb is whatever you drop at the top you contain at very worst at 50% to the bottom line. So having dropped 397 at the top we could have dropped up to 198.5k to the bottom, you can see we out delivered this with a variance of 154k.

2024, was another challenging year with ups and downs but we still delivered a performance better than any year since Covid took hold! We remained committed to look at all ways we can drive revenue with key focus on rooms occupancy and IPW.

Some other positives were the opening of axe throwing at IPW and the 6/7 on IHG green metrics for the year (so very close to 7/7 – heartbeat fell short by less than a quarter of a percent!)

Please ensure each of your colleagues see the numbers on the staff update website, speak to their HOD's and understand what is required for us to deliver.

2025 – Actual Performance YTD

Our performance so far in 2024, as at end of Feb.

- Revenue – 600kk (8k ahead of budget)
- Profit – 50k (on budget)
- Net Profit – 13k (on budget)
- Payroll – 211k (2k behind budget)

Just 2 months into the year which so far has seen our performance deliver or exceed budget. Yes, having taken more revenue, I would have expected profit to be slightly ahead, but it remains a positive start to the year.

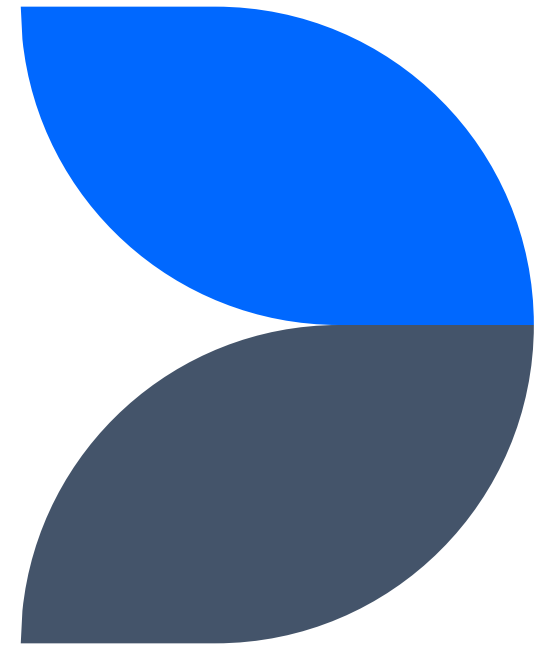
2 key challenges in 2025. The governments increase of employers NI is a backward step. If we had the exact same staff as last year it would cost well over 100k more. That's a pure impact to bottom line.

In addition to this there is the rebranding of the Best Western to a VOCO hotel. Some of their new rooms are done and look very good indeed and when complete this hotel should by brand (VOCO sits above Holiday Inn within IHG) see it as the premium hotel in the area, a position we currently sit in. We are going to again, need to ensure our service is on point and look at all areas to keep pace.

That said, I remain confident we can deliver. I expect March to fall short of budget, but April looks strong – then we really need to maximise our traditionally strong summer!

Please ensure each of your colleagues see the numbers on the staff update website, speak to their HOD's and understand what is required for us to deliver.

Heartbeat



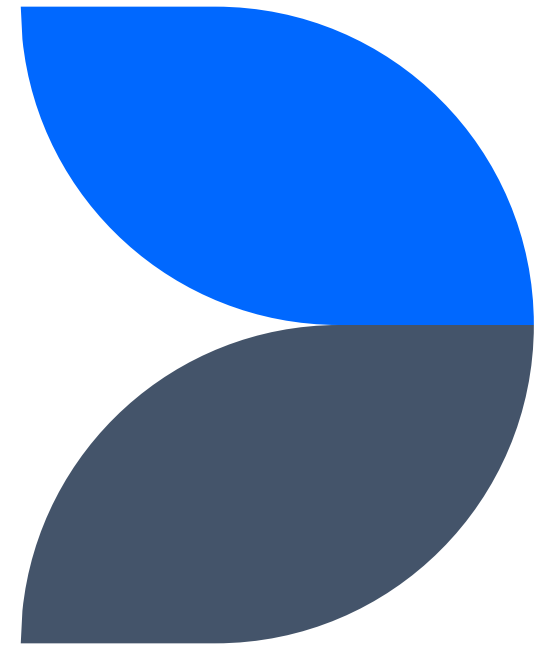
Scores show 2025 so far versus 2024 versus 2023;

- Overall HB Score of 78 / 76 / 72
- Overall Arrival 88 / 86 / 78
- Loyalty Recognition 87 / 87 / 73
- Overall Service 90 / 87 / 81
- Overall Guest Room (cleanliness) 86 / 88 / 85
- Overall Guest Bathroom (cleanliness) 84 / 77 / 76
- Overall F&B 77 / 67 / 65
- Overall Breakfast 80 / 73 / 75
- Overall Dinner 73 / 66 / 57

You can all see that more or less we continue to improve in all areas. Special shout outs again for HK and FO in consistently delivering top performance. And for the enter team in 2025 for overall service at over 90 – wow! Also brilliant to see the massive improvements made in F&B. It clearly shows the impact each and everyone of you can have!

Whilst this is so good to see, we need to continue this approach so we remain the preferred location when people travel into the area.

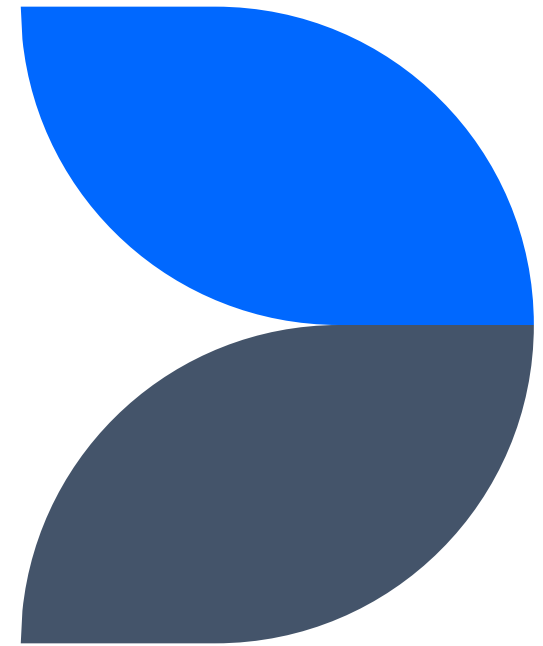
**Points from last
time**



Points from last time...

1. Staff fridge – Fridge we have has gone back to the gym?
 1. It was there but isn't anymore.
2. Canteen – do we want or not?
 1. Martyn just reminded the committee for the previous comments on here, ideas / thoughts very welcome, possibly mainly impacts F&B staff so their comments are welcome to decide best way forward.
3. Sign Language Training?
 1. This remains an agenda point for HR to look at scheduling training.
4. WIFI issues.
 1. New WIFI system installed in November / December 2024 – IHG Brand Standard

**Points raised
today**



Points raised today...

- Staff Fridge, is it there?
Emil / Anne to review this and ensure fridge is returned for staff
- Wages – can we be paid on last Friday of month and can pre xmas pay come back?
 - In short yes but some work needs to be done here.
 - Sorina to check if we can do this with Tash, if possible then we proceed.
 - Then, Sorina to go back to accounts and put into place simple excel questionnaire covering each employee (by department) and ask them this.
 - Any decision on all of this based on over 75% of ALL staff completion. We don't get that we do not make any changes.
 - Whatever outcome we relay to team by end of May latest.
- Incentives – can we look at incentives for those who don't see as many guests?
 - Ensure all staff are aware of all incentives – check staff website.
 - Review of all incentives & benefits in place, Martyn & Carina.
 - Everyone reminded any thoughts ideas are always welcome!
- Wage increase, is this happening in April
 - Yes it is, Carina will be writing to all staff in April. Increases will be effective April 1st.

Any Other Business?

Minutes of our meeting will be forward to each of you and dep heads when finalized.

Thank you for your time!

