



0161 428 0310

office@inventiveda.com

www.inventiveda.com

@inventiveda

22108/MBG (Rev A)

21st August 2023

OPERATIONAL MANAGEMENT STRATEGY

The Brunswick Hotel, 97 Piccadilly, Manchester M1 2DB

Proposal: The restoration of the upper floors of the property to provide 15 no. hotel rooms.

1.0 INTRODUCTION

The Brunswick hotel is located at the junction between Piccadilly and Paton Street, with the rear of the property facing onto Back Piccadilly.

This Operational Management strategy has been produced to establish the methodology and approach of managing the business on a day-to-day basis.

2.0 POLICIES

2.1 STAFF & SECURITY

Overall management of the hotel rooms will be managed by the existing operators of the public house on the ground floor, in accordance with the standards of Trust Inns Ltd.

The proposed hotel room offering will operate under a general manager, who will supervise a management team. The hotel has a dedicated reception area which is separate to the main public house. The main customer entrance is accessed from Paton Street.

Guest access to the hotel will be provided by keyless access cards – 'VingCard' or similar approved. These will be provided for all guest rooms, as well as intermediate doors in line with the Crime Impact Statement carried out for the project.

The reception area will always have a member of staff on duty. All staff will receive comprehensive training on all matters relating to successful running of the business, including security, health & safety and customer welfare.

CCTV will be kept for a minimum of 30 days.

2.2 TRANSPORT

The site is located in a city centre location with many options available for public transport. A tram station is located less than 5 minutes' walk away in Piccadilly Gardens, while there is a mainline station a quarter of a mile to the South.

There is a bus stop directly outside the premises, and a variety of nearby car parks including Dale Street and Manchester Piccadilly respectively.



0161 428 0310

office@inventiveda.com

www.inventiveda.com

@inventiveda

2.3 HOTEL DELIVERIES

Staff members will use the rear entrance onto Back Piccadilly for all deliveries, maintenance access/egress and waste management operations. Delivery times will be between 10 am – 12pm.

Refuse pick-ups will take place once a week, though this is subject to review and update. These pick-ups will take place between 6-8am, which is as the existing arrangements.

2.4 SERVICING & MAINTENANCE

There is a linen room located on the top floor, which will help ensure that highly efficient servicing of all areas is carried out at all times.

Each guest bedroom will be subject to a daily cleaning schedule, with the highest standards considered crucial to the business offering. Public areas will also be cleaned daily and monitored for additional cleaning as required. This servicing will be carried out between 12pm – 3pm.

Trust Inns Ltd will introduce a 'Planned Preventative Maintenance Schedule' that will be introduced on completion of the works (which will be supervised by Building Control). The schedule of the site will be as follows:

- Fire Safety – twice yearly (following on from post-completion fire risk assessment).
- Legionella & water testing – annually.
- Mechanical & electrical systems – annually.

2.5 SMOKING POLICY

There will be a strict no smoking policy in place throughout the hotel.

3.0 CONCLUSION

Trust inns Ltd is an experienced operator with nearly 500 licensed premises located across the country. The company is committed to providing and maintaining the highest standards in the industry.