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## EXPERT SERVICES AND SUPPORT SPANNING ALL AREAS OF THE LEISURE INDUSTRY.

At Urban Rural we work closely with our clients to make the impossible, possible. All of our client work is done on a confidential basis and we are very proud to have worked with both local and international organisations across a variety of industries.

The managers and directors of Urban Rural have all successfully worked in, owned and operated, diverse and challenging businesses within the, hotel, leisure, bars, clubs, pubs and retail sector and can offer you a wealth of experience that encompasses everything from branding, design, supply chains, food and beverage, marketing, website design and functionality, finance and corporate strategies.





## USE OUR EXPERTISE TO YOUR ADVANTAGE

Our specialist team has a long established relationship with all aspects of the leisure industry along with an excellent knowledge of retailing, manufacturing and distribution.

- Company secretarial services
  - Business Development
  - Mergers & Acquisitions
    - Corporate Finance
    - Forward Planning





## ESTABLISH, EXPAND AND OPTIMISE YOUR FOOD AND BEVERAGE OPERATIONS.

Whether it's a hotel restaurant, brasserie, fine dining Michelin star level restaurant, gastro pub, or a chain of mid range restaurants, with our experience we can advise you on the route to take and realize your investment with careful concept planning.

From the initial conception, recruitment of the right staff, food menus, tailored wine list by expert sommeliers, the interior design down to the last tea spoon, we will oversee your complete investment.

A bar, be it a gastro pub or upscale hotel needs to be comfortable and inviting, making the customer experience effortless.



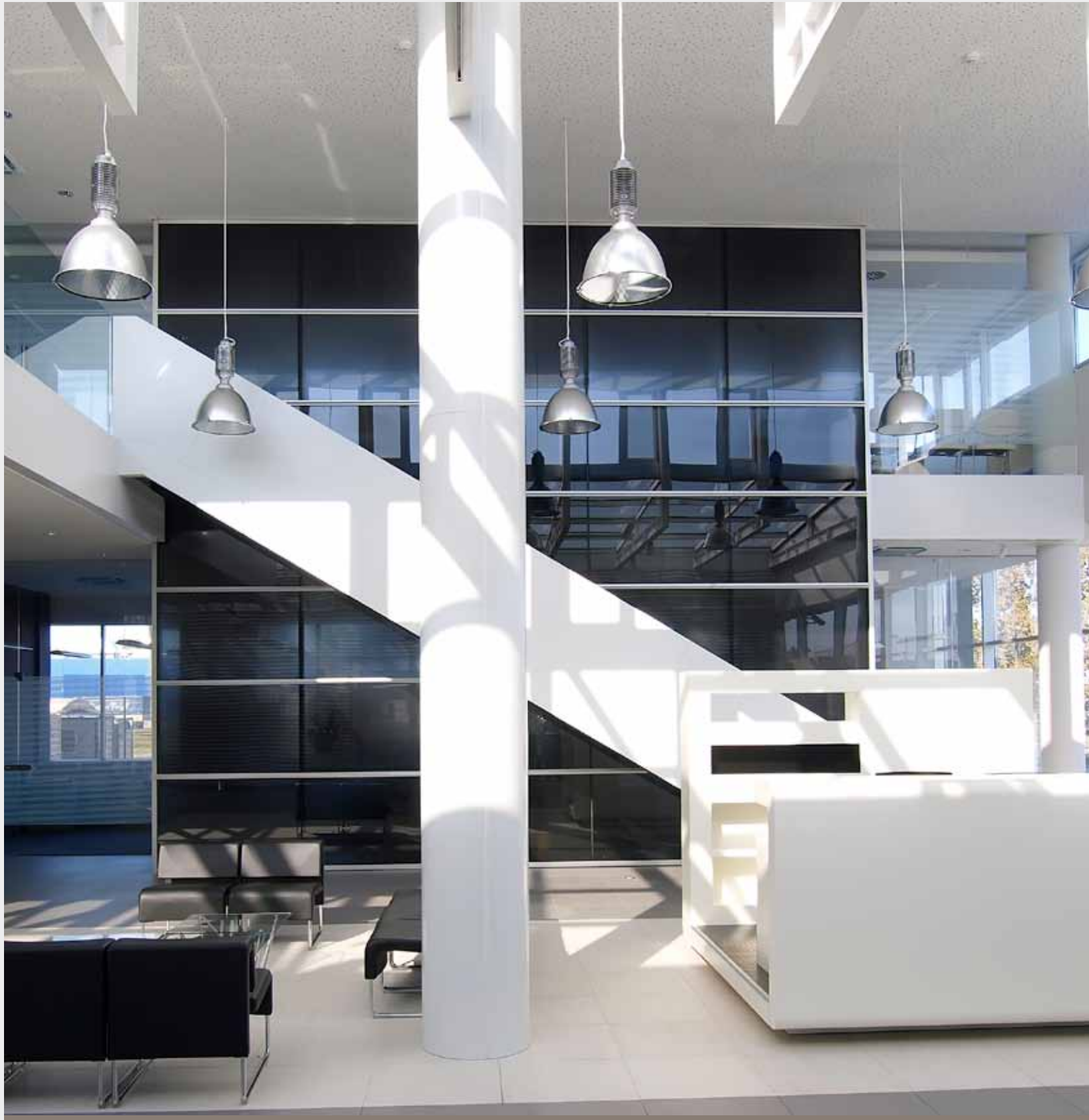


## THE LIFEBLOOD OF YOUR ORGANISATION ARE THE PEOPLE EMPLOYED WITHIN IT.

Our team has many years experience as both employees and employers and the combination of this experience together with our work with specialist professional HR companies means we are ideally placed to ensure that we can attract the right people for your organisation from hourly paid employees to senior management personnel.

The right staff and staffing levels will assist in driving your business forward and achieving the ultimate in service delivery. We have developed a system of interwoven processes to attract, develop, retain and engage people who will enhance your business. Once employed our comprehensive system of training will ensure continually motivated and highly developed individuals who will work as a team to further enhance your business.





## GREAT DESIGN IS THE FOUNDATION OF ALL INSPIRATIONAL ENVIRONMENTS.

Urban Rural provides multi-disciplinary expertise in building-related services from design and construction to asset management. Our experience and capability covers the complete range of building types.

Our professionals offer a wealth of experience, technical expertise and innovative ability. The team's unique, integrated service has helped many of our clients turn their building development visions into a reality. Our architects' and engineers' project work is focused on building design that is creative and inspired, yet firmly grounded in the principles of design excellence.





## CREATIVE THINKING AND GREAT DESIGN. THAT'S HOW WE CREATE BRANDS.

As a full-service marketing and design agency, our team is made up of marketing, design and digital experts who can support you with full brand strategy or help with your name and logo development. We'll then handle integrated campaigns – from planning through delivery.

Marketing strategy gives us the chance to get to the root of our clients' business, helping them to maximise impact and ongoing sales, use their budgets effectively and fine-tune their marketing approach. This covers strategic direction, brand experience, competitor analysis and profiling.



WE HAVE WORKED WITH THE FOLLOWING NATIONAL AND INTERNATIONAL CLIENTS...



MAYBE THE SMARTEST THING WE DO IS WORK WITH SMART PEOPLE.

Our team consists of chefs, bar mixologists, finance directors, digital and online creative, architects, interior designers, planning specialists, hoteliers and HR specialists.

Our vision comes from our people working together as a team and applying their skills and knowledge to provide solutions for often the most complex design requirements and problems. We work closely with an increasingly diversified range of clients to help visualise and achieve their goals with commitment, integrity and innovation. Our values form the foundation of our company culture, they include:

- Strong client relationships
- Excellent service delivery
- Respect for and sharing of knowledge
- Developing our people to their full potential
- Urgency through empowerment
- Sharing and enjoying success

Our values reflect the way we operate, our philosophy and our attitude to business – providing our clients with value added solutions.



**Call 0333 335 5705**  
**[urbanruraleisure.com](http://urbanruraleisure.com)**

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URL CONCEPTS URL + LMC CONSULTANCY ,