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THE STREET, BARTON MILLS, MILDENHALL, SUFFOLK, IP28 6AA TELEPHONE 01638 711001

29<sup>TH</sup> APRIL 2013

## **Suffolk licensee up for 2 out of 2 at prestigious industry awards!**

Following the exciting news in February that Cheryl had made it to the last 12 individuals in the UK for the prestigious BII Licensee of the Year Award, we are very excited to announce that following a gruelling day of interviews and presentations in London last week that she has made it down to the last 6.

Historically there has only been one award at this event, but this year the Bii have added a new award the "Jeremy Alan Award". The award recognises excellence in training and staff development in the licensed trade. Cheryl was over the moon to discover she is also down to the final 3 in this category. Cheryl is the only individual in the UK to be up for both awards!

The chief executive of the BII, Tim Hulme said "Each of our 6 finalists for Bii Licensee of the Year showed strong business acumen, a clear ability to succeed at the highest level and a commitment to staff development and training. They are highly deserving of their place in the final"

Jonathan Smith MBII, managing partner of Poppleston Allen, congratulated the three finalists for the "Jeremy Alan Award", adding: "This award recognises people who have consistently shown a strong commitment to staff development and training, something Jeremy was an ambassador of through and through. Our 3 finalists have each gone over and above the norm in providing truly original training and consequently have seen positive results in their businesses."

Licensee Cheryl said "The day in London was incredibly thorough and the judges scrutinised every little detail, judging me on areas such as current industry affairs, business development and learning & development. The process was tough and I have done all I can, the decision is now in the judges hands!"

The team will be attending the award lunch on the 14<sup>th</sup> May where the overall winners of both awards will be announced!

The quirky boutique coaching Inn which is located in Barton Mills, Suffolk is no stranger to awards, having recently scooped the prestigious title of Best Small Hotel of the Year and Freehouse of the Year to mention a few! Watch this space for an update on the outcome in the middle of May.....

For more information Cheryl can be contacted at The Bull Inn at Barton Mills on 01638 711001 or by email [cheryl@bullinn-bartonmills.com](mailto:cheryl@bullinn-bartonmills.com)

# W S A W L W R S S E R P

## EDITOR'S NOTES

**The Bull Inn** at Barton Mills is not a B&B, it's not a hotel, but it is an award winning boutique and quirky modern day coaching Inn, located near Mildenhall, Bury St Edmunds and Newmarket in the picturesque county of Suffolk. The Inn and its dedicated owners simply radiate character, style and an eccentric passion, which is simply infectious to all those who visit. Think funky and fresh within an amazing 500 year old coaching inn.

- 15 fab and funky bedrooms
- Award winning AA rosette restaurant
- Private dining/meeting rooms
- Beautiful courtyard
- 2 cosy and contemporary bar areas
- Functions & weddings
- Food served all day

## Other Awards

- Bii Licensee of the year (*Cheryl Hickman finalist*) – April 2013
- Bii Jeremy Alan Award for training & staff development in licensed trade (*Cheryl Hickman finalist*) – April 2013
- Best Freehouse in East Anglia (*winner*)– Morning Advertiser 2012
- Best Small Hotel (*winner*) – Suffolk Tourism awards 2011/2012
- Newmarket District Chamber of Commerce – Best small business & Entrepreneurial spirit of the year (*winners*) – December 2011
- Publican Food and Drink Awards – Best Sunday Lunch Pub of the Year (*finalist*) - November 2010
- Tourism in Suffolk Awards- Best Small Hotel (*finalist*) – July 2009
- Suffolk Food & Drink Awards (*finalist*) – Food Pub of the Year – July 2009
- Best Free house Highly Commended – Great British Pub Awards- June 2009
- Excellence in Marketing (*finalist*) – HRS Hotel Excellence Awards – January 2009
- Best Retailer – Newmarket Business Association Awards – December 2008
- Best New Business – Newmarket Business Association Awards – December 2008
- Newcomer of the Year (*finalist*) - Publican Awards – November 2008
- Bii Licensee of the Year (*short listed*) – Publican Awards – November 2008
- AA rosette and 3 star Hotel – November 2008
- Unsung Hero – Publican Food & Drink Awards – September 2008
- Best Newcomers in East Anglia – Morning Advertiser Awards – September 2008

[www.bullinn-bartonmills.com](http://www.bullinn-bartonmills.com)

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