



Yorkshire Real Ale

Beer Festivals. Real Ales, Real Ciders and Craft Lagers
Beer Tasting Sessions for Corporate & Private Events
Mobile - Outside Bars for Corporate & Private Events



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Proprietor: Gary Poole

3rd March 2014

Mike Longworth. Business Mentor and Coach

In the very early days of forming my business, Yorkshire Real Ale, Mike was really positive in helping me to formulate a plan of action to take the business forward. Mike is a very good listener and allowed me to explore the many ideas I had and encouraged me to establish the full potential of my fledgling business.

Mikes experience was pivotal in helping me to formulate a pricing policy that made the business profitable. He also helped me to condense my sales literature with the simple message that less is more.

If I had to capture one attribute in Mikes input into my business it was that he let me develop my ideas and acted as a sounding board, always encouraging me to make important decisions with confidence. He gave me a belief in my ideas.

Over the last two years my business has changed direction in its target market, Beer Festivals and Beer Tastings replacing weddings but the foundations laid from the early help I received from Mike has played a big part in the growth of Yorkshire Real Ale.

Yours faithfully

Gary Poole

Gary Poole
Proprietor

Mike Longworth Testimony

Doncaster 100 is a free of charge, business mentoring service for those in business or who are starting a business in Doncaster.

Mike has completed the SFEDI accredited mentor training and has been a Doncaster 100 Mentor for over 3 years.

In that time he has mentored and coached many clients from various business sectors providing them with marketing, hospitality and general business support. With over 35 years working in the hotel industry, he has a wealth of knowledge, experience and skills that he is committed to sharing with local businesses.

Feedback from the businesses that Mike has supported is always positive and it is clear that he thoroughly enjoys working with all of the businesses.

His professionalism, passion and enthusiasm are evident and help him to build meaningful, ongoing relationships with his clients who he provides with sound, practical business guidance.

He is a well respected member of the business and sporting community and a valued member of the Doncaster 100 mentoring programme.

Mike Longworth Hospitality Success

Mike first came to see us in January 2013. I have run my business for over 30 years and at that time things were really rock bottom.

We were just not making money in fact we were heading for a loss. Mike identified in one consultation that we had a black hole of around £40,000 mainly on the food side of the operation. We had other problems that would be rectified but the main problem was lack of profit.

The turnaround was incredible introducing some simple control methods we were in profit by the end of January, by the year end April we broke even.

This financial year we have made a profit of over £60,000 which has more than impressed our accountant and bank manager. Our biggest problem in the past was lack of up to date information, we are now informed and in control we know how we are performing on a daily, weekly, and monthly basis.

All this has been achieved with our existing team. Our sales and marketing left much to be desired but with Mike's encouragement we established a marketing department and selecting from our team appointed Michelle as head of sales and with the help of an events diary we are increasing business in all departments. We have a new exciting concept ready to launch "A Northumberland Adventure."

This is work in progress and in addition we are looking at a large group of outbuildings to convert into holiday lets.

I do not know what would have happened to the company without Mike's encouragement and direction but that is his secret he has brought out the best in us all to get this result.

I can strongly recommend Mike and Hospitality Success he has helped us to turn our aspirations into reality our losses into profit and given us all a brighter future.

Yours Sincerely

Anne Park
Tankerville Arms Hotel