



My wife and I own Drakes of Brighton a 20 bedroom, high standard, boutique hotel located on Brighton sea front. We have known Gerard since 2000 when he managed a small group of hotels of which we were shareholders.

Five years ago he was instrumental in the acquisition and concept of Drakes of Brighton Hotel. His background knowledge and expertise in the hotel establishment has been invaluable in developing, organizing and overseeing the operational side of the business.

His most recent project has been to establish a sound financial basis of profitability when the hotel took over 'The Restaurant at Drakes of Brighton'. This is a fine dining restaurant, which although has the one of the highest good food award scores in the south east, has experienced difficulties in profitability with the current climate.

Gerard's help in turning around the profitability of this acquisition has been a clear demonstration of how essential financial control (including budgets, P&L accounts, food and beverage cost controls etc) is in the sustainability of a business.

We would highly recommend, without hesitation, Gerard to anyone in the hotel industry wishing to use his services as consultant. His organizational, management, knowledge and professional qualities have been, and continue to be, of the highest standard. We are proud to have his website linked to Drakes of Brighton.

Andrew and Gayle Shearer

Directors

**drakes**  
BRIGHTON

44 marine parade, brighton, east sussex, bn2 1pe. email. [info@drakesofbrighton.com](mailto:info@drakesofbrighton.com)  
telephone. 01273 696934 fax. 01273 684805 website. [www.drakesofbrighton.com](http://www.drakesofbrighton.com)  
DRAKES OF BRIGHTON LTD. REGISTERED NO IN ENGLAND: 04419458. REGISTERED OFFICE: 7-9 HAWLEY SQUARE, MARGATE. CT9 1PF.