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## Ben Malpass

Head concierge, the Cavendish hotel, London

### THE JUDGES

**Michael Gray**,  
general manager,  
Hyatt Regency London  
– the Churchill  
**Peter Lederer**,  
managing director,  
Gleneagles hotel  
**Annabel Shaw**,  
hotel manager,  
Four Seasons hotel  
**Andrew Toole**,  
general manager, Jurys  
Inn, Manchester

To get an idea of Ben Malpass's talents, bear in mind that he has been singled out for this award from a crack front-of-house team that repeatedly attracts around 95% in guest satisfaction surveys. In addition, several other team members at the Cavendish have received more than 100 nominations for "exceeding expectations" on the guest satisfaction survey, well above any other hotel department.

Malpass, however, has been recognised as the driving force behind their success. The 230-bedroom independently owned, de luxe hotel on London's fashionable Jermyn Street attracts discerning guests. In response, the front-of-house team, which consists of concierge, hall porters and garage attendants, works hard to meet their needs and are a credit to the excellent working environment that Malpass has developed.

In fact, his commitment to the job frequently goes far beyond the call of duty. Last year, for instance, he saved the life of one of the guests who suffered a heart attack. As a first-aider, Malpass remained calm and

administered CPR until the ambulance arrived. Without his quick-thinking and first aid skills, the guest might not have survived.

On a commercial level, he has introduced an accountability system to improve the concierge service to guests. These include a streamlined system for booking and tracking restaurants, limos, tours, theatres and couriers, which has created continuity in the concierge service regardless of who is on duty.

In addition, through Malpass's encouragement, each team member has realised their own potential. This includes being able to handle the more complex needs of guests, such as an urgent flight to Monaco, with airport transfers, return flights, a meeting room, dinner and accommodation.

With Malpass at the helm, the team has also generated about 200 covers a month for the hotel restaurant through recommending it to guests. This generates more than £4,000 a month in incremental sales and contributed to growth of 22% in dinner sales in May 2009 against last year.

### THE SHORTLIST

**Jane Butler**,  
Woolley Grange Hotel,  
Wiltshire  
**Charlene Hamilton**,  
Hotel du Vin,  
Cheltenham  
**Roland Hoffman**,  
The Lowry Hotel,  
Manchester  
**Ben Malpass**,  
The Cavendish Hotel,  
London

### FORMER WINNERS

**2007** Felicity Wheeler,  
Four Seasons London  
**2008** Carly Taylor,  
Ston Easton Park  
hotel, Bath