



# **Members' Meeting**

## **28th February 2024**

Hosted by  
**Low Wood Bay Resort & Spa**



## LAKE DISTRICT HOTELS ASSOCIATION

proudly sponsored by



caterite

FOR-SIGHT

journey

Guestline  
an access company

RIGHT  
REVENUE  
MAXIMISING REVENUE WITH SMART TECHNOLOGY



james hallam  
Insurance Brokers

# Agenda



2pm

- Welcome and introductions round the room - BM
- Introducing our new sponsors - Right Revenue
- Guest Cards and Attractions - TC
- Introducing our new sponsors - Cumbria Waste
- Policy update - JC
- Introducing our new sponsors - Journey
- How's Business? - BM (incl overview of survey)

3pm Break

3.30pm

- View Your Future Campaign - TC
- Conference on 12th March - BM
- Colleges Placements inc Liv - TC
- Hospitality Connect - LJ
- Effect of new pay rates - BM
- AOB

4.30pm – Round up & Close

# Welcome to Low Wood Bay Resort & Spa



- Thank you to Matt Stanaway and team for hosting
- Introductions around the room
- Our 3 new sponsors...

# Right Revenue

George Titlow



# LAKES REVENUE FORUM

supported by Right Revenue

*Getting Revenue 'Right' in the Lakes*



# Introducing Right Revenue

Proud new  
sponsor of LDHA

More than just a  
sponsor

More than just a  
software

How can we be  
useful



Getting Revenue 'Right' in the Lakes





# What are the aims of the Lakes Revenue forum?

Create a community for Revenue focused hoteliers in the Lake District

Equip hotels in the the Lake District with the knowledge, resources, and information to improve revenue practice at their hotel



# How can we create a community?

Regular meetings

Peer to peer

Be engaged! Talk  
to us, each other

Feedback



# How can we create a community?

## Sample Agenda

### Data Download

(0 minutes  
(data, trends)

### Featured Topics

30 minutes

(Guest speaker / discussion  
E.g Driving direct business, pricing  
in a seasonal market)

### Open forum

20 - 30 minutes  
(Discussion, questions on featured  
topics, share knowledge, peer to  
peer)



Next Meeting:

W/C 8th April  
Watch this Space!



**LAKE DISTRICT  
HOTELS ASSOCIATION**

**GUEST  
CARD**

GUE  
DEPAR

SCAN ME  
to reveal the deals  
[reallakedistrict.co.uk](http://reallakedistrict.co.uk)

A QR code located at the bottom right of the dark blue card, intended for scanning to access deals.

LAKE DISTRICT  
HOTELS ASSOCIATION

GUEST  
CARD

SCAN ME  
to reveal the deals  
reallakedistrict.co.uk

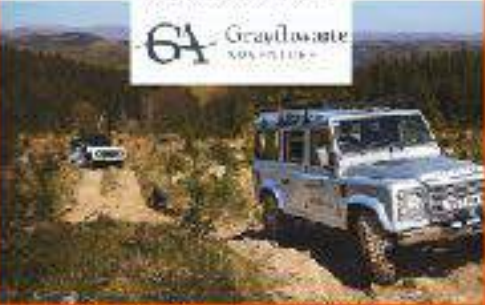


# Current deals



5% DISCOUNT on any activity  
grwtholidays.co.uk

6A Graylissate  
SOLAR HOMES



15% OFF any Lake District Tour  
30% (over 210 Miles)  
mcauror-get.com

MOUNTAIN  
GOAT



£2 OFF Entry at  
Blackwell, Millar Hall or Windermere Castle  
lakedistricts.org.uk

LAKE  
LOND  
ARTS



The height of adventure  
bestofbest.co.uk/windermere

tree  
trampoline



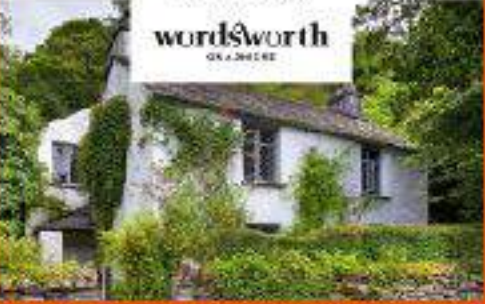
10% DISCOUNT on any journey  
windermere.co.uk

ARRIVE CHURCHMAN  
STATION



20% OFF Standard Admission  
wordsworth.org.uk

wordsworth  
GRAND HOUSE



10% DISCOUNT on any sailing  
windermere-activities.co.uk

WINDERMERE  
LAKE CRUISES



10% OFF Entry to the Museum  
lakedistrictmuseums.co.uk

lakedistrict  
MUSEUM



20% OFF Standard Entry  
hop-into-umt.com

WELCOME TO  
STARRIK POTTER  
LAKELANDS



10% OFF Online Bookings  
manorwa.co.uk

MANORWA  
HOTEL



Stats to come from Jen hopefully

# Need promo for reception?



Exploring the Lakes today?

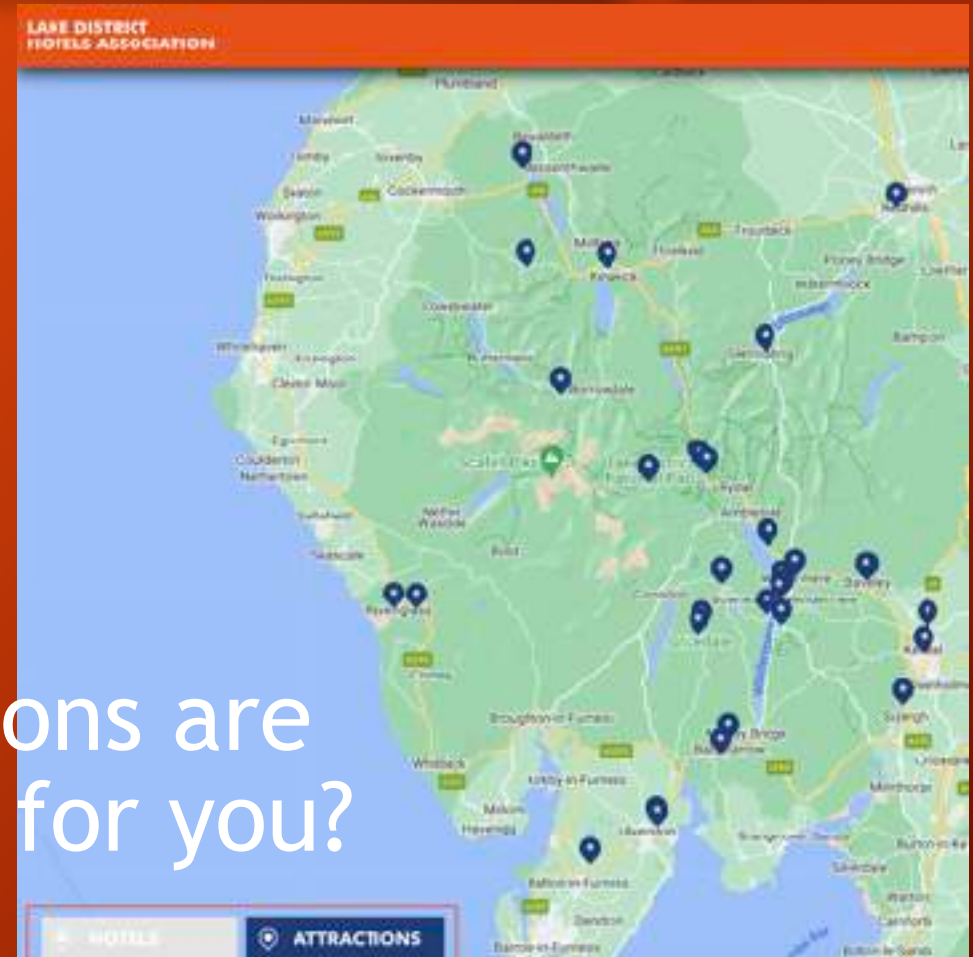
Be sure to collect your  
**LAKE DISTRICT GUEST CARD**  
from reception



Save money at popular  
visitor attractions



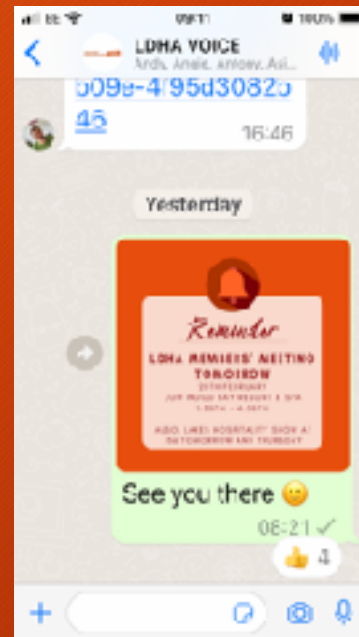
What  
attractions are  
missing for you?



**LDHA MEMBERS' MEETING at LOW WOOD BAY RESORT & SPA**

**28th February 2024 | 1.30pm - 4.30pm**

Member/Sponsor	Name	FoH or Guest Services contact for Guest Cards	Revenue Manager for Lakes Revenue Forum	Add me to LDHA Voice WhatsApp Group (Y/N)
Ambleside Salutation	Alison Freeman	Julie Smith	Fred Bloggs	Y
Ambleside Salutation	Paul Cookson			
Fallbarrow Hall	Shauna Foy			
Fallbarrow Hall	Victoria Rawlins			
LUM...	M...			





Richard Woods





# Policy Update

Joe Cobb



# Journey

Dave Barton

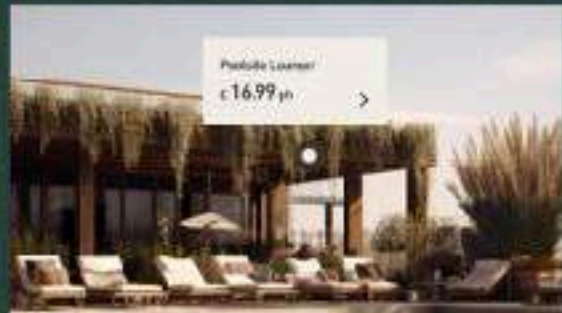
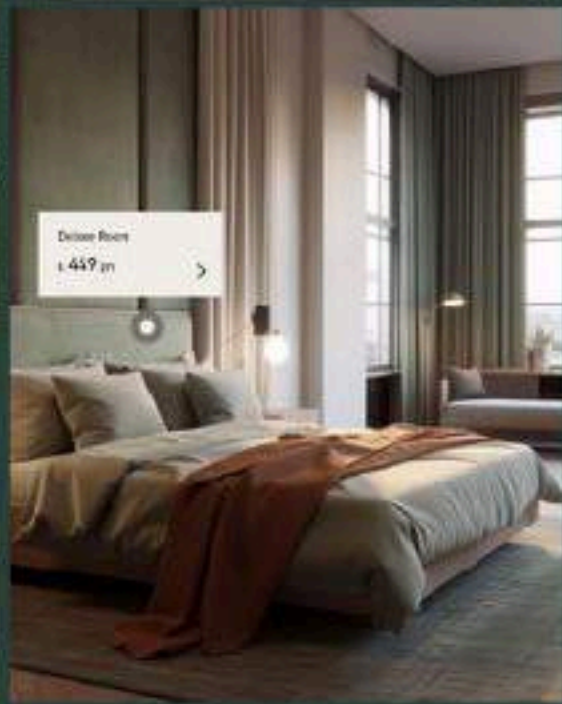
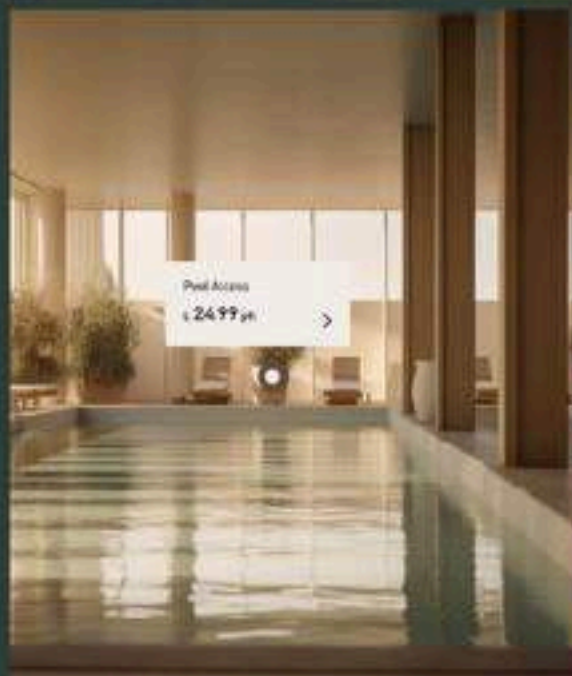


LAKE DISTRICT  
HOTELS ASSOCIATION

E-COMMERCE PLATFORM

# YOUR HOTEL MADE "SHOPPABLE"

Booking rooms is just the start. Our ecommerce platform (previously known as onejourney) gives your guests everything they want in one basket. Boosting bookings and increasing your guests' ancillary spend - all while simplifying the experience for both you and your guests.



# MORE SUCCESS, LESS FRICTION

## NO NEED TO CHANGE YOUR EXISTING TECH

Our headless ecommerce platform wraps around your existing technology, so you can provide a seamless multi-basket experience without changing the systems you already use.

## INCREASE YOUR TREVPAR

Effortless upgrades and multi-basket orders mean you increase the average spend of your guests.

## OPERATE SMARTER

Increasing online bookings means fewer calls, giving your teams the time to focus on your guests.



In summary...

Clive Wilson



# How's Business?

Ben Mayou



# Occupancy - current trend



## As at February 2024

	March	April	May	June	July
90%					
81-90%					
71-80%					
61-70%					
51-60%					
41-50%					
31-40%					
21-30%					
11-20%					
0-10%					

## As at March 2023

	March	April	May	June	July
90%					
81-90%					
71-80%					
61-70%					
51-60%					
41-50%					
31-40%					
21-30%					
11-20%					
0-10%					

Time for a wee break







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Insurance Brokers

# Introducing Callum Young - Geko Studios



# Introducing Callum Young - Geko Studios



- Why have we bought Callum on board?
- What we hope to achieve short and long term
- Four key subject areas to begin focusing on:
  - Work Experience
  - Students' Stories
  - Hotels within the LDHA Group
  - Living in the Lakes

# WORKING IN THE LAKES

SHOWCASING WORK EXPERIENCE



Aims:

- To showcase students in work placement
- Show a range of different roles within hospitality
- Show student working alongside hotel staff (training and learning)
- Inspire others to explore work experience opportunities

# WORKING IN THE LAKES

## STUDENT'S STORIES



### ECHAYMAE'S STORY

"MY PASSION FOR  
PASTRY COMES FROM  
MY LOVE OF MOROCCAN  
AND ITALIAN CUISINE"



#### Aims:

- Tell the stories of students who have done work experience
- Showcase the passion and inspirational ambitions to others (Echaymae's story has stuck with me, it's great to hear people talking about their passions and she's clearly following her dreams)
- Encourage others to follow their dreams - show that anything is possible

# LDHA HOTELS

SHOWCASING THE BEST WORK ENVIROMENTS



Aims:

- Showcase the “wow factor” of the Hotels in the LDHA group (I know from personal experience over the past few months that visiting & working in these places is exciting and motivating)
- Highlight the staff in the hotels - students will be working alongside a hugely talented group of people - there’s a lot to be learnt from them and their stories can also be inspiring

# LIFE IN THE LAKES

VIEWS, ACTIVITIES, WALKS



Aims:

- Show the advantages of living in the lakes - escape the city
- Show the range of activities/ lakes lifestyle
- Again showcase that “wow factor” of the Lakes

# Introducing Callum Young - Geko Studios



Each graphic will have animated elements to them

This has two aims:

1- Capture and retain attention

2- Plays to the strengths of social media algorithms



# Initial Target Audience



Students 16-18 looking for work experience / work opportunities in the Lakes. Targeting both students who have ambitions for careers within hospitality and those who don't but are looking for a change/ more independence/ those looking to explore and experience a new place.

The underlying message:

Whoever you are, whatever your background - come and explore the lakes, explore hospitality. There is something to be gained for everyone, whether it's simply a positive/ memorable experience or if it leads to the start of a dream career.

# Engagement methods



Short Format videos are the key!

Alongside the “animated stills” the aim is to create a strong library of educational, fun and playful videos. Show the fun side of hospitality whilst also educating the target audience.

# Members' Involvement



Primarily sharing of images for those who can - the more content each member shares the more likely they are to feature on the feed

For those hotels that have in house media management/PR if happy to help help capture fresh content i.e when students are on placements we'll arrange an introduction to Callum

Content will start to appear in the next few weeks

# Student Conference - 12th March



**RUNSHAW**  
COLLEGE



*Castle Green*  
HOTEL IN KENDAL

# Proposed format



10:00 - Welcome and ice breaker - Tracey Cragg & Molly Hill

10:30 - Presentation from Robert Glashan, Castle Green Hotel GM

10:50 - Another engaging presentation! *Could it be you?*

11:15 - Tour of venue in 3 or 4 groups

12:00 - Networking lunch *Your time to shine!*

13:00 - Round table discussions

- Cara Parker - Zip World
- Callum Young - Geko Studios
- Angie Anthonisz - University of Cumbria
- A N Other *Could it be you?*

14:00 - Round up and close

14:15 - Wave goodbye to the coach!



# College Student Placements



Lakeside Hotel & Spa  
Langdale Hotel & Spa  
Salutation Hotel & Spa  
Lake District Country Hotels  
Lodore Falls Spa  
Castle Green Hotel  
Lindeth Howe  
Newby Bridge Hotel

Thank You...  
you've been amazing :-)

# College Student Placements in 5 months



30th Oct

2x Beauty students | 4x Chefs - Blackburn College

20th Nov

7x Travel & Tourism students - Runshaw College

15th Jan

9x Travel & Tourism students | 2x FoH students | 2x Chefs - Blackburn College

19th Feb

2x Beauty students | 1x FoH students | 2x Chefs - Blackburn College

22nd April

7x Travel & Tourism students - Runshaw College

**38  
students  
in total**

# City of Liverpool College



## **Chef Apprentices:**

They have a pool of talent you can recruit from.

The apprentices would come back to the college on block release while being resident with you.

Looking at the L2 - Commis and L3 - CDP apprenticeship and completion of the RACA diploma.



# Hospitality Connect

Laura Johnson





**Laura Johnson**

Hotels & Schools Liaison Manager

[Laura.Johnson@hospitality-connect.org](mailto:Laura.Johnson@hospitality-connect.org)



#HospitalityConnect

[Join our group on LinkedIn](#)

**Hoteliers Charter** (Sally Beck) – social value points and the concept of ‘adopting’ a school



Adrian Ellis, **Winter 2021** – launched with 10 hotels partnered with 10 schools (MHA members), supported by Laura from GMCA

By **Summer 2022**, we had 20 partners including SEND & AP institutions with a termly bulletin

**Hotelier of the Year award** – Adrian promoted the need for strategic, regional projects & gained funding from the Savoy Educational Trust to replicate the model

**Autumn 2023** – 32 partners in Mcr, with Liverpool & Chester launched. Liaison Manager in place to replicate in 10 city regions



# Regions launching in 2024:

## North, Scotland & NI

- Lake District
- Leeds
- York
- Newcastle
- Manchester, Liverpool & Chester already established
- **Scotland:** TBC Inverness & Edinburgh
- Northern Ireland

## Mid & Wales

- Birmingham
- TBC Wales: Newport & Cardiff

## South

- West & Central London
- Southampton

### Plans for 2024

- Develop community of Hospitality Connect Ambassadors
- Building a body of resources to support our volunteers and schools
- Working with colleges to analyse enrolment data and measure success.
- Collation of impact stories / case studies



## Suggested streams of activity, per Gatsby Benchmark:

**Hotel based experiences of the workplace (GB6)**

**Curriculum enhancement & technical skills (GB4)**

**Amplifying technical and vocational education pathways (GB7)**

**School based careers events (GB4, 5 & 6)**

**Teacher, parental and carer encounters (GB2)**



# Suggested calendar of encounters:



**Launch event** – partners get started with their first meeting and discussing school wish list

- 1) Teacher encounter (faculties & CL) to strategically plan for curriculum enhancement & visits
- 2) Hotel tour, first insights for the students to see the breadth of occupations in person



- 3) Hotel takeover day – ie carousel of mini activities (bed making, event set up, FOH prep etc)
- 4) Options evening – for parents and students to meet you (yr9)
- 5) National Apprenticeship week every Feb and or / National Careers Week – every March



- 6) Workshop in school to complement a curriculum unit or prep for typical exam Qs  
> Or masterclasses on technical skills, mocktails, barista, mock interviews, sustainability etc

Work experience week offers (if possible) and **yr10 should attend college tasters**



**School kitchen takeover** – event for parents to network and great end of year student experience!



**Hotel tours & takeover days**  
Meeting departments, apprentices  
and mini practical activities





## Bedmaking competition

Looking at housekeeping, hygiene, guest experience etc

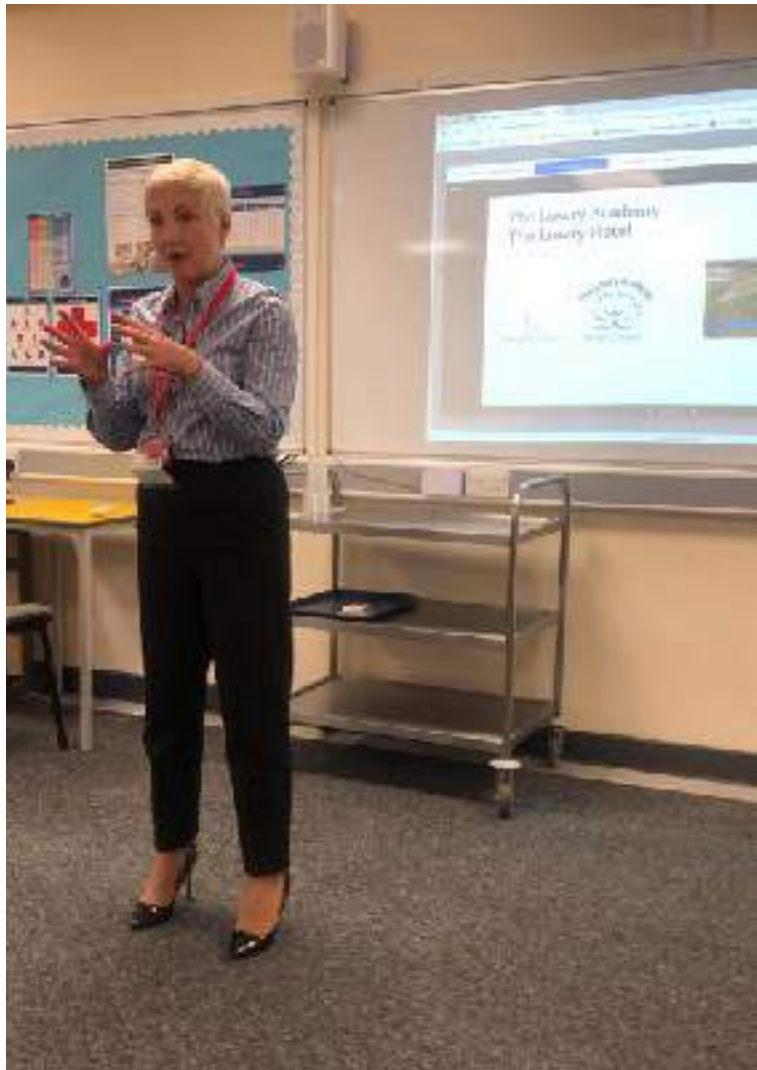




## Technical skills masterclasses:

- Filleting fish
- De-boning
- Patisserie
- Plating up / presentation

Teacher will guide on priorities – and college could also offer support in this area!



## Event Management workshop

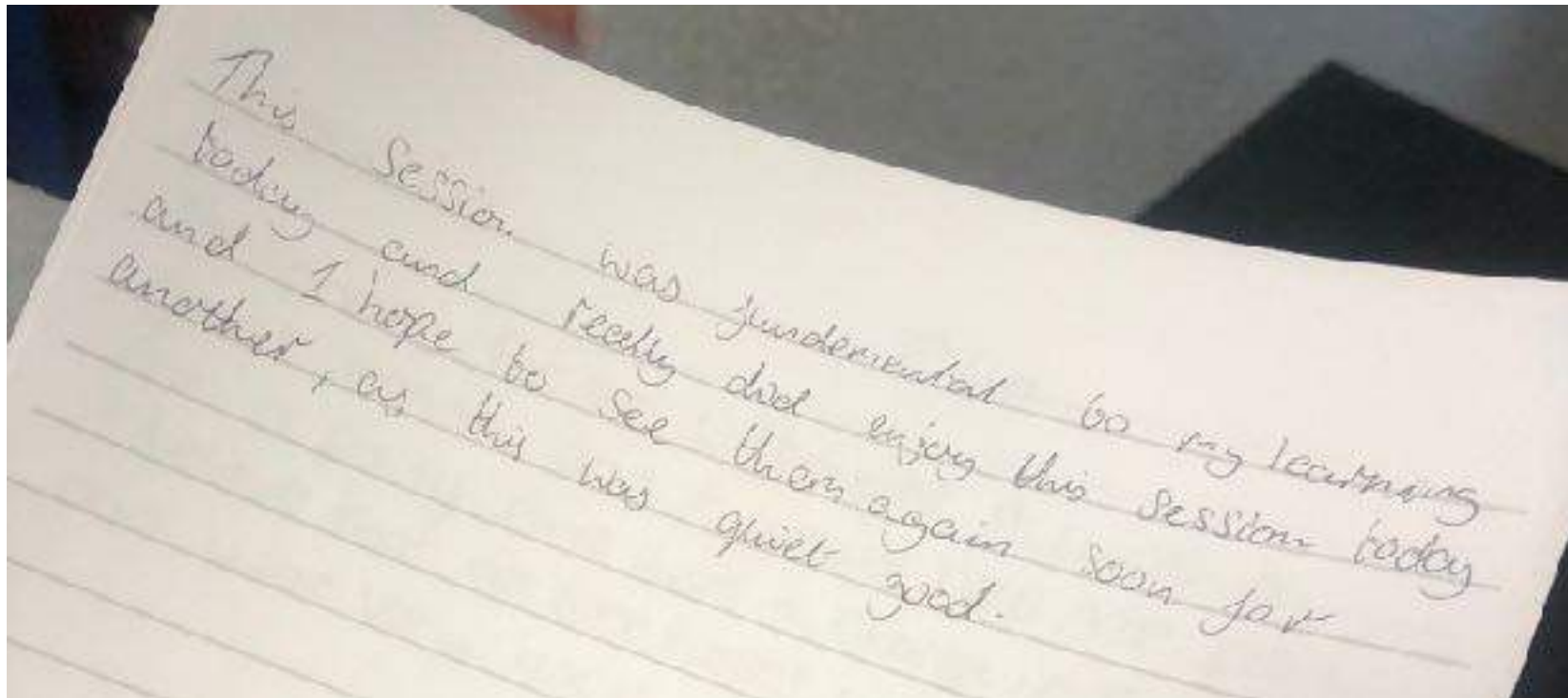
- Typical 10-point Q every year in the Food Tech exam!
- Students prepped with a scenario and plan an event

## Introduction to Guest Interactions

- How to handle difficult conversations
- How negative reviews can affect a hospitality business
- Basic rules of communicating with guests – covering desirable skills and attributes

# Student feedback, Jan 2024

## Event Management session



Termly feedback from hoteliers is crucial to strengthening the project.



### Since Winter 2021:

Approx 110 hotelier encounters have taken place (with 15-30 students at a time)

**Aim for 6 per year** – due to 86% stat of students less likely to be NEET following 4 encounters during school years.

We can do a lot in this space!

### Hotel Recruitment potential:

13% from one example, recruitment via social value school encounters

Clear benefits to boosting social capital for students and parents!

**INSPIRING THE NEXT  
GENERATION OF  
HOSPITALITY TALENT**



### College enrolments:

On average 2 students per school enrolled to Culinary courses before this project began. This has now doubled and rising where a hotelier partner has been in place.

One school saw a rise from 9 students enrolling in 2022 **to 25** in 2023 on related courses.

### Average increases:

**Culinary Arts**  
from 18% average intake via schools before they had a partner, to 27% after 2 years in a partnership!

**Business / T&T / Beauty**  
From 25% to 32%



Could you partner with a school, to deliver around 6 encounters per year?

The FE College could benefit from similar boosts in enrolment figures and support in nurturing the future talent pool.



# New Pay Rates

Discussion led by Ben Mayou



# What wage percentage everyone is aiming for?



- 39% for '24 – Achieving 36.5 in '23.
- 40% is what we are now aspiring too..... Current year to date is 40% but will go up in the next few quiet months.
- I would love to speak to any hotel that's achieving 30%. In the world we now operate anything less than 40% feels like a major success...
- We budgeted to be 37% this year and have only come under that because of staffing challenges
- We target 38% for the year but big variations throughout the months of the year - with the summer can be into the 20's and winter months into the 40's. We tend to think anything under 40% is good in the current employment picture, the challenge is going to be from April 24 with 12% pay increase on minimum wage.
- Last year we budgeted for 38% last year, I think it will be around 42% for a 2024-5
- Our payroll percentage target is 33% but we know that this is only achievable 4 to 5 months of the year.
- Overall our annual average is 37%
- Nearer 35-40%

# AOB



- #CumbriaCareersDay - 6th March backed by 100 local businesses - is one of them you?
- Lakes Hospitality Show on tomorrow at J36 if you've not been today



# Dates for Diaries



- 12th March - Runshaw Student Conference at Castle Green Hotel
- 12th March - UKH northern Committee Meeting, Manchester
- W/c 8th April - Lakes Revenue Forum Meeting
- 18th April - People Group Meeting
- 15th May - LDHA Members' Meeting



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