

## Moving on and up in the world

The Admiral Group moved on and up in the world during the month of March, moving into brand new offices near Liverpool Street station. The new premises in Widegate Street provide a smart home for our former Farringdon branch (Head Office, Permanent Division and City Temps).

The new offices, which cover four floors, have been completely redecorated and revamped. "We are very excited about our new location," says Paula Rogers, Admiral's Managing Director. "In a way we are going back to our roots, as this is where it all started. Our very first offices were just down the road from here, but in saying that, Admiral has come a long way since being launched back in 1995."

Admiral's new offices were officially declared open on 20th March when Admiral clients, staff and candidates came together for a fun-filled night of champagne and canapés (see the back page for more details of how the party went). If you find yourself near Liverpool Street, please stop by and see us too.



## Careers Festival 2003: 31 March – 6 April

Admiral is proud to be an official sponsor of Springboard, co-ordinators of Careers Festival 2003. The aim of the festival is to promote and lift the profile of hospitality, leisure, travel and tourism by applauding and focusing on the diverse and challenging range of career options available within the industries. During the festival, activities giving the public a chance to experience the industries first hand will be hosted by various organisations across the UK. Events such as careers and jobs fairs, practical work experience, awards ceremonies, seminars and skills challenges are being organised nationwide.

As passionate advocates of industry promotion, Admiral will of course contribute proactively to the festival. Admiral will be actively involved in Buddy Day, held on 1st April, where individuals without industry experience get to shadow an established professional for a day. Buddy Day is an invaluable opportunity to boost staff morale, recruit new staff and showcase the industry as a great place to work. Admiral's involvement in Buddy Day will naturally include and extend to our clients; we will have some upcoming industry professionals as well as some of our consultants going out to client sites to buddy up for the day and learn the tricks of the trade.

Admiral is also involved in the Careers Fair, held at Le Meridian Hotel on 3rd April, where we will offer careers advice, professional guidance and job opportunities to students and job seekers. In addition, Admiral is contributing to the next edition of Springboard's Career Compass Magazine. Last year's festival was a huge success, reaching millions of people through direct involvement or indirectly through associated publicity. At Admiral, we hope that this year's festival will be just as successful and exciting!



The UK's largest independent contract caterer, Wilson Storey Halliday, is a highly successful owner managed business.

Managers and staff apply an entrepreneurial approach to their work, as HR Director, Linda Halliday, explains.



Wilson Storey Halliday was formed this January from the merger of Halliday, founded in 1985, and Houston & Church. The businesses had been running side by side for some time beforehand, an experience that confirmed their compatibility in aims and values. Linda believes that being owner managed gives Wilson Storey Halliday a strong appeal to customers. "Clients know they are dealing with the owners – we are involved in the business on a day to day basis," she says.

With turnover of £45m generated from 130 sites, run from offices in Edinburgh, Wokingham and London, the business is certainly booming. The management prefers to keep its clients' identities confidential, but admits to having Oracle as a long-time customer, as well as the Royal Courts of Justice. "We had a very good year last year and gained several clients," says Linda.

"From a staff point of view, what makes us different is that we have a very people-orientated business," she explains. "It's the people within the business that make us successful. We are a very participative business; we recruit people who want to get involved, who want to participate at every level. We look for people who can be a bit more entrepreneurial than perhaps they can be in a bigger business. We don't do things by the manual around here."

Linda has known Paula Rogers, MD of Admiral, for many years, and filled many temporary and permanent positions using Admiral's services. "Recruitment is such a difficult market at the moment, but Admiral seem able to pick out the gems of the industry," says Linda. "The quality of their personnel is very good. They have a clear understanding of the type of person who is going to fit into the Wilson Storey Halliday mould."

Creative modern British cookery is another factor behind Wilson Storey Halliday's success. Some recipes are included on the company's website [[www.wshcatering.co.uk](http://www.wshcatering.co.uk)], such as 'balsamic basted mackerel with pickled vegetables', 'North African lamb served on a bed of couscous with an apricot and mint sauce' and 'toffee and banana crumble'. No wonder the business is thriving!

# 10 reasons to use an Interim Manager

Admiral Group has recently launched its Interim Manager division. Here are the top 10 reasons why we believe that all companies could benefit from using Interim Managers:

- 1 They are practical, results-oriented and have substantial experience at their level.
- 2 They can be used as a strategic resource.
- 3 Excellent communicators, they are able to manage change and command attention and respect.
- 4 They can bring a level of objectivity not available to many permanent employees.
- 5 They can bring big business backgrounds and knowledge into smaller businesses that are trying to grow.
- 6 They can be called in at short notice.
- 7 Upon completion of task, they leave without fuss – or a large payoff.
- 8 They make a perfect solution for start-ups, close-downs, acquisitions, mergers, sickness cover and maternity leave.
- 9 They can cover an extended recruitment process.
- 10 Because they are not on your direct payroll, they can be employed during recruitment freezes.

The most popular interim roles are Finance Director, Operations Director, Operations Manager, Senior Chef, Catering Manager, Unit Manager, Project Manager, Personnel Manager and Finance Manager, but any management role can take advantage of interim contracts.

## New and improved Admiral schemes

The Admiral Group is proud to introduce our revised uniform policy and service charter. Following a very busy Christmas period, Admiral conducted a large number of quality control checks and, having analysed our clients' responses carefully, we identified some key areas where there was still room for improvement. One such area was inconsistency of uniform amongst casuals. This seems to be a problem for all agencies and Admiral has subsequently implemented tough new policies in an effort to lift the standard. Our revised service charter similarly demonstrates our commitment to you and highlights what you can expect from us on a day-to-day basis. Please do not hesitate to call us to obtain a copy of our new service charter or a uniform specification card.

# Restaurant Associates



Restaurant Associates, the fine dining division of Compass Group, had an excellent year in 2002, and there's no sign of that success easing up.

First established in the USA, the Restaurant Associates approach to fine dining, whether in public restaurants or corporate facilities, was launched in the UK in 2001. Before the launch, UK personnel worked closely with counterparts in New York to understand the philosophy behind Restaurant Associates' success. "It's about using the freshest ingredients and preparing food in as simple a state as could be," says Simon Titchener, MD of key accounts, restaurants and hospitality. "Garnishes should be relevant and edible, and we use seasonal products."

The approach is paying off. "We had an exceptional year last year, with 100% client retention," says Simon. "That's a rarity in our industry. We also won numerous new contracts in business and industry." Current clients include Deutsche Bank, J Walter Thompson, Clifford Chance, London Weekend Television and BAFTA. Although contract catering is the bread and butter of the business, Restaurant Associates' expertise is also to be seen at the Admiralty Restaurant in Somerset House, and the Fifth Deck Restaurant in the luxury floating Sunborn Yacht Hotel. The business operates across the whole of central London, from Canary Wharf to Hammersmith.

With Restaurant Associates achieving recent growth of 60%, Admiral's services have played an important role in supporting the business by

supplying permanent and temporary staff. "Admiral have played a significant part, predominantly in providing us with temporary staff in the big banking sector of the business," says Simon. "They have helped us support the ever-changing needs of our clients. Admiral really is a one-stop shop. It takes one call, and they sort out the problem for us. As an organisation, they are in tune with our way of thinking and our clients. They understand our business."

Restaurant Associates' transatlantic links provide an attraction to permanent employees who join the team. "We send staff to New York for training and vice versa," says Simon. "It's good for their development and it's a nice motivator for our chefs and managers." Motivated staff make for a successful business, as Restaurant Associates' record clearly shows.

## Meet the Chef

With his "global contemporary" cuisine, Paul Gayler, executive chef at the prestigious Lanesborough Hotel on Hyde Park, has developed a reputation for innovation and quality. Even humble vegetables excite his culinary passions.



Essex born and bred, Paul's professional cooking experience began at the age of 12 when he helped his mother in the family catering business. From there it was a natural step to the local catering school and a career working in some of the UK's finest restaurants and hotels. After a spell at the Royal Garden Hotel, Kensington, Paul joined Anton Mosimann at The Dorchester as executive sous chef. Along the way Paul expanded his culinary horizons through travel, working for short spells in France and Singapore and learning more about different techniques and methods of spicing.

In 1982 Paul became head chef at Inigo Jones in London, developing a reputation as a pioneer of "vegetarian haute cuisine." Although a confirmed carnivore, Paul was frustrated by the lack of imagination shown by chefs in the preparation of vegetables and so created a seven-course gourmet vegetarian menu. "I started the Menu Potager – the garden menu – in 1985," says Paul. "That's now been copied throughout London."

In 1991 Paul was invited to head up the team at the newly opened Lanesborough, where he still oversees all food preparation, including restaurant, private and in-room dining, with a staff of 40 chefs. "The Lanesborough is a lovely hotel," he says. "Everything is done with style."

Although Paul tries to keep staff turnover down, he turns to Admiral for help when vacancies arise. "With staffing

the way it is, it's getting hard to get young people into our business," Paul says. "My brigade is very multicultural. I've got every nationality you can name."

No shrinking violet, Paul has frequently taken part in radio and television shows, including a 15-week slot on Richard and Judy's This Morning programme. He is also a highly successful author, publishing his first cookery book in 1995. "I'm on my ninth and tenth books now," he says. His 1999 book, *Passion for Vegetables*, was named *Cookery Book of the Year* by the Guild of Food Writers.

Talent such as Paul's does not go unrecognised and he has twice won the Mouton Cadet competition. He hasn't let success go to his head, though. "I really am useless at anything else," he says. "I couldn't change a plug!"

## It's cool to be clear

In view of recent events, such as September 11th and suspected terrorist cells operating in London, an increasing number of organisations are requiring security cleared staff. Demand for cleared staff has traditionally been strongest amongst high profile financial and governmental institutions, but that client base is now diversifying with many other types of organisations becoming increasingly security conscious.

Admiral has responded to this growing demand by introducing a comprehensive procedure that allows us to clear staff quickly and without delay. Admiral now has a pool of staff whose backgrounds, dating back five years, have been thoroughly investigated and validated. Please talk to David Harrington, Operations Manager, for further information and to learn more about the advantages of employing security cleared staff.

# FULL STEAM AHEAD



*A message  
from Paula*

**E**xciting developments are underway at Admiral – new services, new offices and expansion across all divisions.

In January we launched a new Executive Search and Selection desk, aimed at serving clients who need to fill senior permanent positions up to and including Director level. January also saw the launch of our new Interim Manager division to help clients with temporary vacancies at a senior level.

This year we are also planning to raise the profile of our Managed Agreements facility, an approach designed to strengthen our links with major clients and provide a truly comprehensive service.

Meanwhile we have some exciting office developments to

report. Plans are afoot to open a West London branch later this year, aimed at serving clients from Hammersmith to Uxbridge and the surrounding areas. A new Canary Wharf division, which will be based at our new Liverpool Street office, is also in the pipeline and next year will see us branching out of London.

Given such developments, it is no surprise that we are recruiting additional consultants for both Admiral Permanent Focus and Admiral Temporary Assignments. Expect to see some new faces soon.

There are some exciting personal developments coming up for Nick and myself as well, as we await the arrival of our first child in the very near future. This will obviously mean that I will take a step back for a little while. However, I will still keep in very close contact with the business and will remain just a phone call away.

## Future Admiral Events

**FIFTEEN:** In April, Admiral will team up with Jamie Oliver to support his charitable venture as seen in the television series Jamie's Kitchen. Admiral will take fifteen top clients to Jamie's restaurant, fittingly christened Fifteen, to experience first hand what Jamie's trainees can achieve and what great talent they can hire. It should be a pukka event!

**FUNDRAISER:** Following the success of our last fundraising event 'From the Kremlin to the White House in one night', we have decided to follow suit with another charity event. Scheduled for this September, it is sure to be an enjoyable evening with plenty of food, drink, music and prizes.

Duncan Craig, Partners in Purchasing >  
Lorraine Morley, Admiral Group



## Admiral's Office Opening Party

20th March 2003



△ David Harrington, Admiral Group  
Andrea Davis, In House Catering



Alastair Motion, Eaton Fine Dining >  
Jo Franken, Admiral Group



△ Paul McElhinney, The Draper's Arms · Tracey Meade, Searcy's  
Paula Rogers, Admiral Group · John Nugent, Searcy's

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group

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