

# admiral editions

THE NEWSLETTER OF THE ADMIRAL GROUP

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## REDUCING THE PEOPLE SHORTAGE IN HOSPITALITY: New help from government

The skills gap in the hospitality sector could narrow next year, following new government measures to be introduced in early 2003.

**T**he good news came in Home Secretary David Blunkett's October announcement of plans to introduce two new managed migration schemes. These will allow employers in the hotel, catering and food manufacturing industries to recruit short-term workers from abroad, in order to ease recruitment difficulties.

Little detail was revealed upfront as to how the government's new schemes will work in practice. For example, no firm definition was given of what constitutes 'short-term' work. Quotas have also yet to be agreed. However, the potential impact on our industry is clearly huge. According to research by NOMIS, a staggering 56.4% of vacancies for hospitality jobs remain unfilled across Great Britain.

The government's proposals appear to acknowledge this problem. Announcing the package of measures, Mr Blunkett said: "Britain is an open, trading nation - migrants contribute a great deal to our economy and our society and we need people to come and work here in ways which help our businesses flourish and our economy grow."

Martin Couchman of the British Hospitality Association welcomed the news. "We have been strongly pressing the industry's case because many foreign workers from outside the EU can usefully be employed in hotel and catering, in all kinds of jobs," he said. "Some of them may already have appropriate skills and are able to speak English, but training is available for those without these skills." Referring to the uncertainty about the definition of "short term" workers, Couchman added: "Hospitality is a year-round industry and we are anxious that workers are able to stay for at least 12 months to make their period of employment worthwhile."

The new schemes were originally flagged in February in the White Paper, 'Secure Borders, Safe Havens', part of the government's commitment to



tackle abuse of the asylum system. Mr Blunkett's October announcement certainly stressed this aspect. "The UK has a long history of protecting those fleeing persecution, but we know that many of those applying for asylum are simply economic migrants," he said. "I am determined to crack down on the widespread abuse of our asylum process - to build trust and confidence in the system, and ensure that it works effectively to support those who have genuine protection needs."

Mr Blunkett concluded: "These are difficult issues, but ones which need to be addressed if we are to be able

to offer timely protection to those who really need it, tackle abuse of the asylum system, and at the same time welcome economic migrants where they will make a continuing contribution to the success of the British economy."

Admiral will be hosting a business breakfast on November 29th 2002 at the Trafalgar Hilton in London to discuss the proposed scheme and the impact it will have on our industry. If you would like more information about the event, please contact **Katie Burgess** on 020 7269 0765 or email [katieb@admiralgroup.com](mailto:katieb@admiralgroup.com)

## SEVEN YEARS AGO . . . It's seven years since Admiral's launch. How time flies! Here's a brief reminder of a few key events in the hospitality and catering sector during that time.

**1995** Admiral Group is launched in November by Paula Rogers, inspired by the vision of creating a specialist catering agency, delivering a personal, high quality honest service.

**1996** The HCIMA (Hotel & Catering International Management Association) celebrates its silver jubilee year and appoints Lord Forte of Ripley, one of its founder members, as the Association's first patron. Meanwhile Oxford residents celebrate Raymond Blanc's return to the city to relaunch his Le Petit Blanc brasserie concept, formerly closed in the 1980s.

**1997** In May 1997, the government announces plans to form an independent food standards agency, triggered in part by a serious food poisoning outbreak in Lanarkshire the previous year. On an unrelated topic, the first Yo! Sushi outlet opens in London's Poland Street, its success and the ensuing opening of further branches proving that the British palate could enjoy such fishy delicacies.

**1998** Springboard is relaunched, with government funding, as a national organisation aiming to boost the appeal of the tourism, hospitality and leisure industry as a career option.

**1999** The national minimum wage comes into force, with the initial main rate set at £3.60 per hour (now increased to £4.20). A survey by the British Hospitality Association in October 1999 estimates that the minimum wage costs the hospitality industry £50m annually.

**2000** Millennium year - the Dome fails to meet expectations. At its launch the Dome's restaurants, bars, cafes and kiosks anticipated feeding 12 million visitors and generating £50m in catering sales. When they all closed on 31 December, they had actually catered for only 6.52 million visitors and generated catering revenue of £36m. [Source: Caterer]

**2001** The foot and mouth outbreak causes havoc for hotels and restaurants across rural Britain. On a more positive note, the British Hospitality Association launches the Campaign for Courtesy, its drive to encourage best practice in the recruitment of people in the hospitality industry.

**2002** The "Hospitality Assured" Standard becomes the first standard in the hospitality industry worldwide to be endorsed as meeting the European Foundation for Quality Management's Business Excellence Model. Organisations that have gained accreditation include The Ritz, London and contract caterer Sodexo, highlighting their commitment to high quality service.

Admiral now operates from two locations in London, with ambitious plans for offices three and four in the next 18 months. In addition, our Farringdon branch (Head Office, Permanent Division and City Temps) will be relocating to a 4 storey office in Liverpool Street, where more time will be spent focusing on growing our Canary Wharf, City and Permanent Executive Search divisions. Watch this space for more news in the future.

# ARAMARK Focus

 **ARAMARK** is the third largest food and service management company in the UK. Having increased turnover by over 60% since 2000, taken on nearly 4000 additional employees and won major national contracts, it's easy to see that the plans of UK Chief Executive, Bill Toner, to significantly increase the size of the company are now coming to fruition.

**T**oner is a firm believer in team work and insists that the unprecedented growth the company has achieved in just three years, although not plain sailing, has only been possible by the efforts of the team of people at ARAMARK.

"It's all about people", commented Toner at a recent HCIMA presentation

where he addressed an audience on 'Profit through People'. "The only barrier that could stop us from achieving our growth targets is not having the right people to support that growth. You achieve or fail according to how well you manage, develop and motivate your team. ARAMARK has just undergone a period of significant growth and change,



but our people have stayed focused and have helped us to succeed".

"ARAMARK is a company that values partnerships, whether that be with clients, employees or suppliers such as Admiral Catering. Without these strong partnerships our business would not be in the position it is today"

## Hospitality in action



A fantastic event that needs a special

mention is our charity fundraising night, which we held in early October. We were terrifically lucky to have The Whitehouse on London's South Bank for our venue, kindly donated by Garry and Peggy Hawkes. The night was a terrific success with over £1,500 being raised for our industry's charity, Hospitality Action – not bad for an hour's work!

## CLIENT PROFILE

# CHARLTON HOUSE



## Contract Caterer of the Year 2002



Innovation, a commitment to quality food and high-calibre personnel hold the key to the success of Charlton House, Contract Caterer of the Year 2002.

Founded in 1991, Charlton House now employs over 750 people and anticipates turnover reaching £30m this year. Clients include Her Majesty's Treasury, The Foreign & Commonwealth Office and the corporate headquarters of blue chip companies such as Sony and BUPA.

**W**e are a people business," says Operations Director Tom Barrett. "It's the individuality of our unit managers and all our staff, who are very passionate about food, who very much believe in quality - these are the reasons Charlton House has the profile that it has."

For around the last four years Charlton House has benefited from Admiral's services in finding the kind of quality personnel, both permanent and temporary, that it needs to thrive. "Paula personally looks after us very well", says Tom. "She is very tuned in to what we believe in as a company. She knows our business; knows what our expectations are. We have a reputation for being very demanding in terms of quality and standards. Paula knows that and tends to put forward people who fit that bill."

Charlton House has been growing fast, doubling in size in the last two years. One reason for this success is that the business works hard at building

long-term partnerships with clients. "Two or three years into a contract we don't just let it stagnate and become stale," says Tom. "We develop new ideas and propose new services to clients on an ongoing basis. We have a reputation for being innovative and our greatest challenge is to be continually innovative. We succeed very well, with many of the ideas we action coming from our staff at ground level."

Despite its recent success and the Contract Caterer of the Year accolade, the Charlton House team isn't planning to rest on its laurels. "We like bidding for larger, more prestigious contracts and we are always pushing the boundaries in terms of food development," says Tom. "We are seen as a leader rather than a follower when it comes to food development, style and innovation."

# MEET THE CHEF

Passion, enthusiasm and constant striving for improvement: these are the things that make Adam Nossek, Development Chef at BaxterSmith, tick. No wonder he's a 2002 double award winner.

Adam joined BaxterSmith in November 2000, and has since been involved in the mobilisation of over 20 contracts for clients such as Taylor Woodrow, Associated Newspapers, DaimlerChrysler, Herbert Smith, Slaughter and May and Scottish & Newcastle. After training at Westminster College, Adam's catering career began at the House of Commons. He then moved into the contract sector with Catering & Allied, where he progressed through the ranks to run prestigious City units.



Adam's passion for catering and his desire for constant improvement became apparent early in his career. While at Catering & Allied he spent several months on an unpaid work placement in a Conran restaurant. "I worked in all the sections of the kitchen," he says. "I wanted to broaden my knowledge and experience to help me achieve my aim of becoming one of the best of the best." The desire to keep learning is typical of Adam. Just before joining BaxterSmith he worked weekends as the senior chef in the renowned North London restaurant Ne'Als Brasserie, a favourite of Rod Stewart.

"My goal has always been to be better, to develop, and to give back to other people," Adam says. "At BaxterSmith my role is essentially about inspiring others, conveying enthusiasm, helping to teach people and giving the company a real edge. That's what makes me tick. We all know there's a lack of chefs coming through. So inspiring others makes my role enjoyable because I know I am doing something - not just for BaxterSmith, but

for the industry." Implementing the highest food standards throughout the business is another key goal. "Every unit should be a flagship in its own genre," Adam says. "It's about putting in the time and effort, showing people how to do things and making them enjoy being a chef."

Not surprisingly, this kind of attitude has helped BaxterSmith to win over 30 contracts in the last 2 years. Demand for quality personnel is high and Adam appreciates Admiral's help in this respect. "They have sourced some excellent staff for us," says Adam. "For example, our new director's chef at Slaughter & May used to be a key player for Gordon Ramsay Restaurants. Admiral did a top piece of recruitment there and across the board they supply us with the right people."

Adam is never afraid to go the extra mile when designing dishes. If he needs to make his own jus, he will. "My style in presentation leans towards a rustic style," he says. "However, it's kept very simple and comes across as 'wow'!" The approach has won many admirers. This year Adam picked up a MenuMasters Award in Chicago, as well as an Acorn Award, whose previous winners include stars Gordon Ramsay and Marco Pierre White. "The award just makes my passion for what I do stronger," Adam says.

## Springboard UK's Career Festival Four

Springboard UK's Careers Festival Four is a national, high profile, industry wide event to raise the profile and image of the hospitality, leisure, travel and tourism

industries and to encourage more people to see working in these sectors as a career of choice. This year the message will be communicated through the festival theme 'Celebrate the Industry as a Great Place to Work' and it provides a powerful way of addressing the biggest industry issue of attracting enough of the right people into jobs and careers across hospitality, leisure, travel and tourism.

The festival runs for a week and involves a programme of vibrant activities and events where organisations can open their doors and provide a positive insight into the jobs and careers available.

Festival Four aims to grab the attention of five key audiences - the industry; potential recruits of every age; influences - the parents, teachers, JobCentrePlus staff, careers advisors, the media; government and other policy makers and the general public.

Springboard UK will be driving a number of specific national activities. These include launch events all around the country to get the festival off to a good start, skills challenges where children get to try their hand at a range of industry skills, a national work shadowing day, a treasure hunt and even a record breaking attempt! **For more information, call the Festival hotline on 0900 777 1009\***

## ADMIRAL'S TOP 10 TIPS FOR MAXIMUM AGENCY IMPACT

No business with any sense wants to waste money at the moment; getting good value and quality service from suppliers is more important than ever. Admiral offers these Top 10 Tips for getting the best out of your recruitment agency. Why not give them a try? After all, we believe in practising what we preach!

### 1 GET US TRULY INVOLVED

- we can be even more effective when we fully understand your recruitment strategy. Share your sourcing plans and recruitment vision so we can more concisely and effectively meet your needs.

### 2 TAP US FOR INFO

- Admiral's management has years of experience in both the temporary and permanent markets. Dip into this knowledge and expertise for free.

### 3 EXPLOIT OUR SERVICE BREADTH

- did you know we can design induction programmes for you, run telephone interview contracts from our call centre, design and facilitate assessment centres, administer psychometric and ability tests online, operate response-handling and sifting projects?

### 4 BOUNCE IDEAS OFF US

- we're happy to let you chat through your latest recruitment or selection ideas, and we can tell you what other companies in the industry are doing - a useful benchmark for your internal processes.

### 5 GIVE US FEEDBACK

- let us know how are candidates are performing once in the job. This feedback enables us to match even more accurately the exact skills, attributes and motivational levels for candidates selected for your company.

### 6 TELL US WHAT YOU WANT

- communication is critical in a successful client/agency relationship; at Admiral we want to get it RIGHT.

### 7 GET LUCKY

- Admiral's training and client relationship policy includes placing our own new staff members for a day at a client site. Don't miss out on a free pair of hands.

### 8 CONTRIBUTE

- to our temporary staff induction process, where we set out the quality standards required and the expectations we have of our new staff. If we can do more to make our temps better for you, tell us. We want our temps to match your needs as closely has possible.

### 9 DOUBLE UP

- retain us for both your temporary staff and permanent roles and get the best possible deals on your contract.

### 10 TAKE ADVANTAGE OF US

- use our own experienced recruiters as an extension of your own recruitment resource. After all, Admiral is here to help make your life easier.

# STRAIGHT FROM THE OVEN:



## A message from Paula

Welcome to the second edition of Admiral's newsletter. As you will see, lots has been happening within our industry over the last few months and there's lots more to come. We're very much looking forward to the Business Breakfast, which we are hosting on November 29th at the Trafalgar Hilton in London. The government's plan to introduce some 20,000 workers into our industry is a very exciting challenge for us all and

we hope to see some of you there on the day. Special mentions go to the following: Anna Johnson in our West End office who did a sterling job in promoting Admiral and our great workforce through the 'One in a Million' awards (see below for more details) and Harvey & Brockless and Percy Fox & Company for supplying the delicious cheese and wine at our fantastic fundraising event! Huge thanks to all involved!



## The Robert Half International Interview with Gordon Ramsay...

Our Chairman, Jeff Grout, interviewed the incomparable Gordon Ramsay recently. Jeff has hosted several events of this type, including interviews with Raymond Blanc, Anita Roddick and Sir Terence Conran amongst others. The interview gave a wonderful insight into what makes Gordon tick and we can exclusively reveal, it isn't former film director food critics or TV Celebrity Chefs!

We were lucky enough to be joined by our clients from Baxter Smith and Eaton's on the night and we're pleased to include this recipe from the evening; it's a no-frills, no nonsense recipe for Broccoli Soup – just like Gordon himself!

1. Remove the floret from the broccoli stalk
2. Drop into rapidly boiling water (well seasoned) just until broccoli is cooked
3. Take broccoli out, drain the water
4. KEEP the water
5. Drop broccoli into a liquidizer and add the water kept back

You'll never taste better, more natural and wholesome soup!

# ADMIRAL'S PEOPLE

## LORRAINE MORLEY, Operations Manager



Lorraine is a new face at Admiral, having joined us this October as Operations Manager in our Permanent Focus division. She brings excellent management skills as well as expertise in selection and assessment techniques.

Over the last 16 years Lorraine has held a range of senior management and board level roles. She joined Admiral from Apex GRS, the recruitment arm of Apex Training and Development - part of the Daily Mail Group, where she was Director of Recruitment Services. She previously spent many years as a partner of the Nene Charter Company, a holding company for businesses in the hospitality sector, including a boat-based restaurant and a brewery.

Lorraine was attracted to Admiral for a number of reasons. "I wanted to move more into an agency role and I was interested in the hospitality sector because of my background," she says. "I felt Admiral was a very entrepreneurial and forward-thinking company and that it wanted to grow and develop in ways I could give an input to."

A member of the Chartered Institute of Personnel and Development and the Association of Graduate Recruiters, during her career Lorraine has helped to recruit personnel for a large number of FTSE 200 companies. She holds level B status with the British Psychological Society and is qualified to select, administer and

interpret the results of a wide range of psychometric instruments. She is skilled in the design and modelling of selection processes including competency mapping, assessment centre design and induction and training programmes. Lorraine is also a regular speaker on the topics of recruitment and selection.

Away from the office Lorraine does a lot of cooking for her friends and family and keeps fit at the gym. She also loves to visit the Lake District and scamper up the peaks that Alfred Wainwright named and described in his famous guides. "I think I've bagged about 60 Wainwrights so far," she says. Only a few more to go, then.

# Congratulations Debbie!

This autumn one of Admiral's star chefs, Debbie Eaton, was named a finalist in the "One in a Million" Awards for temporary workers. Her achievement is no surprise to us at Admiral – we know she's a star!

Debbie beat off stiff competition to make it to the last three in the national awards run by the Recruitment & Employment Confederation. This was an excellent achievement in a year when the judges were moved to comment on the high quality of entries.

Working with Admiral as a chef since November 2000, Debbie has earned a loyal following among our clients. She once cancelled all her weekend

commitments to fill a last minute booking at the English Speaking Union. When working at the Archbishops' Council she came up with ideas for improving the salad bar, and then implemented them successfully. So impressed were the team there that they regularly request her specifically when they need to cover staff holidays and sickness.

Debbie is temping to fund her stay in the UK and her travels round Europe. We hope she stays



L-R: Paula Rogers, Anna Johnson, Debbie Eaton and Sharn Lalli at the One in a Million awards ceremony

here a long time, so impressed are we with her passion for catering, commitment to delivering a high quality service and her all-round enthusiasm. Well done, Debbie!

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