



Catering Consultants to:

- Visitor Attractions
- Conference Venues
- Hospitality Operations
- Workplace Catering

Newsletter 2023

Case Study

Given that 2021 saw record breaking staycations which made national news in tourist hotspots such as Cornwall, we were asked to review St Michael's Mount F&B offer to fix the conundrum of large queues and low conversion.

The brief was clear:

- is the food offer right and, if not, what should it be?
- are the buildings built to deliver the above?
- is there enough F&B provision to service the level of visitors at 400k a year?
- the offer is focused on servicing the day visitor/ volume market - would it be more profitable for the offer (in part) to be a standalone destination?
- is pricing correct?
- is the team able to cope with the demand?
- can you provide commentary and advice on other costs allocated to the catering department?

What we did:

- a total remodelling of the Island's F&B operation, focusing on efficiencies of service
- quality of offer and financial best practice with hands on management
- coaching and mentoring of the F&B personnel to achieve the outcomes
- improved social media scores, staff retention and career progression for the catering team
- increased the number of local suppliers and supported the green initiatives

Since our involvement substantial investments have been made in the two main catering outlets to differentiate the offer. One now focuses solely on contemporary grab & go and the other on Cornish Afternoon Tea. Additional revenues have been sought from an increased visibility of pop up opportunities, ice cream sales and coffee & cake - which has transformed the model for the future!



Introducing Paul Cottrell

We are delighted to announce that Paul Cottrell has joined our team as a Director in the company. We have worked with Paul for nearly 20 years and have seen his career go from strength to strength whilst working at some of the most prestigious historic houses within the UK.



Paul has a 30 year history of successful management of departments and operations and has a wealth of knowledge and experience in cafes, casual dining, food-to-go, large and small scale events catering, weddings, fine dining, street food concepts and work based catering. Originally trained as a chef Paul really understands the challenges faced by operators and the importance of building a cohesive relationship between the front and back of house.

As a champion of the slow food movement, Paul is also the owner & artisan of a cured meat business Gather and Cure. Making charcuterie using the natural and local larder of Yorkshire for ingredients to compliment a range of Salami and air-dried products.

We are proud that he will continue to expand our successful consultancy business and is already receiving positive feedback from his client base.

Technology Shaping the Future

One of the luxuries of working with consultants is that we are out and about throughout the UK, and with this we continue to see the emergence of technological advances not only being adopted by consumers, but also operators who have understood the benefit of implementing within their cafes, restaurants and grab and go offers.

Turpin Smale will continue to champion these technologies to ensure that our clients are up to speed with how tech can shape the positive experience, and supports the challenging skill shortage within our industry so operators can concentrate more effort and time in delivering a great product.





Catering Consultants to:

- Visitor Attractions
- Conference Venues
- Hospitality Operations
- Workplace Catering

Newsletter 2023

We also continue to offer operational advice to Farm Retail Association and Museum South East through web based learning and face to face speaking, which gives us the opportunity to share our knowledge on how to run a successful cafés within these environments.



Following on from these sessions we have worked more closely with:

Rectory Farm, Oxfordshire

The Jolly Nice Farm Shop, Stroud

The Museum of East Dorset

The De Havilland Aircraft Museum, Hertfordshire

We have been and are currently assisting many businesses with tender led assignments, strategic evaluations & reviews and critical friend support.

Such as:

**Royal Hospital Chelsea,
York Racecourse, Goodwood,
Scone Palace, Blarney Castle,
Modern Art Oxford,
The Pump Room, Bath
Levens Hall**

The Dunard Centre in St Andrews Square, Edinburgh (opening 2027) will be a catalyst for new creative and educational possibilities. We have provided peer review and input into the catering and event financial projections. We were also commissioned to work with an English vineyard, which was a first for Turpin Smale's long history!

Aid to Ukraine

Through the amazing generosity of many, a significant sum was raised to support an aid delivery in February to Lviv using two 4x4 pick ups - which were then subsequently also donated to the Ukraine efforts.

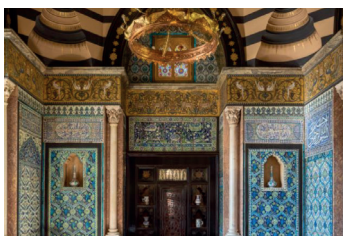
Following a huge amount of prep, a team of four including Charles Manners travelled the 1,350 miles. Loaded with medical and humanitarian aid for the front line and civilian use. The 4x4 was then driven through the war zone, by three brave women whose husbands are serving on the front-line to deliver the aid and 4x4's.

Sincere thanks is given for the generosity and messages of support received.



Leighton House

Through the peak of Covid-19 we worked remotely as part of the design team, developed a business case and new layouts for the new visitor arrival space and café. We led on the tender for contracting out the retail & catering, condensing to just to one supplier. Leighton House re-opened successfully in late 2022 and the café is exceeding forecasts and event business returning.



Stanley Spencer Gallery

Alongside Chris's non-executive role with Holkham Estates he has recently started working with The Stanley Spencer Gallery as a Trustee, assisting and supporting with a programme of fostering links with the local community to promote the imaginative world of one of Britain's most talented artist.



Farewell to Ian Doughty



Following recent illness, colleague Ian Doughty has decided to take early retirement. Embracing catering consultancy and as an exceptional member of the team at Turpin Smale for ten years. His extensive food service experience and knowledge will be greatly missed.

Wishing Ian a long and happy retirement!

Wishing all a Merry Christmas and Prosperous New Year!

Contact The Team:

charles.manners@turpinsmale.co.uk

paul.cottrell@turpinsmale.co.uk

chris.brown@turpinsmale.co.uk