

AMITY

HOSPITALITY

AMITY Hospitality was founded by Mike Sheffield and Chris Charalambous in April 2018 and they quickly introduced AMITY in the market. A new approach in managing hotels with specialist skills in Hospitality Management, Development and Consultancy.



AMITY Hospitality provide a full service management of the owner's asset and business with a fair fee structure providing the owners with the desired return on their investment.

MISSION STATEMENT

AMITY Hospitality has a mission to consistently deliver a high quality service and experience to our guests. We also aim to be innovative in all of our actions and approaches in running our business.

We work hard and always aim to maximise profit for our Owners & Shareholders, but at the same time to fully comply with all legal requirements and policies by fostering a healthy environment for our clients and colleagues.

AMITY Hospitality act with integrity within all of our contracts, and strive to work closely with local communities to protect our environment and run a business which everyone is proud to be associated with.

OUR PHILOSOPHY

The fundamental philosophy is to develop the profitability of the business and add value to our clients' assets by providing strong strategic management. Our efforts are devoted to enhancing the business through planned sales activity, targeted marketing and using various tools to manage the properties' revenue. We achieve good results by implementing robust policies within the Sales, Service, Property and Finance areas.

Our clients will be provided with detailed management information to keep the owners and/or investors fully informed of the business' performance.

AMITY Hospitality firmly believe that hotels are based in the community and for the use of the community.

AMITY Hospitality takes a hands-on approach and with close financial management we introduce the right ethos and culture within the business - which are the foundations critical to success.

AMITY Hospitality has the experience and track record to deliver best value capital projects in order to enhance the property and improve the hotel's profitability.

We have the experience to deliver development & refurbishment projects on time and on budget

AMITY Hospitality has the knowledge, structure and ability to handle projects of various sizes; large developments, refurbishment projects, and smaller projects such as the redevelopment of the lounge or the bar facilities.

Some of our most recent projects included the total refurbishment and repositioning of a 51 bedroom hotel, and the pre-opening, planning and delivery of a 104 bedroom city centre hotel.

AMITY Hospitality have an in-depth knowledge of the UK hotel market – so we are well placed to identify opportunities whilst also recognising potential threats for our clients' business and efficiently dealing with these.

Mike and Chris, the owners of AMITY Hospitality have the experience and understand how to get the best performance out of the hotels that they manage. They both have a hands-on approach and are actively involved in the hotel operations on a day-to-day basis. This helps in ensuring that the decision processes and actions are planned and delivered both correctly and within the set timeframe.

AMITY Hospitality have an in-house revenue and yield team based in Perth managing all platforms who deliver business to the hotels. We use various tools to assist this function and from time to time use external specialist support towards delivering our revenues.

AMITY Hospitality sales and marketing team has vast experience of working with branded and unbranded hotels and we have a full understanding of the various systems. This knowledge allows us to get the best results from our systems and people.

The provision of comprehensive management information to keep our owners and investors fully informed is complemented by Mike's and Chris's local knowledge, contacts, hard work and commitment to achieve the right results.



provided
Management, Development and Consultancy
Proud Experts

- Operational standards
- Legal policies and procedures
- Locally based Sales Support
- Marketing and advertising support
- Property Management System
- Rooms and Revenue Management
- Web design to handle all bookings
- Search Engine Optimisation
- Operations Management
- Quality Control Programme
- Group Purchasing
- People Development
- Talent Academy
- Accounting Services
- Property Development
- Brand delivery
- Health and Safety Policy
- Food and Beverage concept
- Local team structure
- Property Management
- Funding partnerships
- Local auditors and legal support
- Refurbishment and small projects

It's not often you come across an experienced team with a proven track record and the ability to unlock, grow and develop the business' sales and profits. Our track record show that we have the right attributes to fulfil our promise of consistently delivering our proposals, business growth plans, and commitments.

With collectively have over 60 years' worth of experience within the UK market, Amity Hospitality team is at hand to guide the business forward and meet the owners, investors and other stakeholders' objectives.

Our structure has been designed to allow the directors of AMITY to be very close to the business and work with the management to ensure that we explore all opportunities; whether that be increasing sales, reducing costs, or improving the service delivery standards.

Amity Hospitality provides all the structure and processes you would expect, whether the property is branded or not, to ensure your hotel is the **winner** within your market.



AMITY

HOSPITALITY



WHAT WE DO



Special skills, services and support

MANAGEMENT | CONSULTANCY | DEVELOPMENT

AMITY has a number of funders available who are constantly looking for opportunities to invest in existing properties or new hotel projects.

Amity Hospitality shapes its management, development and consultancy agreements to suit the owners and their objectives. Our proposals offer remuneration on results and meeting the business targets.



MANAGEMENT | CONSULTANCY | DEVELOPMENT

Mike Sheffield - Director

Mike has worked in the hospitality industry for over 30 years, starting at an early age during schooling, having then been bitten by the bug, spent 2 years at college gaining qualifications in this field, and then went out into the industry to gain practical experience.

Moved to Scotland in 1980 based in Aviemore for 20 years, working in a variety of busy hotels, gaining valuable knowledge on all aspects of the Hospitality Industry. Most senior positions in this period were General Manager Red McGregor Hotel, and owning his own Café Bar/Restaurant. Moved to Fife in 2000 as GM in the Beverage Park Hotel, Kirkcaldy and then bought into the company with the two owners. 2 years later the hotel was sold and Mike went to work with Swallow hotels as a regional manager over seeing up to 9 hotels.

Since 2005 he has been in Perth coming through the last recession strong and he is now focusing on developing the Queens Hotel to the next level.

A firm believer that any business is all about the people - people buy from other people and not necessarily companies or products. An avid networker, having been part of an International Networking organization for 10 years

Chris Charalambous – Director

Chris has worked in the hotel industry for over 30 years, operating and managing hotels across the UK. He also acquired a number of years' experience as a senior executive – and later as the Chief Executive – of St Johnstone Football Club before joining Focus Hotels Management Ltd. In 2017 he has opened HMC – Hospitality and Asset Management Ltd with Mike.

He has over 10 years experience as a hotel General Manager and Regional Manager with CHE Group PLC; with responsibility for a regional portfolio of 5 owned, managed and franchised hotels throughout the UK. Chris also has over 5 years' experience as a Hotel General Manager and Regional Executive for Ramada Jarvis Hotels PLC; with responsibility for the Scottish region's sales development, payroll efficiencies and utilities management. He has considerable experience in management contracts, acquisitions and development projects.

Chris has developed a number of properties in Scotland and England, whilst he was overseeing some projects in England in support of his colleagues at Focus Hotels Management. His knowledge and experience in operating hotels, development, sales and marketing, purchasing and human resources has been crucial in the support and growth of the company which it was launched in December 2017.

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