**Business Growth Programme for Independent Hospitality Business Owners in Inverclyde 2024**

The Scottish hospitality industry is exciting, diverse and dynamic and one that is undergoing transformational change and is a sector that touches almost every aspect of our Scottish culture. The aim of this shared prosperity funded project is to make a positive difference to the independent run hospitality industry and to the guests and customers it serves within Inverclyde which includes the towns of Greenock, Port Glasgow, and Gourock and the villages of Kilmacolm, Inverkip, Wemyss Bay, and Quarrier's Village.

The purpose of this programme is to work with entrepreneurs and independent business owners operating in the hospitality sector to encourage business growth through various factors including innovation, diversification, improved productivity and digitisation.

This programme aims to encourage and stimulate growth for twelve independent business owners operating in the hospitality sector commencing 16th September 2024 and completed by 11th February 2025

This project aims to:

* Establish a local peer to peer networking and support group, one that learns together and shares best practice.
* Create and safeguard jobs
* Boost community cohesion,
* Develop visible improvements to local hospitality sector businesses which can then have a positive impact on other sector facilities such as retail, tourism and leisure.
* Promote networking and collaboration, through interventions that bring together businesses and partners within and across sectors to share knowledge, expertise and resources and stimulate innovation and growth.
* Increase footfall, visitor and customer numbers, visitor and customer spending thereby increasing revenue, turnover, profits and development of employees, products, services and infrastructure of participating hospitality businesses.

**Programme format**

This programme will consist of six face to face interactive learning modules with subject matter experts and hospitality specialists.

There will be the opportunity to take part in six networking lunches to further develop peer to peer learning and develop a support group to continue this connection after the formal stages of this programme have been completed.

You will be provided with access to additional online learning modules to further develop your knowledge and understanding. This programme will commence on **Tuesday 29th October 2024** with a short launch session and this programme will conclude with an action planning and future focused review session on **Tuesday 11th February 2025.**

The face-to-face learning modules will be delivered in Inverclyde at Tweetie Pie Media, Aves Business Centre, 11 Jamaica Street, Greenock, PA15 1XX.

Attendees will be provided with four opportunities to engage with a mentor and or a coach in a 60 minute one to one session to ensure that the content covered during the face-to-face sessions can be discussed. These sessions will be provided virtually, on MS Teams. They will be booked into diaries and confirmed during the Launch session on Tuesday 29th October 2024.

This will ensure that you and your business can apply the learning gained to your own environments and specific situations with the aim of increasing the transferability of these new learning into your own businesses.

**Case Study**

At least one of the participating businesses will be showcased and a detailed case study will be created to highlight the journey and progress through this programme. This case study will also be used to increase promotion of this pilot programme, to raise awareness and encourage additional businesses to participate in a future programme if funding can be secured.

**The dates and content of the programme are:**

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| **Launch**  **Tuesday 29th October** | Getting to know you session  Programme overview  Action planning  SMART Objectives  Selection of case study business  Planning for mentoring sessions  Atomic Habits and Growth Mindset  Access to online learning modules |
| **Virtual Case study session** | Guest speaker and case study of their independent hospitality business, conducted remotely. |
| **Module 1-**  **Tuesday 19th November 2024** | Strategy, including exploration of various diversification options for business development  Purpose, mission, Vision  WHY  Strategic Plan and KPI’s  SMART Objectives |
| **Module 2-**  **Tuesday 10th December 2024** | Providing excellent levels of customer service, creating magical memorable hospitality experiences. Sales including consideration of incentive schemes and joint ventures. |
| **Module 3-**  **Tuesday**  **7th January 2025** | Human Resources Management, including recruitment, retention, managing staff and relevant legislation from a hospitality and HR specialism perspective. |
| **Module 4-**  **Tuesday 28h January 2025** | Innovation eg new products / services and improved productivity / efficiencies, Net Zero / sustainability for small businesses from an independent hoteliers perspective. |
| **Review**  **Tuesday 11th February 2025** | Development of an individual action plan for each participant for the next 12 months.  Review of the whole programme, lessons learnt, achievements made, further support required.  Guest speaker and case study of their independent hospitality business  Guest speaker **-**Possibly Inverclyde Council funding specialist |

It is important that you are able to attend all of these sessions.

**The outcomes from this intervention will be:**

* A Focus on Purpose, WHY, Mission, Vision, strategic aims and objectives with SMART objectives and action planning will lead to clarity of purpose and better decision making for the business. This will lead to creative and innovative thinking, being more entrepreneurial and this can lead to partnership working, diversification, innovation which results in new products, new services and new ways of doing business. A well developed strategy will make it easier for the independent hospitality business to apply for other relevant funding streams and additional business support.
* A focus on modern human resources management practices , including recruitment, retention, managing staff and relevant legislation will increase the ability of the business to be legally compliant, will remove risk from tribunals, reduce time consuming performance management issues, increase employee engagement levels, increase morale, and improve staff retention figures.
* Increased staff training leading to increased competence, improved product knowledge, leading to increased levels of service delivery and job satisfaction.
* Increased job satisfaction leading to reduced staff absence, happier more satisfied employees, longer employee service, increased staff retention, reduced attrition rates, retaining knowledge, competence and ability, reducing ongoing training costs and improving reputation of business.
* Increased levels of guest service and customer care providing satisfaction and repeat business and word of mouth recommendations.
* Increased upselling and cross selling which will result in increasing revenue and profit generation leading to more job security, additional recruitment for the local area and increased development of the staff, the product range, systems and procedures and engagement with technology which all takes financial investment.
* A focus on sustainability, a commitment to achieving carbon neutral targets, a zero waste focus, the cost savings to be gained and increased reputation within the sector.
* Increased leadership and management competencies and abilities leading to higher levels of professionalism and adoption of good practices specifically when dealing with people.

**Our Subject Matter experts and hospitality specialists**

**Annie Lindsay**- Founder of Tickety Boo Training, organisational development specialist and accredited executive coach working in a wide sector of industries for over 30 years. Training Manager at The Gleneagles Hotel between 1992 and 1998 annie provided strategic identification of learning and development initiatives, designed, created and delivered high-quality leading-edge customer excellence programmes, management and leadership programmes, soft skills trainer, provided internal consultant and coach services to forty team leaders, was responsibility for annual training needs and was a mentor to seventy-five national and international students during their work experience.

A fellow of the Association of Coaching, over 20 years OD Investors in People specialist, NLP Master Practitioner, accredited Resilience Coach and Fellow of Institute of Leadership and Management. Annie will provide project management support, the delivery of the launch and review sessions and will support the wider team to prepare and deliver the various sessions in this programme

**Jacqui Treays**- Learning and Development Partner with Tickety Boo Training. A highly competent learning and development professional with over 30 years experience working in a variety of sectors, facilitating the learning and development of others. Qualified business and wellness coach and mentor, passionate about wellbeing and resilience utilising tools and techniques for being a Master NLP Practitioner and a Registered Hypnotherapist. Jacqui, an entrepreneur and business owner, will provide one to one coaching provision alongside training delivery of Strategy, including exploration of various diversification options for business development, Purpose, mission, Vision, connecting with your WHY, Strategic Plan, KPI’s and SMART Objectives

**Helga Petersone**- Project Manager and Learning and Development Partner with Tickety Boo Training. A highly competent business professional who has worked in Hospitality and Tourism management for the last ten years, working for organisations such as The Green Welly Stop, Highland Safaris, Café Nero and Lochs and Glens Holidays. Helga will be providing the key role of Project Management for this project as well as providing provide one to one mentoring provision alongside training delivery and learning experiences related to customer service, sales training, upselling and cross selling.

**Lizzy Todd** – Founder and owner of Tweetiepie Media. Tweetiepie Media is a digital media and marketing company located in Inverclyde on the west coast of Scotland. Having recently celebrated 10 years in business as a limited company, Tweetiepie Media has worked with a variety of small to medium sized businesses through Scotland in different sectors. Although specialising in digital solutions, Tweetiepie Media understands that one size does not fit all businesses and tailors each marketing approach to be suitable and relevant to each business and their audience.

Lizzie and her wider team have worked with a variety of industries including retail and hospitality and services include, Social Media Management, Training and Consultancy Website Design, Development and Training Marketing Strategy Development and Support Marketing Consultancy SEO and PPC Graphic Design and marketing services. . The Tweetiepie Media team will be the key recruiters for this programme, they will be responsible for the creation of a promotional campaign to create awareness and interest about the programme among potential candidates, which will encourage them to apply and ensure the target of 12 business owners participating in this programme will be achieved as well as developing the online presence and application processes on the Tickety Boo training website.

**Caroline Gregory**, The Lovat Hotel, Fort Augustus, owner and director of The Lovat Hotel, Fort Augustus, an independent family run hotel. Caroline was a Caterer Acorn Awards winner a <https://www.acornawards.co.uk/2024/en/page/home>.

*The Caterer's* Acorn Awards

Since their inception in 1986, the Acorn Awards, affectionately known as the 30 under 30, have sought to recognise the brightest prospects in the hospitality industry.

Run in association with our headline sponsor CH&CO, the awards recognise the flair and passion of 30 of the most talented individuals in hospitality.

Past winners represent every sector of the hospitality industry and have been nominated by their peers for making an impression and inspiring others in their sector.

The Lovat is in the VisitScotland's Green Tourism Business Scheme.

**Claire Johnston**, - Learning and Development Partner with Tickety Boo Training and People Director with Crerar Hotels. She is a Member of the Institute of Hospitality, has studied at The Disney Institute, received Two HITS Scholarships and has held service senior positions with independent and group hospitality organisations.

Claire firmly believes that an organisation's greatest asset is its people, and her career has been dedicated to ensuring that individuals are not merely seen as resources but as the heart and soul of the workplace.

She is on a mission to transform traditional HR practices into holistic people-centric strategies, fostering environments where every team member feels valued, heard, and empowered.

Claire has a wealth of experience as a successful HR professional with key areas of experience through the hospitality, healthcare, travel and insurance industries, working for some of the top organisations such as Principal Hotels, Crowne Plaza (IHG) ,NHS, Swinton, Thomas Cook, Auchrannie Resorts, Cairn Hotel Group, Manor View Group and currently as People Director for Crerar Hotels.

Claire thrives on a challenging workload, values being highly organised and strives to have fun at her work. She is passionate about the job she does and the companies/people I work for. Her strengths include relationship management with executive, operational management and front line teams with skills for developing, coaching and empowering teams at both senior and front line operational levels to achieve and exceed the goals set for them and always strive to offer an engaging and rewarding employee experience.

Claire will be providing one to one mentoring provision alongside training delivery and learning experiences related to Human Resources Management, including recruitment, retention, managing staff and relevant legislation, she has a wealth of knowledge and resources to share.

**Guest Speakers**

**Linda Johnston**, Co Founder and Executive Chairperson at Auchrannie Resort.

Director ( Chair 2028 to 2024) Ayrshire & Arran Destination Alliance

Director and Vice Chair Arran Development Trust

**Rohaise Rose-Bristow**,

Owner The Torridon Resort, 5 star independent hotel in the Highlands of Scotland.

Before graduating with a degree in BA Hospitality Business Management (hons) from Leeds Metropolitan University, Rohaise worked all over Scotland gaining experience in restaurant and front of house in many 5 star properties. As a post-graduate Rohaise worked in event and conference management for ICI and IEE.

In 1999 she took the challenge of going back to her roots and managing The Torridon with her husband Daniel, which her parents had purchased in 1992. Taking over operations in 2004 they continue to build on the family success.

The Torridon is a 58 acre estate that consists of a luxury 18 bedroom hotel & fine dining restaurant, a traditional pub with 12 rooms, as well as a self-catering and outdoor adventure company. Employing up to 50 staff Rohaise is predominantly the People Director of the company with a focus on recruitment, training, development and coaching.

Rohaise also drives the excellence within the company and the hotel has won a number of industry and tourism awards including Pride of Britain Hotel 2014 and has been the only hotel in Scotland to win AA hotel of the year twice. In 2018 the hotel celebrated winning 5 Star Status from both AA and Visit Scotland and also winner of the coveted Catey Independent Hotel of the year. In addition to this Rohaise was awarded Master Innholders status and is active with many hospitality related organisations such as:

Apprenticeship in Hospitality Scotland (Chairperson 2014-2022)

Apprenticeship in Hospitality Scotland Director & Treasurer

UK Hospitality Ltd- Committee member

SAAB- Skills Development Scotland Committee Member

Board member Pride of Britain Hotels

**The Application Process**

Complete this application form and answer the questions below.

Forward your application form to:

**Annie Lindsay** [**annie@ticketybootraining.com**](mailto:annie@ticketybootraining.com)

The deadline for applications is **30th September 2024 at 12 noon**

Applicants will be invited to a TEAMs discussion during **w/c 7th October 2024**

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| --- | --- |
| Full name |  |
| mobile phone number |  |
| email address |  |
| Job title |  |
| ORGANISATION/  COMPANY |  |
| Work address |  |
|  |
|  |
| Work phone number |  |

**Please state what you expect to gain from your participation on this Hospitality Business Growth programme and why you believe attending will help you to further develop your business and your team?**

**How will you utilise the knowledge and experience gained through this programme to transform yourself, your hospitality business and your community?**

**Once you submit this application, you will then be sent a link for you to complete and return the Microsoft Forms pre attendance data collection form.**

**Business Owner/ Personal Endorsement**

By completing this endorsement, you agree, if successful with this application, that you will make yourself available to attend the programme, to cover the costs of travel and any accommodation that may be required.

It is essential that you can commit to at least 80% attendance on this programme.

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| Name |  | | |
| Job title and organisation |  | | |
| Signature |  | Date of signature |  |