

The Lowy Group, London and Brighton

Hotels, Luxury apartments and Student accommodation



Best Western, the Brighton Hotel Bar

Background

Frances Bromley-Branston is the Group Operations Director for the Lowy Group – a family run operation which has a broad range of businesses across the UK. The group has six hotels, a number of luxury apartments which are available for both long and short term lets and multiple Anglo American educational services, which house American students taking courses in the UK.

The Lowy group pride themselves in offering quality and choice and have a commitment to service standards. They have a long standing partnership with beacon, having been members for over ten years.

Business Aims

Frances recognises that all areas of business within the hospitality industry can be tough and that they need to strive to add profit to their bottom line. Food, drink and consumables are all high cost to the Lowy group and so they have been identified as focus areas for beacon. As well as finding cost savings, the Lowy group was keen to achieve consistency, continuity and consolidation throughout their individual outlets, in order to drive profit.

Which areas of your purchasing have beacon been able to help you with?

“Working with beacon is an ongoing relationship and continually evolves as they work alongside us to add value in many areas of our business.”

“We allow autonomy for the GM’s and Chefs to work with local suppliers, especially at the hotels. We have benefitted from group deals offered by beacon and focused on three key product areas - liquor, food and cleaning consumables- as these are some of our biggest spend areas and amongst the most challenging”

“A big area of change for us was to move from two liquor suppliers, brewery and drinks wholesale into one composite supply. The benefit here was that this not only helped with the back door deliveries, ordering, etc, but with managing a more disciplined core list. We decreased our wine list into a more manageable size and therefore beacon enabled us to create a better balance of product.

This had a positive effect on stock too. beacon compiled a stock take of our products and offerings to ensure we could maximise profitability. This review helped us to manage our liquor waste which decreased significantly almost instantly.”

How would you describe the service you have received from beacon?

“I believe that beacon have gone above and beyond in creating a bespoke service for us. Last year our account manager, Alli Capon, introduced a purchasing manual. This included vital information as well as pricing for our sites on selected suppliers. It also includes the majority of our beacon account numbers and information about the specific suppliers. Following on from that they also pulled together a maintenance manual. beacon’s maintenance suppliers, apart from offering competitive deals, save us time in going out to buy such things as screws and light bulbs which of course is a hidden cost in terms of time. These manuals are used at site level by all departments, including accounts and operations. beacon have contact with many departments throughout our business which also gives them a deeper understanding of how we work.”

“beacon has exceeded our expectations and from the offset central billing has been a huge benefit. One consolidated payment for all of our beacon suppliers. The reduced administration from one payment is very valuable to our business.”

Why do you stay with beacon?

“We continually review our deals with the help of our beacon account manager and the team in York, we receive ongoing analysis that lets us know whether we have good deals or not. beacon help us to benchmark the deals against market position, helping to keep our supplier relationships fresh and well managed.”

Would you recommend beacon to another hospitality industry? and if so, why?

“Of course. beacon help with supplier management, making sure that we get the right price and also the best service and quality from our suppliers.”

Frances Bromley-Branston, Group Operations Director, www.lowygroup.co.uk