

# Guest Services Appointment and Exciting Expansion at The Stay Company

Serviced Accommodation provider The Stay Company is gearing up for its next phase of growth with a host of exciting announcements – including the appointment of a new Guest Services Executive and the opening of another premium 5-bed property for guests.

Beth Ponsford has joined the East Midlands-based business to lead guest services and help bridge the gap between Serviced Accommodation and the hotel industry.

Beth has specialised in hospitality throughout her career, with a strong background heading guest services in hotels. In her new role as Guest Service Executive, she'll be working to provide a seamless booking system for clients, nurture long-term business relationships and replicate the enhanced experience that guests can expect in premium hotels – something which The Stay Company believes is pivotal for the future of the Serviced Accommodation sector.

Managing Director Manjas Lidder said: "Beth's expertise is particularly welcomed in these challenging times. Coronavirus has meant that many people have become cautious about using hotels, or are unable to do so, and the Serviced Accommodation sector has become a lifeline for many travellers.

"We're looking to bridge the gap between the luxury hotel experience and secure accommodation – something that we're positive will play an important role in the hospitality sector in the future. We're delighted to have Beth onboard and know that with her skillset, we have an exciting opportunity to explore a new direction within the industry."

Beth's appointment comes just after the opening of the company's Mill Street property in Derby. Since June, the property has been providing essential accommodation for a major contracting client in the East Midlands, helping them house staff during COVID-19. To meet an increasing demand for services, the business is also preparing for another property launch, in Derby City Centre, imminently.

The Stay Company has played a key role in helping the East Midlands' economy restart after the COVID-19 lockdown, working with a number of key industrial companies in the region to support them bringing employees back to work safely. As a result of the exhaustive COVID-19 measures they've implemented, the business has achieved 'We're Good To Go' status – an accreditation scheme run by Visit England reassuring visitors that the business adheres to Government and public health guidance.

Director Dan Wilkinson said: "Derby plays a central role in the region's economy and it's been our priority to work with clients throughout COVID-19, providing them a housing infrastructure for their employees.

"Our new modern 5-bed property on Mill Street has allowed us to expand and meet the increased demand we've been seeing, and we're very excited to be launching another new property in the city shortly – so watch this space!"

## Further Media Information

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Dan Wilkinson, Director of The Stay Company, is also to happy offer comment on Serviced Accommodation and business in the East Midlands for other stories.

## Background Information:

Serviced apartments are the perfect alternative to hotels, providing a safe and secure home. With fully-equipped kitchens and home comforts, serviced apartments allow guest a higher level of control and autonomy during their stay.

The Stay Company, Friar Gate is located just a 5 minute walk from Derby City Centre at 62-64 Friar Gate, Derby.

For information visit: [www.thestaycompany.com](http://www.thestaycompany.com)

The 'We're Good To Go' status is a free UK-wide industry standard and consumer mark delivered by Visit Britain and Visit England. Find out more information: <https://www.visitbritain.org/business-advice/were-good-go-industry-standard>