

Thank you for all your fantastic story submissions! We're really keen to hear from Team Members for the next issue. Please send us your hints, tips, success stories and photos using the submission form on the Intranet (find it in 'Communications Centre') or email [spreadtheword@whitbread.co.uk](mailto:spreadtheword@whitbread.co.uk)

## SUPER ACHIEVEMENT FOR "DRIVING SALES"

**WINNER**  
**TAMI**  
**PERREE-JONES**  
**WINS**  
**A MINI**

### GUEST-OBSESSED TAMI WINS GOING FOR GOLD MINI

Lead receptionist Tami Perree-Jones is taking to the roads of Cornwall in style after becoming our latest G4G MINI winner.

An amazed Tami was presented at our conference. It's in recognition of the incredible achievement of landing 14 Business Accounts worth more than £350,000 this year. She's also been credited with transforming her way of working, completely embracing our Spread her site, Listcard Tavern and Premier Inn, to a recession-busting 54 per cent sales growth.

She said: "It was a total shock to find out I'd won a MINI – it's still sinking in. My friends and family are very jealous! "I think it's shown what's possible, even if you work in one of the smaller sites. I have to say I couldn't have done it without the rest of the team – everyone got involved and we had fun getting the business in."

#### great results

Guest-obsessed Tami has genuine kindness and desire to look after her customers. She's achieved great results by being herself, having conversations with guests at every opportunity and then following up those essential

sales leads.

It was Tami's first G4G training session that put her on the road to success. Shortly after this, she landed her first BA with Braces Bakery, worth more than £70,000 a year. But there was more, much more, to come, including:

- Uniflare, secured after a conversation with a regular guest, and worth £24,000 year.
- Topline Electronics, a mega win through Tami's understanding of guests' needs and worth a whopping £180,000 a year.
- Westward Recovery, up to £12,000 a year and secured after a local round the local business park to promote the site visits, a showaround and many phone calls – a great example of persistence paying off!

Listcard is a small town in Cornwall with a population of just 8,000 and one business park – making Tami's achievement all the more remarkable.

● Tami was relieved that "Tami won – it was going to buy her one himself!"

- Tami becomes our FOURTH G4G MINI winner.
- She goes out every week to promote her site to local businesses.

### FAST FACTS

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## "STARS OF OUR GIVING AWARDS"



within her Ops Co with 83%, owns the people agenda in her region, brand and throughout WHR, championed the Your Say process and much more!

### ★ No Limits Award

**Amanda Brady and her team of Regional HR Managers**

Playing a massive role in making our talent matrix live throughout the business, driving management moves, creating bespoke leadership and development workshops for all our regional operations managers.

**★ Good Together Fundraising Champion**

**Heath Hotel Table**

**Runners-up:**  
● Elstree Premier Inn  
● Kai Hapworth

### ★ Kitchen Team of the Year

**Winwick Quay Table**

Great food presented to perfection every time – it's no wonder their guests keep coming back! This team works in tandem with front of house and a meal only leaves the kitchen when they know it will delight their diners.

**Runners-up:**  
● The Pemberton Beefeater and Linell Central East PI  
● J32 PI  
● Cambridge (A14)

### ★ Good Together Green Champion

**Rick Rose-Coulthard, Preston North PI**

Passionate about the business with a quiet influence on colleagues, Rick's been inspirational in bringing our Energy and Environment toolkit to life. It's thanks to him that, in a previous role, his team reduced their carbon footprint by an amazing 18% – that's more than 290 tonnes of CO<sub>2</sub> in three months.

**Runners-up:**  
● Michael Oliver, Taybarns Coventry Centre PI  
● Kieron Golding, Brighton City

### ★ Operator of the Year

**Louise Middenaas**

After really challenging herself over the last two years, Louise has finished top of the WINCard league

● Emma Browbrack, Dilke Arms Table and Eastbourne Polegate PI  
● Rurphy (MA J4) PI  
● Liverpool North PI

### ★ Outstanding Contribution

**Shwetak Singh, PI India's Brand Operations Director**

He owns the brand and is the purple police! A great guy and a Spread the Word dynamo truly embracing the PI ethos.

**Kerry Payne, Oakwood Table**

Kerry took over this problem site a year ago and has changed its fortunes. Sales have gone through the roof and Guest Recommendations have jumped 20%. She's got an absolute belief and ruthless focus on making the right decisions for the business and her team.

### ★ Every Penny Counts

**Nuno Sacramento, General Manager London County Hall**

Even when Nuno's away on holiday – or, more likely, supporting his peers – his business is under control. Demonstrating great clarity of vision and leadership, he's taking this challenge to the broader business, supporting Dynamic Price Development and the Development of Financial Reporting in Solus.

**Runners-up:**  
● Mersey Farm Table and Manchester Sale South PI  
● The Combined Dubai PI teams

### ★ Support Team Member of the Year

**Sandra Kelly, Skills and Apprenticeship Manager**

The guiding hand in two major training strategies and programmes that have really benefited the whole business. Sandra has also navigated us through a critical OFSTED inspection, wowing the inspectors with her own commitment and depth of knowledge.

### ★ Shooting Star of the Year

**April Eames, new GM of The Plough, Dover**

One of the best examples of someone working really well to drive their own development. April's an inspiration to others and her team is happy and focused.

**Runners-up:**  
● Andrew Duncan, Holding GM at Poole North PI

talent having turned the site from a 17% WINCard to 100% ALL GREEN thanks to a relentless drive and belief in talent, proving the power of investing in your people.

**Runners-up:**  
● Steve Adams, Broadland View Brewers Fayre and Norwich Central South PI  
● Davina Spindler, Gatwick Airport Central PI  
● Sarah Frost, London Talent Pillar

**★ Reception Team of the Year**

**Victoria Park, Victoria Park, Victoria Park, Victoria Park**

Two consecutive ALL GREEN WINCards, highest Guest Recommendation scores in their brand and third highest in PI.

### ★ Breakfast Team of the Year

**PI London Putney Bridge – Ben Kynoch**

Professional and resilient, this great team bounced back from the tragic death of a young guest. They served more than 65,000 breakfasts last year without a single complaint.

**Runners-up:**  
● Belfast City Centre Waring Street PI  
● Red Lion Beefeater and Blackpool Bishopham PI  
● Crossways Brewers Fayre and Caerphilly Crossways PI

### ★ Front of House Team of the Year

**Liskeard Tavern Table**

Attitude and behaviours are what make this team so special – remembering guests' names, likes, dislikes, special occasions.... They achieved so many bookings through FIT FOR CHRISTMAS they needed a marquee to seat an additional 60 guests!

**Runners-up:**  
● King William IV

Christmas morning (the day off) to leave two presents, plus 100% ALL GREEN thanks to a relentless drive and belief in talent, proving the power of investing in your people.

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## "Congratulations to all of our award winners!"



ISSUE 8, JUNE 2010  
EAT SLEEP & DRINK  
**WHITBREAD**  
WINNERS OF THE AWARDS

### SPREAD THE

## AN AWARD-WINNING "PERFORMANCE"

**AWARDS**  
**SEE INSIDE**  
**FOR ALL THE**  
**WINNERS OF**  
**THE AWARDS**



### "OVERWHELMED – SHOCKED, BUT DELIGHTED" – DAVE KENT SURPRISED TO WIN THE STW AWARD

Our conference really was ONE FINE DAY for Robbie Williams fan Dave Kent, who was crowned winner of our coveted Spread the Word award.

Dave, General Manager of our Newcastle Washington Premier Inn Co-located site, will soon be enjoying three Lazy Days in Marbella as part of his prize.

"There are so many good things happening throughout WHR up and down the country and I really was very surprised to win this award," said Dave. "I was overwhelmed – shocked, but delighted."

During the trip with our other award winners, Dave (who also

gets a £1,000 prize) will be hoping to Let Me Entertain You in a karaoke bar or two on the costa. (Let's hope there's no Karaoke Overkill!)

"I'm looking forward to singing my favourite Robbie track, Rock DJ, having a beer, and networking with all the other winners," he said.

Dave certainly deserves a break – just take a look at his headline achievements:

● His site is 14 per cent up on last year, with midweek sales up nine per cent and weekends up 11 per cent.

In addition to this, our STW winner moved more than 15 accounts from competitors as part of the Co-Lo Going 4 Gold incentive, signed up three Business Accounts and won the G4G incentive twice in his area. With so much activity, it's hard to single out Dave's secrets for success. Among his great wins

#### incentive

His Multi-Site Manager, Andi Teasdale, said: "Dave is relentless. He is determined never to give up and to keep finding new and creative ways to keep spreading the word, not just at his site but in his region."

And with so much hard work paying off, no wonder Dave has No Regrets.