

Craig Healey

Business Advisor – Visitor Economy



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**North
Lincolnshire
Council**

www.northlincs.gov.uk

What's my background?

- 20+ years of senior management posts within the hotel and hospitality sectors throughout the UK including the Highlands of Scotland, coastal destinations, market towns and larger towns & cities
- Extensive experience of customer service commercial operations ranging from managing hotels, restaurants, bars and pubs
- Small business owner
- A founding member and chair of NLHA (Northern Lincolnshire Hoteliers Association)
- South bank area council member representing Hospitality for the Hull & Humber Chamber of Commerce.

What's my role?

- To proactively engage Small and Medium-Sized Enterprises (SMEs) in the Humber LEP Growth Hub Programme by delivering the **#GrowMySME** programme within North Lincolnshire & North East Lincolnshire
- Provide high quality business advice and effective signposting and ensuring that the programme achieves the overall vision and delivers against the contracted objectives, spend and output targets.
- A specific focus on the visitor economy sector which includes hospitality, leisure, tourism & retail

#GrowMySME programme...what is it?

- The **#GrowMySME** Programme has been designed to do exactly 'what it says on the tin'!
- Featuring three specialist yet complementary strands
 - Finance
 - Adoption of ICT & digital technology,
 - General business growth support
- Our ultimate aim is to help businesses to grow, we do this via our experienced advisor team, through a workshop and masterclass series, grant funding
- <https://youtu.be/g9Vm6M9pk6U>

Eligibility

- Scheme Funded By ERDF
- Maximum Number of Employees up to 249
- Target regions of East Riding, Hull, North East Lincolnshire, North Lincolnshire
- Your head office does not need to be based in these regions

What support can I offer?

Start Ups/Growth/Sustainability/Operational

- Sales and marketing
- Business processes
- Leadership, innovation and culture
- Business Models, Cultures and Structures
- Business Planning, Goal-Setting and Strategy

What support can I offer?

Start Ups/Growth/Sustainability/Operational

- Marketing and Communications
- HR, Recruitment and Workforce Development
- Market and Customer Awareness
- Sales Processes, Pricing and Pitching
- Supply Chains and Procurement