HEYHA Meeting

**Thursday 22nd July 2021**

**10:30am**

**The Ashbourne Hotel**

**Attendees**

Nigel Dibb (Chair)

Samantha Cook (Vice Chair)

Maurizio De Martino (Treasurer)

Andrew Smith

Gavin Davies

Megan Oldridge (Administrator)

Guest Speakers

Christopher Malish

Craig Healey

Limara Ballantyne

Steve Bates

**Agenda**

10:30am – Welcome from Andrew Smith to The Ashbourne Hotel

– Welcome from Nigel Dibb (HEYHA Chairman)

* *Guest Speaker* – Christopher Malish (Principle and CEO at Hull College Group)
* *Guest Speaker* – Craig Healey (Visitor Economy Specialist/Business Advisor, North Lincolnshire Council)
* *Guest Speaker* – Limara Ballantyne (National Sales Manager, Sevadis)
* *Guest Speaker* – Steve Bates, Procurement Specialist, Auditel)
* Welcome to Yorkshire Update – Nigel Dibb
* Driving Sales within the Region – Samantha Cook
* Financial and Membership Update – Maurizio De Martino
* Any Other Business.

**Meeting Notes**

**Welcome from Nigel Dibb** – Nigel began by welcoming everyone back to the HEYHA meetings and thanked everyone for coming. He then provided an overview of HEYHA as an association for the guest speakers, before providing an update on attendees and current affairs (coronavirus). Nigel then ran through the agenda for the meeting. Introducing in turn the guest speakers and a brief summary of what will be spoken about. He then concluded by running through what was spoken about during the board meeting.

**Welcome to The Ashbourne Hotel from Nicole –** Nigel commenced by introducing Nicole, he then went on to thank both Nicole and Andrew for hosting this month’s meeting at The Ashbourne Hotel. Nicole provided the members of the Association with an update of The Ashbourne. She stated that the hotel can accommodate rooms for two to four people, it has two courtyards in which they use for functions, a number of conference rooms; including the Oak Room in which they use for weddings. The hotel also boasts a private secret garden which is highly popular for wedding photos etc. They can offer outdoor seating and catering and have an onsite restaurant, named the Fork and Spoon.

**Christopher Malish (Hull College Group)**

*Email: christopher.malish@hull-college.ac.uk*

* Chris began by providing an overview of his background. Telling the group that he joined Hull College as the Principal and Chief Executive Officer in April 2021. Before he started at Hull College he had worked in finance and then moved into education, working at both The University of Bradford and Bradford College. The reason he gave for this change is his passion for people improving and helping to allow people a fair shot at making the best of themselves.
* Chris then moved onto speaking about Hull College, he started by stating that it is the biggest college in Hull. Run by Hull College Group, the college has three centres in the city; Queens Gardens, Cannon Street and within the KCOM Stadium. Chris stated the group has a turnover of at least £60 million, employs 1.200 members of staff and have around 25,000 students across it’s campuses. They offer a large amount of courses, from entry level through to master’s level qualifications. A number of these being vocational courses such as; hair and beauty and catering. Chris disclosed that the college has devised a plan to move forward this involves; building career pathways in specialist areas, therefore something the Association would be able to help with. Chris emphasised the need to engage with more employers, focussing on a co-design format and encouraged members of the Association to consider joining this scheme.
* As stated by Chris, the aim for the college is to; review their curriculum and estate and the opportunity to bid for capital development funds. A major objective for the college is to increase the number of employer partners they work with. In order to achieve this Chris expressed the need to review the current curriculum, understand the needs of the business and therefore work together to plan for future careers.
* As mentioned by Chris earlier the college have created a plan to move forward, a major part of this plan is to provide individuals with a direct answer as to what the college do. As explained by Chris this is broken up into six categories;
  + - Living Sustainably –The Institute of Building Technologies, leading to careers in; design engineering, general construction, building surveyor, quantity surveyor, building energy management, re-fit and retro-fit and equality and diversity.
    - Living Well – The Institute of Health and Life Sciences, leading to careers in; nursing, paramedic, midwifery, lab technician, health care support worker, occupational therapist, digital health technician, retail and hospitality and leadership and management.
    - Living Successfully – The Institute of Professional Studies, leading to careers in; accountancy, actuary, business consultancy, event management, sales and marketing, legal/solicitor and leadership and management.
    - Living Independently – The Institute of Inclusion, leading to careers in; retail, council work, administration and hospitality.
    - Living Creatively – The Institute of Arts, leading to careers in; live and hybrid events, project planning, performance, artist, event management, exhibition work, CGI, design, marketing and business development and PR and global communications.
    - Living in the Future – The Institute of Digital Technology, leading to careers in; cyber security, digital engineering, designer, games design and programming robotics.
* Chris concluded by again emphasising the need to launch careers and provide outstanding careers. This can be achieved with the help of the Association through getting into contact with the college and create a mechanism to benefit both the college and the workplace. When questioned Chris stated they are open to expanding the locations in where they can offer apprenticeships and placements, but it would prove difficult due to transportation issues for students. Therefore, it was suggested that in order to obtain high quality talent from the college the package offered by the workplace should be enhanced, this could include driving lessons paid for by the company, for example. Finally, Chris stated that although there is an expectation that recruitment for the college will grow this year, it is difficult to say as they are unable to compare this to last year.

**Craig Healey (North Lincolnshire Council)**

* Craig began by giving a brief introduction to himself and his background within the hospitality industry. He continued by disclosing he started his new role with North Lincolnshire Council in April 2021 and this involves; engaging small and medium sized enterprises (SMEs) in the Humber LEP Growth Hub Programme by delivering the #GrowMySME programme within North Lincolnshire and North East Lincolnshire. Provide high quality business advice and effective signposting and ensuring that the programmer achieves the overall vision and delivers against the contracted objectives, spend and output targets. Craig’s role also involves having a specific focus on the visitor economy sector which includes hospitality, leisure, tourism and retail.
* A major part of Craig’s role is delivering the #GrowMySME programme. This has the aim of helping businesses to grow, this is achieved by their experienced advisor team – through a workshop and masterclass series. This focusses upon three specialist strands; finance, adoption of ICT and digital technology and general business growth. Craig emphasised that for each of these strands businesses are eligible to 12 hours free support for each, alongside different grants and access to funding. In order to be eligible for this programme, funded by the European Regional Development Fund (ERDF) business need to have no more than 249 employees, be trading in the Humber area and have a turnover of less than £50 million. It was noted by Craig that chain hotels are eligible for the funding as the head office does not need to be based in these regions for a venue to claim from their local council.
* Craig then moved onto listing the support he can offer to members within the Association, these include;
  + - Sales and marketing – this would involve free support in the form of an action plan.
    - Business Processes
    - Leadership, Innovation and Culture
    - Business Models, Cultures and Structures
    - Business Planning, Goal Setting and Strategy - A business plan can be designed, focussing upon what and where the business wants to be.
    - Marketing and Communications
    - HR, Recruitment and Workforce Development – Helping the business understand what you need, as being over or understaff will ultimately cost them.
    - Market and Customer Awareness – Assisting in identifying a target market.
    - Sales Processes, Pricing and Pitching
    - Supply Chains and Procurement – Contacting individuals who specialise in this area on your behalf.
* To conclude Craig provided an update on Visit Lincoln, who are currently undergoing a massive rebrand to become Visit Lincolnshire. This rebrand includes a new website which will act as a “one stop shop” for hospitality needs, for example it will include free generic processes and procedures which can be undertaken by venues. Marketing templates are also being designed and will focus towards the visitor economy. Craig added that he is working with different councils and praised the fact that the visitor economy is now successfully recognised by all councils.

**Limara Ballantyne (Sevadis)**

*Email: limara.b@sevadis.com*

Mobile: 07775811100

* After being introduced by Nigel, Limara commenced by familiarising the Association with Sevadis and her role within the business. She explained that this is the new name for SmartEV, which is a UK company specialising in electric vehicle technology and she represents the company as their UK sales manager. Limara continued by providing a brief summary of what the company does. Operating since 2016, they develop, supply and install charging points for building projects, residential developments, businesses and individual customers. Sevadis’ experts are leading the transformation to electric powered vehicles, specialising in bespoke charging systems, stylish user friendly equipment and smart online payment software.
* Limara stated the vision of Sevadis is to give electric vehicles (EV) the freedom and confidence to travel when and where they want. Limara then explored the issue currently facing EV drivers and emphasising the need to overcome this. She explained this is due to the increasing demand, greater availability and government support, resulting in rapid growth within the EV market. Another factor which makes the EV charging point infrastructure within the UK critical is the forecast that by 2030 sales of new petrol and diesel cars will be band. Due to this there will be an estimated 400,000 charging points in the forthcoming few years. When questioned Limara admitted she feels like this is a huge underestimation, due to the popularity of electric and hybrid vehicles.
* Limara posed the addition of EV charging points within hotels in the region to be advantageous in terms of competition. This is due to people needing and expecting to charge their cars and therefore, obtaining EV charging facilities will play a vital role in the decision making process for guests now, but particularly in the future.
* Another advantage for venues to provide EV charging facilities is it can create an additional revenue stream through attracting customers, increasing dwell time and spend within the business. Limara continued by explaining that with Sevadis chargers businesses are able to track usage, set tariffs and bill customers if you choose. Limara also introduced the app Zapmap to the Association, this provides people with public charging infrastructure, which is an extremely good tool for journey planning.
* After explaining the advantages of introducing EV charging into a business, Limara then ran through the products Sedavis offer. She clarified that these will suit all environments as they are universally compatible and can either be wall mounted or floor-standing solutions. She also provided a brief overview of how the EV chargers work with fair distribution of power to avoid queues and load balancing options to solve power constraints.
* Limara then moved onto talking about the Sevadis team, she explained that as they are a small team of only around 90 employees they are able to adapt and change in a way the venue wants them to. She continued by providing the Association with information relating to Sevadis and their installation partners, who are able to come a do a free site survey. This will be undertaken within two weeks and are able to offer a monthly finance package.
* To conclude Limara gave the Association her contact details and expressed how much she enjoys her electric car. She described it like being in a spaceship, but extremely comfortable. Limara also stated that competition within the EV market will be extremely fierce, therefore expects prices to drop in the next 12 months.

**Steve Bates (Procurement Specialist, Auditel)**

*Email: steve.bates@auditel.co.uk*

* Steve began by giving the Association a brief introduction to himself and his working background. He explained that he has been in procurement for 40 years and is now a part of the Auditel Association. This is a collaborative network of 100 franchise partners, who aim to help organisations make effective and informed procurement decisions. Steve explained this is highly beneficial as he is able to tap into 100 people who specialise in differing areas.
* Steve then moved onto defining procurement and explained it is more than a posh word for buying. He elaborated on this by introducing the ‘Five Rights of Procurement’. These include;
  1. The Right Quality – This is the first thing to get right and involves checking with users, their ethics and sustainability.
  2. The Right Quantity – Although the more you buy of something, generally the price decreases, but this is not always cost effective for the business – as perishable goods may ruin/wastage.
  3. The Right Place – This comprises of understanding the journey – how they get to a business and then to customers.
  4. The Right Time – Products and services need to turn up when a business wants or needs them. Brexit and the pandemic have had a huge impact on this.
  5. The Right Price – This point is deliberately last, as the other points must be considered before this one, but this involves finding the best possible price for a service or goods.
* Steve then moved on to talking about how procurement can affect your finances. He provided HEYHA with an example showing how to improve profits and release cash flow. This relates to the argument of strategy v cost focus. Although Steve explained that cost is highly important to a business, sustainability procurement is also of significance. Finally, Steve provided the group with eight top tips in order to unleash the power of procurement;
  1. Rank your spend – Steve is able to undertake a free review on spending/ help to prioritise where to focus attention
     + 80/20 rule
     + Watch your tail spend
  2. Start with the Requirements - This is because a business may have to spend time and money fixing if this is wrong
     + Set out your quality statement
     + Consult your users and stakeholders
     + Use standards – British and International standards – have much better competition
     + Set out your ethics
     + Describe your KPI’s – measure the performance of suppliers
  3. Research the Market -
     + Find out the latest developments in the market
     + Research suppliers
     + Use internet searches
     + Ask your network
     + Look at websites
     + Use companies house
     + Use credit reference agencies
     + Talk to potential suppliers
     + Ask for supplier demonstrations
     + Bring in a specialist
  4. Use Competitive Processes -
     + Requirements come first
     + Use standards
     + It allows you to focus on price
     + Run competitive procurement processes
     + Use informal/formal approaches
     + Check your contract
  5. Manage your Contracts -
     + Manage your suppliers to contract terms
     + Consider an obligations tracker
     + Check their invoices – invoices can always be wrong/be vigilant
     + Measure them against their KPIs
     + Keep in contact with suppliers- regular monthly catch up with suppliers – iron out problems
  6. Have a Plan for when the Contract Comes to an End -
     + Watch out for contract end dates – end date notices
     + Exit planning – data
     + Renewal or expiry
     + Develop your strategy for life after the contract
  7. Don’t Leave Any Stone Unturned -
     + Investment in new IT and telecommunications
     + Capital equipment – lease or buy
     + Forex
     + Claim R&D tax credits – can make a claim on corporation tax
     + Claim capital allowances – relate to any improvement made on the premises
     + Challenge your Business Rates assessments
  8. Build Your Cost Gate -
     + Reduced costs – preventing the costs you don’t want to come back
     + Need good processes to achieve this.

**Nigel Dibb (Welcome to Yorkshire)**

* Nigel gave HEYHA a brief update on Welcome to Yorkshire (WTY), he began by announcing Rachel Underwood is now working for Welcome to Yorkshire and will be the representative for our region. He also revealed that Paul Vinsen is now a Welcome to Yorkshire ambassador for the region. Nigel concluded by emphasising the need to continue working with WTY and reiterated the advantages of using their new booking engine, in which members should reach out if they are not already doing so.

**Driving Sales within the Region – Samantha Cook**

* Sam commenced by commenting on the current exceptional demand within the region, and although there is a clear lack of staff, members need to remain positive and use this demand as a chance to capture data. Sam explained this is the perfect time to promote the region by using personal social media accounts to declare how good the region is. This involves gathering beautiful imagery in order to promote the area to new or existing guests.

**Financial and Memberships Update**

* Maurizio provided members with a brief overview of the current financial situation of the Association, which due to COVID has not had much movement. He then concluded by reiterating the importance of the three outstanding memberships being paid as soon as possible.

**Market Report**

* Overall, the current situation of hospitality within the region is very similar from venue to venue. The demand is very high, seeing many venues running at 80% occupancy rates. A recurring issue noted by all members was the difficulty recruiting and retaining staff, particularly with the number having to self-isolate.

**Any Other Business**

* Nigel thanked all the speakers and everyone for coming and reminded members of the next HEYHA meeting, which is taking place in September, following the summer break in August.

**Additional Information**

* Next meeting to be held on 23rd September 2021 at Mercure Grange Park Hotel.