SEED Architects

Experience • Design Ethos • Passion

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Operation and Servicing Strategy
68-70 High St & 2 Turner St, Manchester, M4 1EA

1. Guest Experience Enhancement:

We will:

- Create a warm and welcoming atmosphere for guests upon arrival, with friendly and attentive front desk staff.
- Provide personalised guest services, such as arranging transportation, restaurant reservations, or tickets to local attractions.
- Agree a breakfast deal with Federal Café to include it in the room rate.
- Maintain a comprehensive guest database to track preferences and personalise future stays.

2. Housekeeping and Maintenance:

We will:

- Ensure apartments are immaculately cleaned before each guest's arrival, with a focus on attention to detail.
- Develop a regular housekeeping schedule that includes cleaning, linen changes, and restocking of amenities.
- Implement a preventative maintenance program to address any issues promptly and minimise guest disruptions.
- Conduct regular inspections of apartments to identify and address maintenance needs proactively.
- Communal cleaning will be done daily at 9am.

3. Refuse and Deliveries

- Recyclable and Non-recyclable bins will be split for users in all rooms and communal areas to promote effective and sustainable waste disposal.
- Since there is no food provision on site, waste will be relatively limited, and will only consist of waste collected from bins within rooms and communal reception.
- An approved private contractor will be engaged to dispose of waste appropriately and ensure safe operating procedures. The site team will ensure that waste is placed in the designated collection point agreed with the contractor at the agreed time, collection will be daily between 8am and midday, via bags. See Fresh Starts refuse strategy for further details on proposed operation. Fresh Start provide refuse services for a multitude of operators in the NQ for same day refuse collection, so this option would sit inline with current surrounding buildings and operators. Up to 1 bag of recycled, and 1 bag of general waste per room per week. Therefore, estimated maximum 26 bags of recycled and 26 bags of general waste per week (typically spread over the week relatively evenly).
- Refuse collection vehicle route on highway does not require reversing or turning.
- Linen delivery/collection will be 1 vehicle, twice per week.
- Consumables delivery will be 1 vehicle, twice per week.
- There is an existing loading bay in close proximity on High Street and another further up High Street if this is not available (these are indicated on the site plan). These are currently used by local businesses, including businesses at 68 – 70 High Street, delivery times will be adapted to suit the hotel operator/ease of availability of loading bays through negotiation/discussion with other local businesses.
- The delivery and refuse collection vehicles will be a light goods vehicle – Sprinter van or similar (<3.5 tonnes).
- Deliveries will arrive prior to 10am and the caretaker will be responsible for arranging these deliveries and the effective storage of them.
- There will be a storage and delivery area so that no boxes are left in the open communal areas.

4. Strategy for Management of Disabled Guest:

- Level access is not achievable from pavement to reception due to the level limitations of the existing heritage building (see design and access statement for further details). Approved Document M compliance is not required for existing buildings under the building regulations.
- A portable ramp will be available for access from pavement, stored on site for access when required. This will be operated by site staff, and available on request. Signage will indicate that this is available, and provide instructions on how to request.
- From reception to room, level access is provided by a new lift.

5. Technology Integration:

We will:

- Implement a user-friendly online booking system that allows guests to easily make reservations and view apartment availability.
- Provide high-speed Wi-Fi throughout the property to cater to the connectivity needs of modern travelers.
- Equip apartments with smart devices, such as keyless entry systems, to enhance convenience and security. We will look to create an app in the future.
- Utilize a property management system to streamline operations, manage reservations, and facilitate communication with guests. This will be Airbnb and booking.com to start.

6. Sustainability Initiatives

We will:

- Be eco-friendly, such as having energy-efficient lighting, recycling programs, and the use of environmentally friendly cleaning products.
- Encourage guests to participate in sustainability efforts, such as towel and linen reuse programs.
- Educate staff and guests about sustainable practices and the importance of reducing their environmental impacts.

7. Health and Safety Measures:

We will:

- Develop and enforce comprehensive health and safety protocols, including regular daily cleaning and disinfection of common areas.
- Provide hand sanitization stations throughout the property and promote good hygiene practices.
- Ensure compliance with local regulations and industry standards related to safety and emergency procedures.
- Train staff in first aid and emergency response protocols to address any guest concerns effectively.
- CCTV will be in operation 24/7 and have a recording capacity of 28 days. All guests will be given contact details for emergencies or caretaker.
- External and internal signage will advise guests to respect local residents and disperse quietly.
- The building will be a no smoking property in line with UK regulations and law.
- Smokers will be advised to smoke opposite the building outside Salvis, or around the corner outside English Lounge. Both have a designated area.
- Crime prevention- always having a reception staff member on site will enable the business to monitor any antisocial behavior or issue that may arise.

8. Feedback and Continuous Improvement:

We will:

- Regularly seek guest feedback through post-stay surveys, online reviews, or comment cards.
- Analyze feedback to identify areas for improvement and implement necessary changes.
- Respond promptly and courteously to guest feedback, addressing any concerns or issues raised.
- Encourage guests to provide suggestions or recommendations to enhance their experience.

9. Collaboration with Local Partners:

We will:

- Develop partnerships with local businesses, such as restaurants, theatres, or tour operators, to offer exclusive deals or packages to guests.
- Provide guests with curated recommendations for nearby attractions, events, and dining options.
- Participate in local community initiatives to foster a sense of connection and support the local economy.

10. Operating hours, rota schedule

We will:

- Reception staff member 24/7
- Cleaner- 7am-5pm daily. This is to cover communal areas and then the room cleaning.
- Caretaker- 9am-1pm five days per week to cover deliveries and maintenance issues. Will be an out of hours contact for a services contract provider should any issues arise outside of these hours.

To keep relevant, we will continuously evolve based on guest feedback, industry trends, and the unique characteristics of Manchester City Centre. By prioritizing guest experience, maintaining high standards of cleanliness, integrating technology, and embracing sustainability, you can create a distinctive apart/hotel that attracts and retains satisfied guests.