

“If you care about what you do and work hard at it, there isn't anything you can't do if you want to.” Jim Henson, 1936 - 1990

It's taken me nearly 18 years in the conference and events industry to have the wonderful feelings which our UKCS 2013 medical conference last week at the Midland Hotel, Bradford have given me. There is one reason for these feelings: the team at the Midland Hotel.

Mr Gary Peacock leads a team of committed, focussed, positive, smiley, thoughtful, attentive and professional individuals and the results are truly wonderful. Not only do things get done reliably, carefully and on-time, but the atmosphere is one of a tightly-run ship where hard work is key, but a positive and caring attitude is uppermost.

I am very accustomed to working with venues where perhaps one or two members of staff stand out as being good or even exceptional. But I am not used to working with a whole team of individuals who are receptive, polite, understanding and careful in all that they do.

Any 3 day conference, with around 300 people passing through, plus an exhibition and poster display will bring complexities, no matter how much planning has been done. There will always be the unexpected to deal with, the late request, the spontaneous need, the urgent customer care to handle. And this is where the team at the Midland excelled: they knew that in fact all 300 people on-site during UKCS 2013 *were customers* and the feedback that we had from delegates, speakers and exhibitors about the politeness and helpfulness of the venue staff is unprecedented.

Moreover, from my personal point of view, the experience gave me a new realization: that with the right venue people working with you, the hard work of an event as complex as UKCS 2013 **can actually be fun all the time that you are on-site** (not just through relief at the end!). All week there was lots of laughter, lots of smiles, lots of banter and generally a very positive and friendly feel to the Hotel. The work that we were all doing to achieve an excellent outcome for a few hundred people actually felt all the more fulfilling because it was pleasant, without aggravation and frustration. This is how every event should be!

My view is that the ease of communication (including the accessibility of the General Manager at all times all week) was based upon a mutual respect and trust between venue and organisers. We did not need to repeat ourselves or dig out specific people to fulfil requests: the Midland team has excellent internal communication channels and you can rely on messages to be referred quickly and accurately. Similarly, we were on-hand all the time to answer questions and give updates and accurate information. This all makes an event very easy on-site and has now given me renewed motivation in my job, as well as higher expectations of any venues which I use in the future!

The Midland Hotel had not hosted an event like UKCS 2013 before. However, there are many venues in the UK which could learn significantly from this team. ***The success of UKCS 2013 is testimony to what can be achieved when you care and work hard, as Jim Henson said.***

Rebecca Lawrence-Bristol, Operations Manager
Index Communications Meeting Services
(conference management company)



Sent: 16 April 2013 10:28

To: gm@midland-hotel-bradford.com

Cc: Ralph Lennard

Subject: Ladies After Lodge

Hi Gary,,

In Ralph's absence, I would like to express the Lodge's thanks to yourself, Kate, Jenny and all your team for all your help in making last night's Ladies After lodge so enjoyable.

The food, service and assistance in setting up the room as we requested was first class. The entertainer, who I think was recommended by Kate, was excellent and all our members and their guests said how much they enjoyed the evening, so much so that when the entertainer finished at 10.30, everyone was still there and nobody was in hurry to leave.

Please will pass on our appreciation and thanks to all concerned in making the evening such a success.

Kind regards

Neville Goldberg

VictoriaLodge

Treasurer

Sent: 11 March 2013 11:54

To: conference@midland-hotel-bradford.com

Subject: RE: Mothers Day 2013

Hi Jenny

Just a quick note to say thank you for the lovely lunch we enjoyed yesterday. Good food, beautiful surroundings and attentive waiting staff, all for a good value price.

Kind regards

Christopher Kates

Sent: 10 March 2013 23:09

To: sales@midland-hotel-bradford.com

Subject: RE:

Hello Kate

Just wanted to thank you and all your team for a wonderful party on Saturday. I have put a review on Trip Adviser as I was really impressed with the quality of the event and the professionalism exhibited by you all.

Can you thank Gary too?

I thought you might like to see this photo taken on your staircase. It promotes your hotel well so feel free to use it if you like.

Thanks again, and we certainly will be coming back

Kind regards

Leslie

Dr Leslie Robinson

Dear Gary

Greetings

Please convey my grateful thanks to all your staff lead by Gary for the exquisite service and delicious food that was provided for my 16 personal guest who attended Victoria Lodge meeting on 18 Feb 2013.

Please extend my special compliments to LUKE from Reception who attend to me personally.

As you know, Gary, I appreciate what you do personally to enhance and exceed expectations of all who uses facilities of The Midland Hotel, and that I am most grateful to you.

I will strenuously strive a to support you at every opportunity.

It was great to see you and Kate Sheppard at the Queens Diamond Jubilee Legacy Project Reception/Lunch hosted by The Lord Mayor of Bradford at City Hall on Monday 18 Feb 2013.

With Best Wishes

Manoj N L Joshi

Hello Denise, Jenny and Kate,

I just wanted to say a massive thank you for everything you have done behind the scenes, our event yesterday was a great success. The service we received was excellent. In the past we've had to do all the set-up ourselves so we really appreciated it all being done for us! And everything we asked for was provided, and with such excellent service. It really helped the event run smoothly and meant we were saved of various stresses. We had lots of wonderful comments from our members about the venue and the experience.

Thanks for sorting out all the finances too, and we will await the receipt and the refund too – thank you!

Sarah Jones

Programme Information Lead

Champions Show the Way

Subject: Bradford Golf Union Dinner

Kate

Just a quick note of thanks for all your help at last night's dinner.

We ended up with 186, which we were very pleased with considering the weather.

The room offer wasn't taken up by any additional guests but I was very thankful to have been able to offer it.

I signed for the bill at the end of the night and was pleased with the bar bill figure but on doing my accounts this morning it is clear the drinks reception was not included.

You can email a pdf of the additional amount and I will then arrange payment as soon as possible.

Next years dinner will be on the 17th January and I would like to book that date for an identical night as I don't want to change any of the arrangements as it went so well.

Thanks again.

Cameron

A hotel with a difference!

I stayed at this hotel alone on a Friday night whilst working away. Easy to find and ample car parking. Great to discover all the old features of the old station - a real surprise! A gem!

The guy on reception was fantastic and really pleasant and helpful. Room quiet, as requested and clean and modern.

Ate in the restaurant and didn't feel uncomfortable - woman eating alone! Food was fantastic, lots of choice and good value for money. Staff very pleasant.

Breakfast equally excellent with lots of choice. Reception also advised breakfast could be served in your room at no extra cost! A great perk! Would definitely recommend.

Mrs Alison Henderson

Hi Midland Hotel team

We just wanted to thank you for everything leading up to and during our Bradford event this week. We felt very looked after and the customer service was excellent throughout – it certainly made our stay in Bradford more comfortable during what was a very busy time.

The whole team at the Midland Hotel was brilliant and we will happily book again should we hold future events in Bradford.

Kind Regards

Naz

Naz Ahmed

BBC Asian Network

Dear Mr Peel

I am writing to you about the Midland Hotel in Bradford.

We first stayed there in the summer when my son was in the process of choosing a university - the result of that stay was a review that I posted saying how impressed I was with the place. I was delighted to get an email from the General Manager there thanking me for my words, another impressive touch I thought.

Since then I'm not sure if we haven't stayed there 3 or 4 times in one sort of group or other and each time the staff have excelled and I have now added a further review to Trip Advisor reflecting this.

We have got to know Gary (Peacock, General Manager) and, as retired business people ourselves, we can see where the hotel gets its guidance from.

The last time I saw him I said how could I keep reviewing his hotel as I was running out of places to write the reviews and he jokingly suggested that an email to the Chairman was always good news, so I'm doing just that!

The Midland has become our favourite hotel of any of the myriad we have stayed in across the world over the years. Irrespective of the time of day or the nature of the request or problem all of the staff are well trained, friendly and, above all else, genuinely want to help. They are a credit to Gary and therefore also to yourself.

Please pass on our thanks to all of the staff in The Midland

Regards

Kevin Wilkinson