

Thwaiting on...

BREWERS SINCE 1807
THWAITES

... the latest news from around Daniel Thwaites

It's been a while since the last newsletter, but as I am sure you are aware we have had a few challenges at Head Office after the site was taken over by travellers.

I'm pleased to say that after an enormous amount of hard work by everyone, we have got back to some semblance of normality. And if one good thing came out of such a devastating situation, it was seeing the true spirit of Thwaites with everyone pulling together.

Thank you to everyone in the wider company for all of your supportive messages, I know it was appreciated by everyone. We are now waiting for the justice process to take its course with so far one criminal on remand and three others charged.

Now our sights are firmly set on our move to Mellor Brook in September where we can start the new chapter in our history.

Whilst all this has been going on, you have all been working hard keeping the business moving and we have captured some of those highlights in this newsletter.

Rick Bailey, CEO



July 2018

NORTH LAKES SCOOPS TOP HOTEL AWARD

Big congratulations to North Lakes Hotel & Spa who have been named Large Hotel of the Year in the Cumbria Tourism Awards.

It's a well deserved award for you all and a great way of being recognised by industry peers in your area.

It's quite a hefty application and judging process, including a mystery shop, which looks at everything from quality of the hotel and food to training and sustainability, so just to be shortlisted among the best in the region is an achievement.

I'm delighted you won – congratulations Antony and all of the team at North Lakes.



FUN HEATS UP AT DRAGON BOAT RACE

Staff tested their boat skills in a dragon boat race in the Yorkshire Dales, helping to raise money for charity.

Thwaites put forward 2 teams—one with people from the Lister Arms and Golden Lion, our two inns in the local area, and the other a mix of people from hotels and our head office.

The Lister and Golden Lion team did particularly well, reaching the semi finals. Certainly looked like everyone had fun, regardless of the result!



OUTSTANDING CELLAR AWARD

I was delighted to give one of our pub tenants a one-off award after I visited him recently.

Barry Scholes, along with Linda Platt, took over the Queen Anne in Little Lever in March last year and they have really transformed the place.

Not only is business much improved but Barry has spent an extraordinary amount of time making the place look great—even roping in the community to help him clear out and paint the cellar.

It must be our best pub cellar now—there's even a 'welcome mat' at the top of the steps and now has a plaque to celebrate its success.



Superb hospitality in outstanding properties in great locations

ON FYR AT NORTH LAKES!

We have received great feedback about FYR, our new restaurant at North Lakes Hotel & Spa. The offer centres around cooking over an open fire, in full view of guests.



The whole restaurant has been overhauled, as part of a wider £3m refurbishment programme taking place in the hotel, with the interior design drawing on inspiration from the Cumbrian countryside.

To celebrate the launch, specially invited guests came along to a VIP night to sample the food and feedback was glowing.

And reaction since has continued to be positive – long may it continue! Well done Antony, Doug and the team who have worked so hard to bring our plans to life.

MP'S VISIT TO NEW SITE

Our brewery is moving move into its new home – a little earlier than we expected and ahead of our main office move.

Brian Yorston and his team are working hard to move everything across to the new site – and although it might be only 4 miles down the road, it's quite an operation involved demolishing walls and getting cranes to transport vessels.

I was at the new site recently with local MP Nigel Evans, who was keen to see how the development was getting on.



Every time I go the difference is noticeable and now Barnfield Construction are working on landscaping the gardens and the interior, it's starting to look like a home for us.

I know we'll all be glad to move there later this summer.

COTTONS SPA NEW LOOK



We have unveiled a new look in the spa at Cottons Hotel & Spa after we invested £350,000 in the pool hall.

The entire pool hall, relaxation lounge and changing rooms have been improved and modernised.

The style follows the success of the work we did at Kettering and it looks very stylish and elegant with the new seating areas and mood lighting around the pool.

Well done to Rachel Wootton, Steve Ogden and Phil Rickett and the team for a job well done.

PUBS READY ENJOY WORLD CUP FEVER

Our pubs are enjoying the World Cup—there are decorations galore inside and out, including bars covered in astroturf.

It's a great opportunity, as England fans are expected to drink an extra 14 million pints during the group stages of the competition, according to the British Beer and Pub Association.

And one pub is doing particularly well after erecting a 26 foot TV outside—the Havelock, Blackburn, is drawing in a crowd of over 1,000 people when England play.

Of course, we've also got our own beer produced for the occasion—Hop and Glory.



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A NEW IDENTITY

Hopefully many of you will have taken part in one of our branding workshops over the past few weeks.

This is a significant piece of work that has been led by Amanda Bolton in our Sales & Marketing team.

We have been debating for some time about the best way to collectively talk about our properties – we don't want to lose the impact of our Thwaites brand that is so entrenched in the pubs and brewery and has been developed over 200 years but we also need to distinguish between our pubs and our hotels and inns.

So, without wanting to spoil the grand reveal of the workshop, The House of Daniel Thwaites is a great way of bridging that divide. We're particularly pleased with how we have been able to weave our heritage into the new logo.



It's particularly powerful to see how all aspects of our business work together to build our brand and the stories and thoughts that are being shared will be an important part of how we introduce our identity to the public.

Well done to Amanda and all those involved in developing this new concept. I'm looking forward to seeing this brought to life in the next year.

SOLENT'S NEW LOOK

We've invested around £250,000 in Solent Hotel & Spa recently, where we have transformed the restaurant and bar areas.

The Terrace restaurant and bar are much brighter after walls were knocked down to open up the space, and there's a big coastal feel to the design.



It's all part of the Solent Village experience that is being developed on the site, which includes the Lodge and Parson's Collar pub.



To launch the new look, the team hosted a celebration evening with invited guests who got to taste the menu and enjoy live cooking demos.

AWARD SUCCESS FOR LOTTIE

Congratulations to Lottie Mason, at Cottons Hotel & Spa, who was named the top Passionate People Developer in the North West Employee Engagement Awards.



She stood out for her positive attitude and ability to get people to believe in themselves.

The annual NWEENG awards celebrate best practice and innovation in employee engagement across the region

and around 200 nominations were submitted, spanning 11 categories.

We were fortunate enough to be named as a finalist in four categories - so congratulations also go to our other shortlisters - Sara Crosby, who works in the people team at head office in Blackburn, was shortlisted for New Recruit of the Year; Stuart Angus was in the finals for the Health and Wellbeing Award; and Cottons Hotel & Spa, was in the shortlist for Top Team of 2018. Well done to all.

We also delivered a workshop to share with other companies the journey we are on to improve employee engagement.

PUB REFURB SUCCESS

The Rose and Crown, Bebington, has re-opened with a new team at the helm. James Skinner and Isla Thompson are both local to the Wirral and jumped at the chance to partner with Thwaites in their own pub.

We gave the pub a fresh lick of paint and clean-up before it re-opened its doors to the public - and with the help of our fabulous Shire horses they have got off to a cracking start.

A local photography called Karen Stockley kindly took some great photos for us to use.



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SIGN OF THE TIMES

The Golden Lion in Settle has its new signs in place now, finishing off the recent refurbishment scheme.

Around £90,000 has been spent transforming the restaurant and toilets and the upgrade looks great.

The last piece of the jigsaw was the new signage and now The Golden Lion is back.



FEEDING THE HOMELESS IN BRISTOL

Aztec Hotel & Spa has once again been on the streets of Bristol to feed the homeless community.

This really is a brilliant initiative – the food for the menu and items

are donated by suppliers and volunteers from the hotel cook up a meal and then go and hand deliver it to those in need.

In total 182 people got a hot meal and drink thanks to donations from Hobbs House Bakery, Nisbetts, Tchibo and Aldens.

It's the third time they have done this and it is always well received by everyone involved – once again showing the spirit of our company.



FAMILY FUN IN MALHAM

Malham recently welcomed thousands of visitors to the village for the annual family safari.

This year the theme was '80 Days Around the World' and there were record-breaking crowds.

It's a great community event with a quiz, trail, and various live acts and our inn, The Lister Arms, was the main sponsor of the entertainment.



WELCOME TO OUR BEVERLEY TEAM

This month will be the official opening of The Beverley Arms—transforming this inn has been a labour of love but we are so close to completing it now.

The quality of the restoration and interior design is brilliant and will certainly make a mark on the town.

There has been huge interest every step of the way—even the busy arrival of beds led to a media enquiry! So it should come as no surprise to learn that recruitment was a big success. There were over 500 applications for the roles available.

The team are now undertaking their initial training with their new General Manager Chantell Dickinson—welcome to all of you to Daniel Thwaites.



SURPRISE VISITORS

A chance encounter at a pub has led to us meeting some descendants of Daniel Thwaites.

Area Business Manager Linda Goodfellow got talking to a couple of Australians in the Grey Mare and it turns out they were on a special visit to the area. They were tracing their family roots—their great grandfather was Thomas Thwaites who, along with his two brothers, inherited the brewery from Daniel Thwaites. His brother Daniel Thwaites II eventually bought their shares of the brewery and Thomas moved to Australia.

Linda invited Richard Thwaites and Tim Brougham to our heritage centre and we were able to talk to them about the development of the brewery over the years.

They have gone back to Australia raving fans armed with Thwaites pint glasses—our Australian ambassadors.

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