

Organisational Consultancy Report: The Vermont Hotel

Module: Organisational Consultancy (BMIH6005).

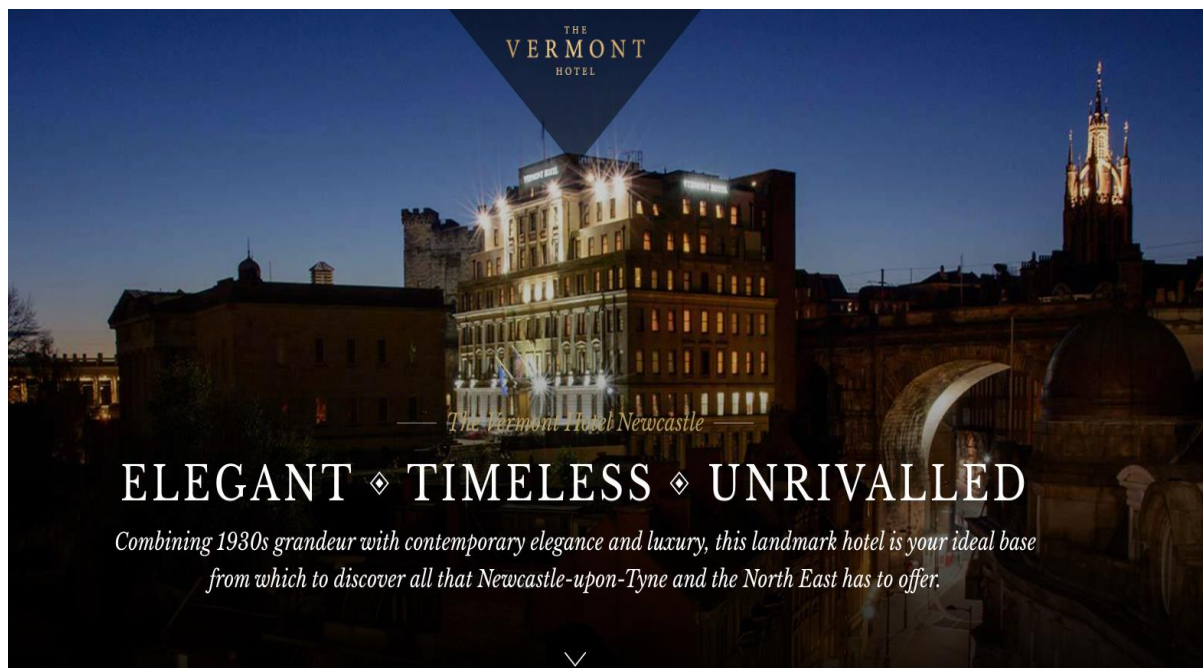
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Client: The Vermont Hotel in Newcastle.

To be delivered on: 26th May 2023.



Vermont-hotel (2023).

Executive Summary

The Vermont Hotel is a part of the Gainford Group's portfolio. The Vermont Hotel is an award winning 4-star luxury Hotel which is perfectly situated in Newcastle's buzzing city centre with easy access to many attraction points, The Hotel boast of its scenery rooftop bar which displays a 360-degree view of Newcastle, alongside its 101 rooms over 12 floors leaving plenty to choose from.

This report is an investigation into the factors that impact the Hotels performance and services, this is required to improve business performance. For this report, the PESTLE Method will be used to Analyse issues present at the hotel, this will be further Analysed using both SWOT and TOWS method; these methods will help towards eliminating any inefficiencies at the Hotel which will in return improve the Hotel. The report will dwell into a variety of areas such as the covid pandemic, trends within the hospitality industry and customer requirements. This report will help establish the necessary steps required to improve the establishment with recommendations from experts in the field.

The Location of the Hotel is perfect however parking can be a problem for the Hotel on busy days as parking is offered as first come first serve leaving some guests bitter when they have had to ark away from the hotel for an additional cost.

The rooftop bar was opened in August 2021 and can be booked for weddings and parties, this has become an attraction spot due to its beautiful view and unique experience. The 360-degree view has financially proved to be good got the Hotel however it has also accumulated a lot of complaints regarding the noise it has created, guests at the hotel have complained about the loud noise as have local business and residences; this may become a bigger problem in the future if it is not dealt with soon enough.

Strength:

- ✓ Location
- ✓ nice interior with mostly complimentary reviews, interior as modern and classy
- ✓ Rooftop bar unique experience with breath taking view of Newcastle specially at sunset
- ✓ Large hotel with 101 rooms
- ✓ Food hygiene rating 4, good.

Weakness:

- ✗ Noise, lots of noise specially at nighttime from roof top parties
- ✗ Parking is free if guest at hotel, but it is limited therefore first come first serve which has aggravated guests as local parking is difficult due to location
- ✗ Unprofessional reception staff when checking in and out, many negative reviews on trip advisor (2023) claiming staff were not pleasant or helpful specifically reception staff.

Opportunities:

- ☺ Use roof top as attraction point
- ☺ Arrange more parking slots
- ☺ Retrain staff to increase guest experience

Threats

- ☹ Customers leaving for competitors due to noise specially rooms that are affected by rooftop bar
- ☹ Customers using competitor hotels with better parking facilities specially for big parties
- ☹ Guests not returning due to bad employee engagement.

The main strength of the hotel is the location and then the interior and the rooftop bar with an exceptional view of Newcastle's attraction spots, unfortunately the rooftop bar has created a lot of noise and guests have put several negative reviews regarding the noise, many guests have complained about reception staff being rude. Although the interior is complimented a few reviews suggest that some guests have complained about the rooms needed a little bit of touch up.

The report looks at ways to deal with the issues found:

- **Location:** The downside of the location is parking, the parking issues can be addressed in a few ways, one way would be to build extra parking as a side, this would be useful for events as parking can put people off booking their events. The Hotel could consider reimbursing any guests that need to park outside of hotel due to Hotels limited slots, this will not solve the issue but will ease the blow.
- **Noise:** The rooftop bar is utilised by surrounding Hotels as well as the hotel itself, it has become an attraction point, however this has also become a nuisance due to the noise it creates. The hotel can consider sound proofing the effected rooms but this would cost thousands and would not address the noise issues the local business and residences have been complaining about, it might be worth considering reducing the sounds through volume control and reducing the hours, transform the nightclub scene to a socialising restaurant theme so it would automatically calm down, this could be trial run to see if bad reviews calm down.
- **Customer service:** complaints regarding bad customer service can be address by hiring an outside trainer to train staff especially in customer services would help towards reducing negative feedbacks from both employees as well as guests. Sometimes the old training does not work and needs to be refreshed. Incentives may also motivate employees to behave more professionally.

The Vermont Hotel shocked people with an exceptional operating profit of over £8m, which was doubled from last year's \$4m. The Hotel boasts of exceeding expectations regardless of covid setbacks where most hotels were challenged and barely made profits due to the challenges due to covid. Part of the Vermont hotels success is due to the rooftop bar opening out to Facilitate outdoor events in accordance with covid regulations which allowed them to run events. Even though this rooftop opening more space has been a success for the Hotel, this might be the downfall in the future as it is frustrating many people, and something needs to be done before there is a fiscal impact caused by bad reputation.

Recommendations:

- A PESTLE analysis every 6 months to be on top of the issues surrounding the Hotel
- Regular SWOT and TOWS analysis. Keeping on top of the analysis will give the Hotel a leading start to competitors
- Soundproof some of the rooms effected by the noise, especially the rooms near the rooftop bar as that is where the noise comes from.
- Reduce times the music or DJ is on and lower the volume, so it entertains the guests who want it but does not distract the guests who do not want it
- Change nightclub scene into social restaurant style to reduce the noise on a trial basis
- Re-train employees so they know how to talk to customers specially upset customers
- Motivate employees through incentives
- Give employees scope to rise or incentives as happier employees means nicer work environment which will hopefully result in better guest experience
- Consider innovative solutions regarding parking situations: consider reimbursing guests who use parking outside of hotel as a good will gesture

The Vermont Hotel is an exceptional Hotel but the recent negative review regarding noise is concerning and should be dealt with before it becomes bad reputation for the hotel.

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Introduction

The Vermont Hotel is a part of the Gainford Group's portfolio (Gainford group, 2023). The Vermont Hotel is a 4-star luxury Hotel which is perfectly situated in Newcastle's buzzing city centre with easy access to the Quayside as well as other attraction points, the telegraph rated the Hotel an overall rating of 8/10 according to destination expert Pickles (2023). The Vermont Hotel boast of 101 rooms over 12 floors leaving plenty to choose from however it has limited parking due to location and is offered as first come first serve (Hotel planner, 2023). This General rating and car parking havoc indicates scope for improvement.

The focus of this report is to investigate factors that impact the Hotels performance and services, this is required to improve business performance. For this report, the PESTLE Method will be used to Analyse issues present at the hotel (Morrison, 2013). A further Analysis will be made using both SWOT and TOWS method (Proctor, 2000).

According to Luxe Magazine (2019) this hotel is an award-winning hotel founded by couple Susan and Mohammed Khaliq in 1995, it is now managed and directed by their youngest son Imran Khaliq who has over 10 years' experience working under his parents after graduating with a business degree at Northumbria university. According to the young Entrepreneur council (2022) it is important to consider bringing in 'outsiders' into a family business for the following reasons:

- Gives a fresh and Different outlook
- Can be good for dynamics
- Can improve communication
- Can ease probable conflicts and friction
- Help raise new or underlying issues.

After analysing the hotel using the above models it will help towards eliminating any inefficiencies at the Hotel which will in return improve the hotel. The report will dwell into a variety of areas such as the covid pandemic, trends within the hospitality industry and customer requirements. This report will help establish the necessary steps required to improve the establishment with recommendations from experts in the field.

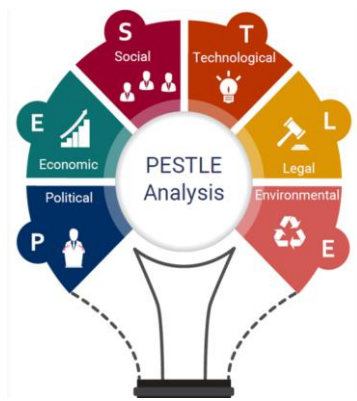
Scope and analysis.

The Vermont Hotel is a delightful combination of the 1930's theatrical grand presence combined with the luxury and elegance of today's modern style, being located in central area to Newcastle city centre where it is easily accessible it is a landmark hotel making it an ideal base to discover surrounding areas (Vermont-hotel, 2023). The Vermont Hotel boast of 101 rooms over 12 floors leaving plenty to choose from however it has limited parking due to location and is offered as first come first serve (Hotel planner, 2023). Food standard agency (2022) rated the hotels food hygiene at 4. According to a blog by Netex (2022) a rating of 4 for food hygiene is good but with scopes of improvement which would have been advised by the inspector however this information is not available to the public and only the rating is and could be used to improve ratings for next inspections.

In early 2021 The Chronical revealed plans that the Vermont Hotel was in a process of creating a rooftop bar; this would also create around 50 jobs post covid, the article showed stunning pictures of the view and estimating that this project would cost the hotel £2million a picture of the view is posted below (Ford, 2021).



The rooftop bar was opened in August 2021 and can be booked for weddings and parties (Foxx, 2021).



(IBIS World, 2020).

Using the Pestle model to identify issues within the Vermont Hotel (Baron & Armstrong, 2007). An outline of how the hotel industry can be affected using PESTLE (Frue, 2019):

Political and legal:

- Taxes both tax reliefs and extra tax change the dynamics of how a hotel needs to be run
- Travel bans and restrictions can cut down guest drastically causing major losses like in the pandemic.

Economic and Technological:

- Currency value can trigger people to travel and use hotels differently
- Eco-system, the hospitality is usually affected first and comes out of Eco situations the fastest
- Social media Facilitates fast sharing news both negative and positive information surrounding the hotel
- Reviews can impact hotels; one negative comment can be damaging to the hotel.

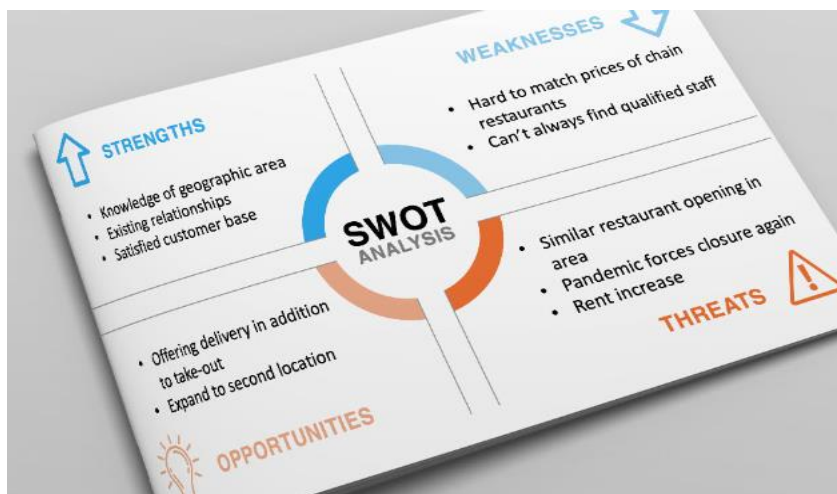
Social/cultural and environmental factors:

- Cheaper competition with air b n b: millennials are opting for cheaper alternatives to hotels as they are cheaper and sometimes more convenient
- Location of the Hotel can come with issues that cannot be changed like the weather or the surrounding if it is a busy area

Using Recent negative reviews on trip advisor (2023) suggest several complaints regarding loud noises coming from surrounding nightclubs and Hotel's bar. Jamie (2023) left 2 stars on trip advisor with compliments regarding interior design alongside complaints about the Hotels bar being exceptionally loud with blasting music, further complaining about not expecting this from a 4-star Hotel. Wayne (2023) left 3-star similar review regarding noises stating they were on the 11th floor which consisted of 12th floor nightclub noises throughout the night, further complaining about staff being care-free regarding enquiries to when the noise would be over; some claimed 3am and others 1am.

There were several reviews regarding the noise at night specifically 11th floor, Karen (2023) loved the hotel but claimed she would not be back due to the noise. The other main complaint found through reviews were regarding bad customer service and rude receptionist, some customers complained of outdated rooms and cold showers, a few complained they could not find parking; Laura (2023) complained about the noise but was also upset at parking as she had to pay a further £50 for parking and park away from the Hotel. The noise appears to be the main reason for bad reviews followed by bad customer service specifically reception staff.

Using the SWOT Analysis template, the Hotel can analyse the above issues (Spider strategies, 2022):



Strength:

- ✓ Location, booking.com (2023) rated location as 9.3 out of 10
- ✓ nice interior with mostly complimentary reviews, Daniel (2023) reviewed interior as modern and classy
- ✓ Rooftop bar unique experience with breath taking view of Newcastle specially at sunset (Lewis, 2023)
- ✓ Large hotel with 101 rooms
- ✓ Food hygiene rating 4, good.

Weakness:

- ✗ Noise, lots of noise specially at nighttime from roof top parties; Karen (2023) loved the hotel but claimed she would not be back due to the noise at night
- ✗ Parking is free if guest at hotel, but it is limited therefore first come first serve which has aggravated guests as local parking is difficult due to location
- ✗ Unprofessional reception staff when checking in and out, many negative reviews on trip advisor (2023) claiming staff were not pleasant or helpful specifically reception staff.

Opportunities:

- ☺ Use roof top as attraction point as noise is one of the biggest complaints make clear which rooms are noisy or get them sound proofed
- ☺ Arrange more parking slots, consider having something build in for more parking
- ☺ Retrain staff to increase guest experience specially reception staff as this can set the tone for the whole stay and can avoid negative reviews

Threats

- ☹ Customers leaving for competitors due to noise specially rooms that are affected by rooftop bar
- ☹ Customers using competitor hotels with better parking facilities specially for big parties
- ☹ Guests not returning due to bad employee engagement.

The main strength of the hotel appears to be the location and then the interior and the rooftop bar with an exceptional view of Newcastle's attraction spots, unfortunately the rooftop bar has created a lot of noise and guests have put several negative reviews regarding the noise on review sites such as booking.com (2023) and TripAdvisor (2023), many guests have complimented the customer service at the Vermont Hotel but many have complained about reception staff being rude. Although the interior is generally complimented a few reviews suggest that some guests have complained about the rooms needed a little bit of touch up.

Using the Tows model this report will evaluate the above issues further and address where changes can be asserted Dieffenbacher (2023):



- ✓ The roof top bar seems to be an attraction point however the noise is one of the biggest issues raised in reviews: make it clear which rooms are noisy, so guests are not in for a surprise or consider getting the rooms sound proofed. Customers leaving for competitors due to noise specially rooms that are affected by rooftop bar.
- ✓ Although location is a massive selling point for this hotel, the parking has been a little bit of a nightmare for some guests, with the space and location the hotel can consider having some sort of parking facility built to avoid losing customers for buys event times
- ✓ Although majority guests complimented the customer service, many complained specifically about reception staff, consider training staff on how to deal with guests as sometimes a simple apology would have left guests less bitter resulting in less negative reviews

Main body

Maintaining and uplifting a thriving Hotel like the Vermont Hotel can be challenging as different situations arise daily; this requires innovative yet quick thinking to stay ahead of the game and remain at the top. According to Oxford college of marketing (2021) it is essential to conduct a pestle analysis, this should be repeated at least twice a year as this helps to identify any changes or required changes keeping ahead of competition which will give the Hotel an ambitious advantage over any competition.

Location

The location of the Hotel is one of the most crucial factors for a hotel investor to determine its value (Harper, 2013). The Vermont Hotel is situated perfectly near the centre of Newcastle, the 4-star hotel is of walking distance to many locations as such as Newcastle city shopping centre, castles, the Baltic Centre used for art display, The Quayside, and the museum of Life Science: even the train station is within walking distance of the Hotel making this Hotel ideal for a wide range of visitors from travellers to business trips to honeymooners or even party people who want to hit the night clubs (planet of Hotels, 2023). According to pitch book (2023) the Vermont Hotel ownership status is acquired/merged and financial status is corporate backed which is why the location is favourable to the hotel.

The downside of the location is parking, the Hotel has limited parking and used as first come first served basis, this has left some guests upset when they have not been able to park within the Hotel parking and have had to pay for expensive parking outside the Hotel territories. The parking issues can be addressed in a few ways, one way would be to build extra parking as a side so guests can park, this would be useful for events as parking can put people off booking their events.

Noise

The rooftop bar is utilised by surrounding Hotels as well as the hotel itself, it has become an attraction point as the view is gorgeous with a 360-degree back drop view of Newcastle (The Vermont Hotel, 2023). Many reviews on trip advisor (2023) state how beautiful the view is however many also left negatives regarding the noise. Holland (2021) writes in an article that the bosses at Vermont Hotel were taken to court regarding the noises due to complaints from local business and residence, this concerning as aggravating locals may lead to future issues.

The hotel can consider sound proofing the effected rooms but this would cost thousands and would not address the noise issues the local business and residences have been complaining about, it might be worth considering reducing the sounds through volume control and reducing the hours, transform the nightclub scene to a socialising restaurant theme so it would automatically calm down, this could be trial run to see if bad reviews calm down.

Customer service

There have been numerous reviews on TripAdvisor (2023) regarding terrible experience regarding customer service, specially at the reception desk where guests did not feel welcomed and on leaving felt sad at the treatment they received, many

complained about not receiving an apology when leaving upset as they couldn't sleep due to the noise.

Employee job reviews on Indeed (2023) is rated at 3.3 stars out of 5 stars, this is not particularly good as a lot of employees were ok at the Hotel, but many complained about lack of potential to get a promotion, employees complained about lack of training and work overload. Many left due to bad management and ill treatment

Hiring an outside trainer to train staff especially in customer services would help towards reducing negative reviews from both employees as well as guests. Sometimes the old training does not work and needs to be refreshed.

Finances

The Vermont Hotel is a private company registered under Gainford group limited, the finances are not incredibly open, this is a screen shot of the Hotels financial statement (gov.uk, 2023):

Gainford Group Limited Balance Sheet As at 30 April 2022					
Registered number: 11300651					
Notes	2022		2021		
	£	£	£	£	
CURRENT ASSETS					
Cash at bank and in hand	100		100		
	100		100		
NET CURRENT ASSETS (LIABILITIES)		100		100	
TOTAL ASSETS LESS CURRENT LIABILITIES		100		100	
NET ASSETS		100		100	
CAPITAL AND RESERVES					
Called up share capital	3	100		100	
SHAREHOLDERS' FUNDS		100		100	
For the year ending 30 April 2022 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.					
The member has not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.					
The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.					
These accounts have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime.					
The company has taken advantage of section 444(1) of the Companies Act 2006 and opted not to deliver to the registrar a copy of the company's Profit and Loss Account.					
On behalf of the board					

The Vermont Hotel shocked people with an exceptional operating profit of over £8m, which was doubled from last year's \$4m. The Hotel boasts of exceeding expectations regardless of covid setbacks where most hotels were challenged and barely made profits due to the challenges due to covid. Part of the Vermont hotels success is due to the rooftop bar opening out to Facilite outdoor events in accordance with covid regulations (Ford, 2022).

Even though this rooftop opening more space has been a success for the Hotel, this might be the downfall in the future as it is frustrating many people mad something needs to be done before there is a fiscal impact caused by bad reputation.

Solutions

This report will be addressing 2 issues, the first being the noise and the second being the customer service:

Issue one:

It is no shock that there is a lot of noise complaints, the Vermont Hotel rooftop has become an attraction point which makes it busier than other places and the location is perfect with the Vue being jaw dropping and unique. This can be addressed to some extent by sound proofing the rooms however this would not solve the issues of neighbouring establishments complain about the noise, some rooms maybe be soundproofed to reduce inhouse customer complaints and the noise can be addressed by reducing the sound of the music or even reducing the hours the music is blasted, this would be the most cost effective way and leave more people satisfied, this could be done as a trial run to weigh out the impact.

Issue two:

Customer service, numerous complaints about staff being rude in particular reception or front desk staff, this can easily be addressed as employee review suggest there is not much training provided and they feel confused which would explain why they did not know how to deal with frustrated customers. A plan of retraining the staff focusing on customer service, hiring a professional that is skilled in training to set new targets might be a thought. This would reduce costs long run as trained staff would stay on and company will not have to train more staff which costs longer run.

Keeping staff happy can pay off overall as it creates a nicer work atmosphere where employees want to come in and do not call sick or try to escape work, employees need to feel like they can grow and their work will be rewarded: if they feel like they won't get a rise or promotion they will feel demotivated and look elsewhere which means the Hotel will have to re train someone who will possibly feel the same as the last person in their place (Navarro, 2018).

Findings and results

Tows Analysis:

- ❖ The roof top bar seems to be an attraction point however the noise is one of the biggest issues raised in reviews: make it clear which rooms are noisy, so guests are not in for a surprise or consider getting the rooms sound proofed. Customers leaving for competitors due to noise specially rooms that are affected by rooftop bar.
- ❖ Although location is a massive selling point for this hotel, the parking has been a little bit of a nightmare for some guests, with the space and location the hotel can consider having some sort of parking facility built to avoid losing customers for busy event times
- ❖ Although majority guests complimented the customer service, many complained specifically about reception staff, consider training staff on how to deal with guests as sometimes a simple apology would have left guests less bitter resulting in less negative reviews

The Vermont Hotel shocked people with an exceptional operating profit of over £8m last year, which was doubled from the previous year's \$4m. The Hotel boasts of exceeding expectations regardless of covid setbacks where most hotels were challenged and barely made profits due to the challenges due to covid. Part of the Vermont hotels success is due to the rooftop bar opening out to Facilitate outdoor events in accordance with covid regulations; although this rooftop opening more space has been a success for the Hotel financially, this might be the downfall in the future as it is frustrating many people and something needs to be done before there is a fiscal impact caused by bad reputation.

The rooftop bar has become a hype leaving many customers mesmerised however the same guests complained of the noise, and many said they would not come back due to the noise at night. The hotel can consider sound proofing the effected rooms but this would cost thousands and would not address the noise issues the local business and residences have been complaining about, it might be worth considering reducing the sounds through volume control and reducing the hours, transform the nightclub scene to a socialising restaurant theme so it would automatically calm down, this could be trial run to see if bad reviews calm down.

The noise led to guests complaining to employees at the hotel. This has led to numerous reviews regarding terrible experience regarding customer service, specially at the reception desk where guests did not feel welcomed and on leaving felt sad at the treatment they received, many complained about not receiving an apology when leaving upset as they could not sleep due to the noise.

Employee's also complained job review site regarding lack of potential to get a promotion, employees complained about lack of training and work overload. Many left due to bad management and ill treatment.

The main issue appears to be the noise, which is created by the rooftop bar, however this is also an attraction point, the other issue is customer service as this is creating a bad report. These both can be addressed as follows:

➤ Issue one:

It is no shock that there is a lot of noise complaints, the Vermont Hotel rooftop has become an attraction point which makes it busier than other places and the location is perfect with the Vue being gaw dropping and unique. This can be addressed to some extent by sound proofing the rooms however this would not solved the issues of neighbouring establishments complain about the noise, some rooms maybe be soundproofed to reduce inhouse customer complaints and the noise can be addressed by reducing the sound of the music or even reducing the hours the music is blasted, this would be the most cost effective way and leave more people satisfied, this could be done as a trial run to weigh out the impact.

➤ Issue two:

Customer service, numerous complaints about staff being rude specifically front desk staff, this can easily be addressed as employee review suggest there is not much training provided and they feel confused which would explain why they did not know how to deal with frustrated customers. A plan of retraining the staff focusing on customer service, hiring a professional that is skilled in training to set new targets might be a thought. This would reduce costs long run as trained staff would stay on and company will not have to train more staff which costs longer run.

Keeping staff happy can pay off overall as it creates a nicer work atmosphere, employees need to feel like they can grow and their work will be rewarded: if they feel like they won't get a rise or promotion they will feel demotivated and look elsewhere which means the Hotel will have to re-train someone who will possibly feel the same as the last person in their place and the cycle will continue.

Action plan

	Problem	Solution	Desired outcome	Time scale	Completion date	Planned budget
1	Noise	Soundproof some rooms & reduce time gap for loud rooftop parties	Guests sleep peacefully the noise and local business and residence do not have to entertain the noise	Within 3 months	20/08/23	£25k
2	Customer service	Re-train employees and have employee incentives	Customer satisfaction and happier employees	Within 3 months	20/08/23	£2k
3	Parking	Make plans to expand parking facilities	Being a busy local attraction point, parking will attract more guests	N/A	N/A	N/A

Explanations of the estimate costs:

- ❖ According to my job quote (2023), sound proofing an average size room is estimated to cost around 2k, the 25k budget estimate is considering 10 rooms that surround the rooftop venue as these are the rooms that are impacted the most, some of the rooms are large and will require more hence the extra 5 k.
- ❖ The readjusting times for noise control will not cost the hotel anything, it might save the Hotel as it will cut DJ costs.
- ❖ customer service training can majority be done within the hotel but hiring a professional for a day cost around 2k and this can be done for a day and continued after training is provided (Baltic apprenticeships, 2023)
- ❖ Parking is something the hotel should investigate in the future, find suggestions, and keep it in mind whilst the Hotel addresses the other 2 issues; the Hotel can also consider reimbursing guests who must use Parking outside of the Hotel parking area to lighten the blow.

Recommendations

It is important to do a pestle analysis every 6 months to be on top of the issues surrounding the Hotel, follow this with swot and Tows analysis. Keeping on top of the analysis will give the Hotel a leading start to competitors, the following recommendations are a result of the analysis:

- Soundproof some of the rooms effected by the noise, especially the rooms near the rooftop bar as that is where the noise comes from.
- Reduce times the music or DJ is on and lower the volume, so it entertains the guests who want it but does not distract the guests who do not want it
- Change nightclub scene into social restaurant style to reduce the noise on a trial basis
- Re-train employees so they know how to talk to customers specially upset customers
- Give employees scope to rise or incentives as happier employees means nicer work environment which will hopefully result in better guest experience
- Consider innovative solutions regarding parking situations: consider reimbursing guests who use parking outside of hotel as a good will gesture

Conclusion

The Vermont Hotel is a 4-star luxury Hotel which is perfectly situated in Newcastle's buzzing city centre with easy access to many attraction points, The Hotel boast of its scenery rooftop bar which displays a 360-degree view of Newcastle, alongside its 101 rooms over 12 floors leaving plenty to choose from.

This report has attempted to highlight factors that impact the Hotels performance and services in order to improve business performance. the PESTLE, SWOT and TOWS Method were used to Analyse issues present at the Hotel.

The Strength of the Hotel include Location, nice interior with mostly complimentary reviews, interior as modern and classy, rooftop bar unique experience with breath taking view of Newcastle specially at sunset, large hotel with 101 rooms, good food hygiene rating of 4.

Hotels Weakness include lots of noise specially at nighttime from roof top parties, parking limitations on busy days, unprofessional reception staff when checking in and out; many negative reviews claiming staff were not pleasant or helpful specifically reception staff.

The main strength of the hotel is the location and then the interior and the rooftop bar with an exceptional view of Newcastle's attraction spots, unfortunately the rooftop bar has created a lot of noise and guests have put several negative reviews regarding the noise, many guests have complained about reception staff being rude. Although the interior is complimented a few reviews suggest that some guests have complained about the rooms needed a little bit of touch up.

The report looked at ways to deal with the issues found:

- **Location:** The downside of the location is parking, the parking issues can be addressed in a few ways, one way would be to build extra parking as a side, this would be useful for events as parking can put people off booking their events. The Hotel could consider reimbursing any guests that need to park outside of hotel due to Hotels limited slots, this will not solve the issue but will ease the blow.
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- **Customer service:** complaints regarding bad customer service can be address by hiring an outside trainer to train staff especially in customer services would help towards reducing negative reviews from both employees as well as guests. Sometimes the old training does not work and needs to be refreshed.

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The Vermont Hotel is an exceptional Hotel but the recent negative review regarding noise is concerning and should be dealt with before it becomes bad reputation for the hotel.

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