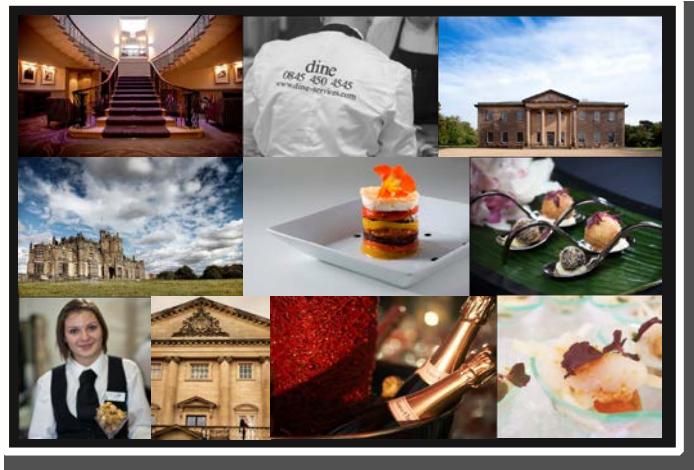


dine



Dine Consultancy & Venue Management



Dine Events, The Mansion, Mansion Lane, Leeds, LS8 2HH
Telephone: **0345 450 4545** Email: **events@dine.co.uk** Website: **www.dine.co.uk**

Dine Catering Ltd, Company Reg. No. 3532234

Managing Director : Daniel Gill, MA. Chairman : Michael Gill. Directors : Matthew E. Jones, BA. Teresa J. Copplestone



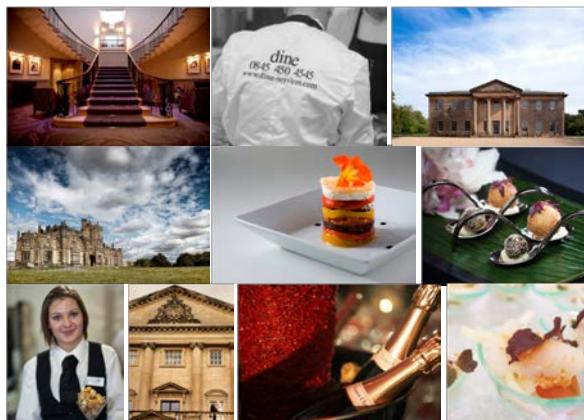
Introduction

Consultancy is often seen as a rather abstract exercise which focuses solely on metrics and reports. The Dine consultancy team understands that our advice needs to combine analysis with passion, vision and above all, be tangible and capable of implementation.

Dine Consultancy is part of the Dine Group, which means that our advice is offered from a sound operational background. The proven track record and on-going success of the various teams within the Dine Group provides a sound basis for our advice. Your Dine Consultancy advisor will be offering guidance which is not only focussed on your project and brief, but also has the benefit of being fully abreast of the latest industry standards, equipment and trends.

From consultation to implementation: where clients wish to seek assistance after the initial consulting stage, Dine Consultancy is uniquely placed to help by providing mobilisation teams to deliver agreed strategies on behalf of our clients; whether that involves sales and marketing activities or launching new restaurants or contracts.

When you decide to partner with Dine's Consultants, you will be working with industry experts who have a wealth of experience and resources. All projects are personally overseen by group Managing Director, Daniel Gill, who has been in the Hospitality industry for over 20 years and our Commercial Director Matt Jones who has over 12 years' experience within both the hospitality and sales arenas and who continues to run our Sales & Marketing team.





Sarah Beeny, one of the foremost property experts in the UK, commented on Dine's services:

"Rise Hall is one of the most significant Houses in East Yorkshire, having over 96 rooms and striking classical features. Having embarked on a huge restoration programme, our next job was to ensure that our chosen Venue Consultants were able to provide the expertise and advice which we wanted. In being able to deliver this and a complete Sales, Marketing, Event Management and Catering service, Dine have become an invaluable part of the team at Rise Hall."

Sarah Beeny, RH Yorkshire Ltd



Consultancy Services

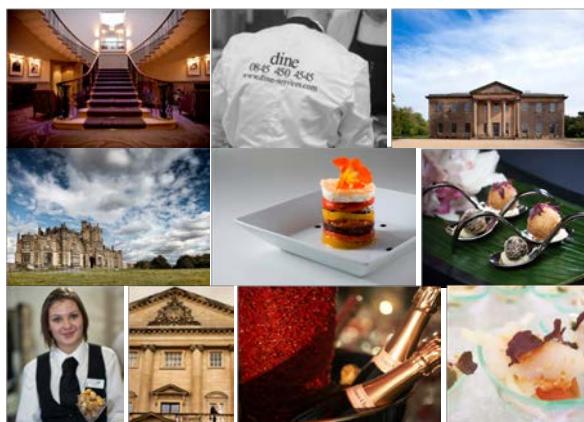
Dine has worked in, and provided advice to, some of the finest venues in the country. Dine has also successfully won and operated contracts with organisations as diverse as City Councils, the National Trust and English Heritage. That's what makes us unique - we don't just provide sound advice, we put it into practice ourselves on a daily basis.

On the ground we operate some of the most successful Events venues and Hospitality contracts in the North of England and provide regular advice & support to many more.

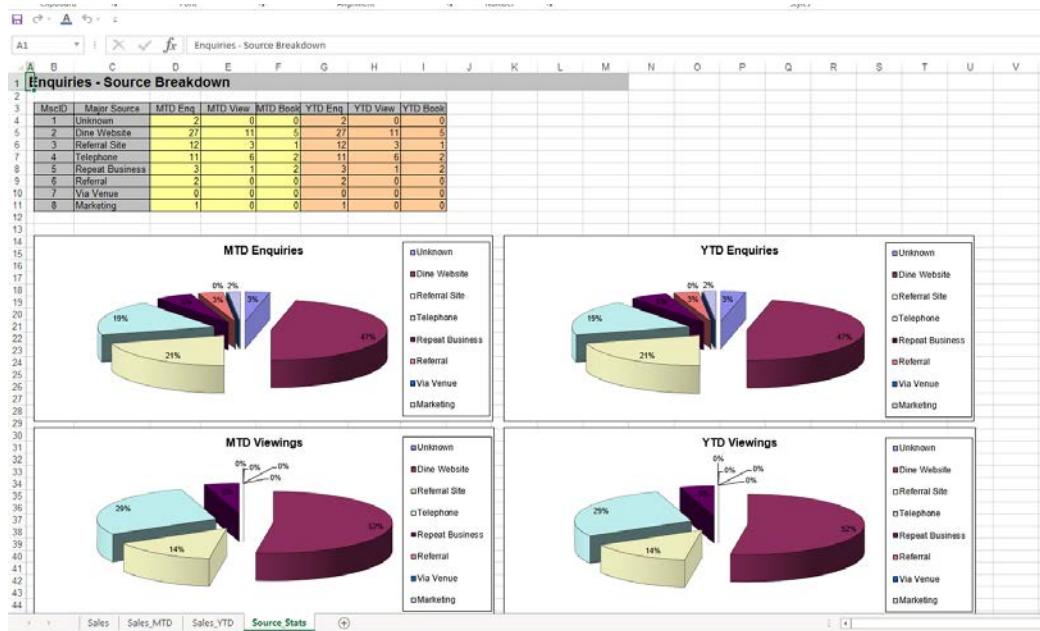
Our services are always focussed on your brief – indeed, one of the most important elements of a relationship with our consultancy clients is a review process which helps to research and clearly define the scope, brief and desired outcome.

All services are therefore geared to the need of a particular project or client, but examples include:

- Feasibility studies and advice on how to apply legal and financial structures for a new project. New projects often involve significant sums of money and Dine can provide full marketplace and financial analysis to ensure your vision will succeed.
- Design of interiors, kitchens and systems. Our experience as an operator guarantees that practical and accurate plans can be executed to ensure the best possible operational circumstances and financial return for your property or business. Our latest project, The Mansion, has won three awards.
- Marketing & Communications Plans. Advice on and development of collateral, from menu packs to the setting of pricing structures, development and implementation of web-sites and brochures.
- Operational and Financial restructuring. Often businesses need help to respond to changing demands in the market place. Our consultancy service can start with a brief ‘healthcheck’ through to complete analysis of the defined issues, and finally to designing and implementing the agreed changes.



- Interim Management Services & trouble-shooting whilst a business undergoes major change or restructuring.
- On-going mentoring and Training Services for your key managers; once the agreed plan has been set, we can provide the support, training and oversight to keep it on track.
- Audits. If you need an arm's length review of your business to satisfy your board or potential investors, then Dine, working in partnership with Montpelier Chartered Accountants, can provide this.
- Brand Review. Every business needs to review its position in the marketplace, especially in terms of how its customers and potential client base perceive it. Dine's experts can provide a clear analysis of this and then propose any modifications to your products and brand.
- Assistance with Licensing & Compliance. Whether you need a Health & Safety review or assistance with applying for planning, wedding or premises licenses, our teams can help.
- Continuous Improvement & customer feedback programmes. Our teams can conduct one-off mystery shopper exercises or design and operate permanent feedback initiatives.
- Turnaround. Our services can be specifically tailored to help turnaround professionals engaged with restaurants, hotels or venues. We can help keep businesses going and present the best business options to maximise realisations.

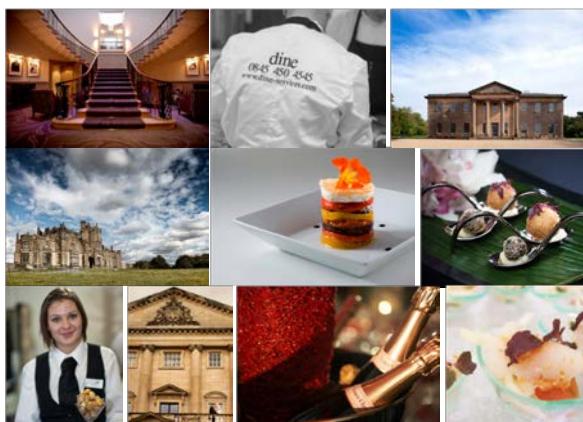


Implementation & Mobilisation services

For clients who want assistance with carrying forward our recommendations Dine is unique in the industry in being able to assist with practical mobilisation and delivery of services.

Examples include:

- Full Marketing and Sales; what makes our service unbeatable is our ability to implement agreed strategies immediately. Our Marketing and Sales teams provide an instant solution and help to ensure success on your project: They will design and print brochures, model and launch web-sites and even design menus.
- This means that we can often save our clients money and improve their sales at the same time.
- Award-winning Food & Service; delivery and reputation is the key and our teams can either provide full in-venue management or 'on demand' delivery for launches and events.
- Design of new systems, including web based portals and in house software, to ensure that your new plan has a robust support and framework. We can also advise on new infrastructure where this is identified as an issue on our consultancy. For example, some clients have found that linking their phone systems with CRM or management software has greatly improved customer service and retention; Dine can recommend and help to install appropriate systems.
- Assistance with aligning brands with product, your team and customer experience. In short, by training your team and using clear and consistent communication, Dine Consultancy can help to ensure that your changes are rooted firmly into your business and brand.



Interim Management Services

Dine works with financial institutions, business owners and turnaround professionals to perform an analysis of overall business performance. Dine's systems are perfectly geared to providing a snapshot of any business and the key factors which may need further investigation.

Case Study 1

A Hotel in North Yorkshire needed to discuss its profitability. Our consultant was able to arrange a discreet meeting at the owners' convenience. We then worked with the owners to analyse financial data and worked alongside key members of staff to establish at the 'coal face' where the business could be improved. Dine then provided a report detailing the potential areas for improvement, efficiencies and growth.



Our client achieved a more profitable business and peace of mind.

Trouble-shooting, Mentoring & Training

Dine have been called in to solve specific operational problems, often involving key personnel and departments. Our teams are able to recommend the required changes and then provide the mentoring and training to ensure that the problem stays solved.

Case Study 2

A multi-award winning restaurant approached us to discuss current operations as it appeared that the workforce was in disarray. We established through meetings and observations where staff relations had deteriorated and then made recommendations to management as to how a change could be instigated to improve both morale and the business overall. We provided on-site re-training and mentoring and assisted the management of the company to reinforce their control, vision and ethos.



Venue Management Services

The Dine team is expert in providing the structure to create revenue streams for your business and, along with Dine's Associates, can help with every element involved in creating, marketing and maintaining a successful venue.

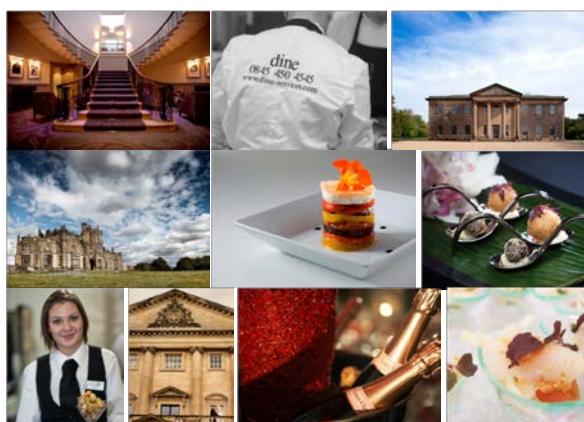
Case Study 3

An owner of a large stately house decided that their property needed a significant overhaul and that one of the key ways they wanted to fund this was by opening it as a wedding venue.

Dine was able to assist by:

- Undertaking initial research to establish demand in the area
- Advising on product and pricing strategies
- Designing tariffs for the venue, accommodation and hospitality
- Designing a range of ancillary 'value added' services for the venue
- Advising on appropriate legal and financial structures
- Overseeing and advising on licensing and compliance issues, securing a premises license on behalf of the client
- Designing a full marketing campaign and creating all collateral, including a website, brochure and menu pack
- Handling all enquiries and providing a full sales service, including conducting 'viewings' with potential clients and then following up to secure as many sales as possible
- Providing a full report on a monthly basis to our clients of sales activity including a comparison against comparable venues and specific feedback from clients who had viewed
- Handling of all sales administration, including the creation of client contracts and fees.
- The Dine Events team was able to provide their award-winning event management, food and service

This range of services meant not only that the client was able to launch a full wedding and events service within weeks but it saved significant time and money as Dine was able to provide a full service, avoiding the need to hire separate marketing agencies and in-house administrative or sales staff.



Summary & Contacts

The case studies demonstrate Dine's expertise in delivering Hospitality and Event Management at Historic Buildings and Stately Homes along with a full range of support services for the bodies and individuals who have responsibility for them.

To start the improvement now or for more information on our full range of services please contact us:

Daniel Gill
Managing Director
dan.gill@dine.co.uk

Matt Jones
Commercial Director
matt.jones@dine.co.uk

0345 450 4545

Dine is proud to be a corporate member of the Historic Houses Association



Our Team



Daniel Gill, MA
Dine Group MD

Hospitality
Consultant

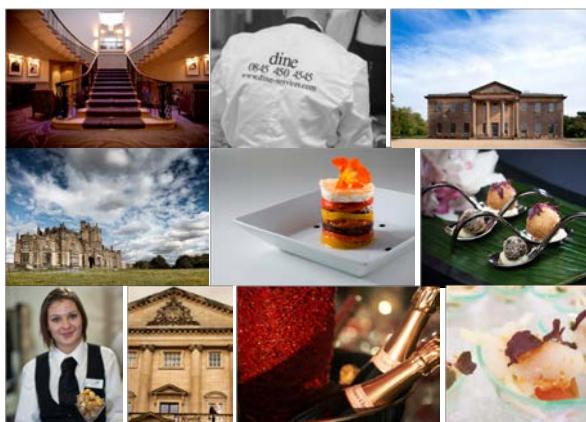
After gaining an MA at Edinburgh University, Daniel began his training at Leith's Events and Parties as an Event Manager, where he ran the café at the Natural History Museum, London and set up and ran the visitor catering at Clark's village in Somerset. In 1995 he moved to Mustard Catering as Personal Assistant to the Managing Director, catering for prestigious clients including FTSE 100 companies, Downing Street and the Queen. He set up Dine in 1998. Dine is now a group of Hospitality Companies which include Dine Consultancy and have an annual turnover in excess of 3.5m.



Matt Jones, BA
Dine Group Commercial
Director

Sales & Marketing
Consultant

After attending the Royal Grammar School High Wycombe, Matt moved to Leeds to study at Leeds University and now considers Yorkshire home. Interim roles with event specialists Sodexo and management positions at The British Open, Silverstone & Royal Ascot as well as some of the region's top hotels led to a full-time Event Management position with Dine in 2002. In 2005 Matt became Head of Events and oversaw Dine's most successful growth period to date. In 2009 Matt took on a group position as Commercial Director, leading all Sales & Marketing activity across the Dine Group. He remains an integral part of both the commercial and operational side of the business, always keen to run and work on events, whenever possible.





Michael Gill FHCIMA
Dine Group Chairman

Hospitality Consultant

Michael Gill has served the Queen, presidents and world leaders in his time. Michael ran 'Pool Court' for 40 years, a restaurant which was a fixture in the Michelin Guide and present in the Good Food Guide annually since 1972. He was involved with the Master Chefs of Great Britain for many years and was also vice-president of the Restauranteur's Association of Great Britain. In 1996 he was awarded a prestigious 'Catey' award for Restaurateur of the Year, and has worked with many of the restaurant industry's leading lights. These have included Marco Pierre White, Antony Worrall Thompson, Brian Turner, Loyd Grossman, Anton Mosimann and Pru Leith among others.



Phil Nuttall
Montpelier Chartered
Accountants CEO

**Business & Financial
Consultant**

Phil Nuttall, CEO of Montpelier Chartered Accountants, Leeds, advises on mergers and acquisitions, MBOs, funding for transactions and business turnarounds, as well as family matters, succession and estate planning, and tax issues. His industry experience covers a wide range of areas, with extensive experience in the hospitality sector. He is supported by a dedicated team in the Leeds office, offering a full range of audit, tax and corporate finance services with an emphasis on client focus.





**Nicholas Rettie FHCIMA
MRMD Director**

Hospitality Consultant

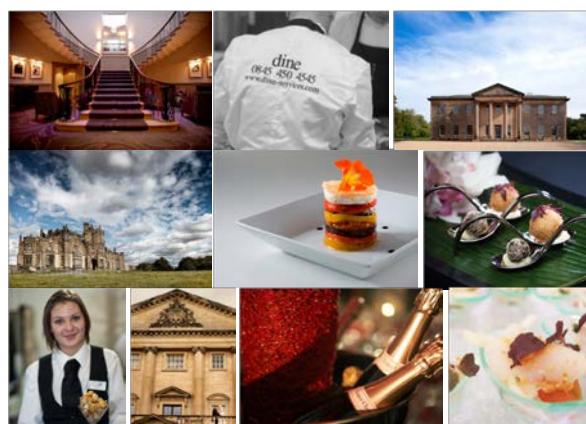
Nicholas Rettie was Managing Director of the Great Eastern Hotel, overseeing its £65m reconstruction and re-opening in 1999 as the City's first hotel, with 267 rooms, 4 restaurants, 5 bars, and 12 Private Dining & Event rooms. The GEH combined the dynamism of the City with the quirkiness of East London. In 2006, when the GEH was sold to Hyatt, Nicholas set up MRMD, a hotel management company. MRMD provided the pre-opening operational management for The Aviator, Hampshire (TAG Aviation) and for Brooklands, (Delancey). MRMD now has the management contract for the Great Northern Hotel at King's Cross.



**Nick Mee
MatthewMee Ltd, Director**

**Design & Project
Management**

MatthewsMee Ltd are a specialist Interior Design company specifically working in the Leisure field within the UK & Europe. They have a twenty year history of providing working solutions and mainstream design for Hotels & Restaurants. Nick Mee is the driving force behind MatthewsMee and his philosophy is to create designs that make people think - but are based on good efficient space planning. Nick is a graduate of Building Construction & Design and has the unique advantage of having worked for both major Architectural Practises and Interior Designers – he was also responsible for the design of Dine's flagship The Mansion in Leeds.



The Dine Group

Dine was founded in Leeds in 1998 to provide a bespoke events and catering service to clients across the North of England. As a privately owned company it has always been our intention to provide a highly personalised service with an excellent level of attention to detail and customer service.

Since then, Dine has become a recognised market leader in the Events & Hospitality industry and is the first company of its kind in the region to be granted membership of the International Special Events Society.

Dine have also operated at a number of high profile historic venues including Fountains Abbey, Bolsover Castle, Nostell Priory, Allerton Castle, The Mansion in Leeds, Leeds Civic Hall, Leeds City Museum and Leeds Town Hall. Dine's latest venture is with Sarah Beeney at Rise Hall, near Beverley.

We have been the recipients of numerous awards, including Parcelforce Small Business of the Year Regional Winner in 1999, and were shortlisted for the Yorkshire Post Excellence in Business Awards in 2004 and 2005. In 2007 we won the Federation of Small Businesses BSBC Regional Award in the service category.

In 2009, Dine also won a RICS award for its joint re-development of The Mansion with Leeds City council and Allerton Castle was selected by Wedding.tv as the UK's second Favourite wedding venue.



Dine Hospitality (www.dinehospitality.co.uk) offers affordable, good quality sandwiches and innovative buffets for meetings and smaller private events. This team also operates some in-house contracts.

Dine in the Mansion (www.dine.co.uk/venues/themansion) is a flagship Dine venue- the team there offer an excellent Café Restaurant and unparalleled facilities and services to Meetings, Private and wedding clients.

Dine at Allerton Castle (www.dine.co.uk/venues/allertoncastle) Our team here provide a complete in house service for the owners of this prestigious events venue

Dine Events (www.dine.co.uk) This team has advised clients on their events and provides a full range of services, from venue finding to total event management and the provision of award-winning food and service.

Shades (www.shades-canvas.com) This company is a perfect partner providing our events clients with stylish and bespoke structures for their parties and celebrations.

Dine Consultancy (www.dine.co.uk/consultancy) Our team provides clients with anything from initial feasibility studies to continuous performance monitoring and feedback to interim management and implementation services.

