

Business Advice

JH Leisure Consultants is founded on years of experience in the hospitality business, working with both independents and international organisations, specialising in business advice to hotels, pubs and restaurants.



Director Nigel Hammond has managed hotels and worked in International Hotel companies at multi-unit level, with responsibility for £30m + turnover.

In 2008 Nigel has supported more than 50 business owners. In 2007, Nigel Hammond worked with a Leeds Metropolitan University led initiative, helping pubs throughout North Yorkshire identify tourism related opportunities to improve business performance. A "Best Practice Guide" follows.

He has been part of teams engaged in developing food and beverage concepts and rolling out a unique concept of hotel into a well known brand. Nigel has also chaired the panel responsible for the 2008 Northern Hospitality Awards "Best Pub" organised by Moorfield Media.

Benefits to operators include the following: -

- Business plans have more direction
- Management team has better guidance in tackling problems and making the most of opportunities
- Advisors provide positive support in evaluating and benchmarking trading performance
- Flexible and cost effective; fees and benefits agreed in advance; short term arrangement without associated employment costs.
- Funders require extra expertise to confirm proposed investment is worthwhile.

Support for buyers/operators/owners

- Before committing to any large-scale investment, you must test your project's feasibility. Our analysis helps you to validate whether the venture will succeed. You can also use it to attract investors.
- Fully researched business plan, prior to acquisition, including financial projections. Essential for those needing to assess potential and present a professional plan to lenders.
- Operational assessment and performance monitoring.

For banks and financial institutions we: -

- Inform investment/assess risk: undertake comprehensive review and analysis of current business performance.
- Complete competency reviews.
- Advise on "distressed" outlets and the way forward.

Costs and Benefits

You will need to balance the costs of advice against the benefits to be derived from the support.

For example, improving room sales or food gross profit are objectives with a direct financial gain attached. At the end of your first meeting with your advisor, you will have a clear idea as to the benefits to be gained.

For small businesses, employment costs are often the biggest single cost. Using an advisor is like using a part time employee but without associated costs and with the ability to specify volume of work. £95.00 per week would cover a full monthly review or training session and give access to 4 hours per month of desk based research or telephone advice or researched information or P& L analysis. Flexibility is vital.

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