

AMITY

HOSPITALITY

Mike Sheffield

M 0788 6363 973

mike@amityhospitality.co.uk

MANAGEMENT | CONSULTANCY | DEVELOPMENT

15 Atholl Crescent | Edinburgh | EH3 8HA |
Scotland Registered in Scotland –SC586357

amityhospitality.co.uk

Mike Sheffield is an experienced operator since the early 70s - worked during the summer months in my parent's hotel. Mike is 56 years old, married to Julie, fatherly figure to 5 children – all grown up!

After spending 2 years at catering college achieving practical knowledge started work in the industry on the south coast of England. Moving to Scotland in 1980 to Aviemore, vast industry experienced was gained in busy food and beverage operations at the Red McGregor Hotel. At the same time assisting with the expansion of the hotel by doubling the number of bedrooms and food and beverage space. His training during this period gave Mike an invaluable insight into customer service, understanding trends and achieving outstanding team building skills.

In 2005 Mike establish a hotel business in Scotland by entering into a long lease agreement for 2 hotels; the Lovat hotel and the Queens Hotel, both in Perth. The hotels had suffered from lack of imagination and insight as to how the hospitality industry is forever changing. The Queens Hotel with 51 rooms, conference and full leisure including an indoor swimming pool and a large gym was and still is attracting national and local business.



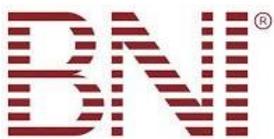
The Lovat had to undergo an immediate upgrade and theme for the restaurant / bar, evolving into a concept called "1747 Bar & Restaurant". This was linked to historical connections with "Lord Lovat", some piers were decorated Armed Forces Officers and others lived colourful lives not so well noted. In fact, Lord Lovat of the mid 1800 was called William Fraser and was the last person to be beheaded in the Tower of London on the 9th April in "1747".

The function suite was also refurbished away from tartan theme and into a more modern look and feel with modern computer controlled lighting. Being one of the most popular venues for local family occasions as well as a fantastic "festive season" venue. In 2013 the traditional Hogmanay gala dinner was stopped and replaced with a "Hogmanay House Party", in the second year we maxed out capacity with 220 people attending, trebling the revenue on that day compared to the previous format. The decision was taken along with the property owners to sell the hotel on in 2016.

Mike's plans to expand has taken him to the purchase of the Craw's Nest Hotel – in 2006 out of family ownership from the past 40 years, an old Ministers Manse which had been extended many times. The hotel was a real gem in the "East Neuk", but with the appearance of the recession, and due to other mitigating circumstances, the hotel was sold for redevelopment into a McCarthy Stone supported retirement complex and at the same time freed up vital housing redevelopment.



Also, as a networker in a one to one situation and through the power of online media routes, his connections would allow him to fill any business needs by a simple phone call. Good connections are made once but last a lifetime!



With Mike being an avid networker he soon entered the BNI organisation and started the process of setting up some strong relationships and networking within the Perth area. After having spent 10 years over a 15 year period within 2 chapters, having taken every role within the chapter including the Chapter Director, I learnt the importance of associating with quality people to turn "contacts into contracts".

Having spent some time involved with HIT Scotland in bringing a series of Lunchtime meetings to Perth. Through my Best Western connections I brought in as a guest speaker at one lunch, Richard Lewis the current CEO at the time. This lunch was attended by many high profile local hoteliers who benefitted from Richards wisdom and experience of the Hospitality.



Dealing with customers face to face on a daily basis is the only way to understand there needs and expectations. Being so involved with your business can sometimes work against a hotel, so regular off site visits to gather competitor information make the role rewarding and also keeps you learning the business. Employing a "wow" moment ethic within the Staff Team will make our customers remember us for going that extra mile. Acknowledgement and recognition are two aspects that keep us at the fore front of our business, not only with the customer but also with the Staff Team. Let's treat work like fun, which then ceases to become work.

As the industry has developed and changed the expertise that I have gained has given me an in-depth knowledge of financial performance, market trends and being able to rate manage with a confident strategy for financial success. Having been associated with both branded hotels and privately-run enterprises the skills required to manage differing



business requirements whilst protecting the individual hotels uniqueness, has re-enforced my belief that "hotels are based in the community for the use of the community."

Mike, along with Chris have now completed the process of setting up "AMITY Hospitality Ltd" which will allow them to pursue the consultancy, development and management route. AMITY Hospitality made a strong start and they now have a number of agreements in place as well as a very strong pipeline for all 3 parts of our business.

We operate in a very competitive market but we have the right ethos, culture, know how, vast experience and hard work to support our promises to deliver and look after our clients properties.

We pride ourselves on the fact that we are small enough to care but experienced enough to be successful.