



Patron: Her Majesty The Queen

The Lord Forte Foundation and David Levin

A Professional Development Programme at the Lausanne Hotel School for the eight Gold Service Scholarship finalists in September 2019

Launched in 2012, the Gold Service Scholarship is the UK's most prestigious award for people who work front of house in hospitality. It offers the opportunity for an aspiring individual to hone their craft through mentoring, travel and placement opportunities provided by the industry's most senior service professionals.

Building upon a firm heritage of UK excellence in service, the award strives to further exceed these standards in the thriving hospitality sector.

With a growing international reputation, the award continues to receive tremendous industry support. Every year, finalists are offered a suite of learning and development opportunities as recognition for their talent.

In September 2019, eight Gold Service Scholarship finalists attended a customised, three-day, Executive Education Programme at the Lausanne Hotel School. It was funded largely by bursaries totalling £15,000 from the Lord Forte Foundation.

The programme in Lausanne was highly successful and extremely well received by the participants. Those who attended the programme returned full of enthusiasm and praise for the time they had spent in Lausanne. For five of them, it had been their first visit to Switzerland and they were all made to feel extremely welcome.



The programme at the school focused on three themes: managing small and medium sized restaurants; value creation in food & beverage, and innovation in food & beverage. This included in-depth work on cutting costs and waste, building sales and profits, and innovation. There was evening work on two occasions.

Most participants found financial aspects of the programme particularly helpful, especially those relating to profit and loss analysis and the use of key performance indicators.

The eight participants are now undertaking work-based projects for completion in March 2020. This will be followed in April 2020 by a final evaluation exercise and report, which will include an assessment of the impact that the programme and project have had on their performance.

As part of an extensive feedback programme, anecdotal comments included:

"Within every area my expectations were exceeded."

"The course was both challenging and enjoyable."

"The whole trip was better than I expected. Everything was well planned.

"I was not too sure what to expect, but my apprehensions soon disappeared."

"We never had to worry about anything, and everything was taken care of perfectly by the Hotel School."

"I was impressed by the facilities on the Hotel School campus.

"We were warmly welcomed, and I had the chance to converse with some students and professors."

"Being educated at one of the world's best hospitality schools, was an honour.

"The entire trip was thoroughly enjoyable, very educational and everything was organised successfully."

"I am grateful for the opportunity."



With regards to the the course content, the participants were confident that the programme would help them improve their performance at work, develop or improve key skills, and be of great help in their future careers.

All indicated that the course increased their knowledge significantly with regard to managing small hotels and restaurants, value creation in food & beverage, and innovation.

Some key findings included:

- There was a significant increase in knowledge gained in relation to building sales and profits, and with regard to innovating and differentiating.
- The most valuable parts of the course included: learning about the role of the restaurant manager; the importance of building relationships with stakeholders; and understanding how and why different restaurants succeed or fail.
- In terms of presentation, participants felt able to ask questions at any time. The programme leader was very approachable and the handouts were excellent. The group size was good and group working was found, by the majority, to be beneficial.
- It was described as a “fantastic course”. Programme Leader Dr Alain Najar was described as “truly outstanding”. He kept the attention of the group throughout with many practical examples and made learning “most enjoyable”.



Trustees of the Gold Service Foundation, and the eight Finalists who took part, greatly appreciate the support given by the Lord Forte Foundation, which made possible this customised professional development programme.



The 2019 Gold Service Scholarship finalists were (L-R):

- James Dainton, Northall at the Corinthia London
- Lauren Chappell, The Cromlix Hotel, Perthshire
- Tiziano De Mattia, Hide, London
- Eleanor Dimes, Lucknam Park Hotel, Bath
- Laura Schlegel, Dinner by Heston Blumenthal, London
- Alexander Sumerauer, The Ritz London
- Karen Gruet, Le Manoir Aux Quat' Saisons, Oxfordshire
- George Austen, Blake's Hotel, London

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