



Kindly sponsored by the Cornwall & Isles of Scilly Growth & Skills Hub

SCILLY BUSINESS WEEK - PROGRAMME

18th –22nd March 2019

All sessions will be at Tregarthen's Hotel, St. Mary's and are free to attend.

DATE	TIME	WORKSHOP / PRESENTATION	LEAD SPEAKER(S) / FACILITATOR
Monday 18th March	1.30pm (for 2pm)	ANNUAL TOURISM & BUSINESS FORUM Registration (Coffees / teas / refreshments)	Islands' Partnership
SESSION 1 2pm -6.30pm Drinks and nibbles included (5pm – 6.30pm optional)	2pm – 5pm	A season-opening, tourism forum for the islands' business community, with an opportunity to hear and discuss: <ul style="list-style-type: none"> - Progress of the islands' Destination Management Plan, 12 months on from its launch at SBW 2018. - Updates from key stakeholders, including the Steamship Co. Tresco Estate, Council of the Isles of Scilly, Duchy of Cornwall and the Cornwall & Isles of Scilly Local Enterprise Partnership. - Updates on major projects, new openings and business news from across the islands. 	
	5pm – 6.30pm	Networking reception, including drinks and nibbles and entertainment (TBC) - hosted by Cornwall & Isles of Scilly Growth & Skills Hub and Islands' Partnership.	
Tuesday 19th March		BUSINESS SUPPORT MARKET PLACE & NETWORKING LUNCH Sponsored by the C&IOS Growth & Skills Hub	Chris Phillips from the Growth Hub to lead alongside a wide range of business support partners
SESSION 2 MARKET FORUM 10.30am – 2pm, lunch included	10.15am	Registration and tea/coffee	
	10.30am	Welcome from the Growth & Skills Hub	
	10.45am – 11.30am	Quick-fire presentations given by the suppliers (funding / skills / business support / Access to training etc) from each of the providers: who they are and what they can offer businesses on Scilly, including case studies of who they are assisting already.	
	11.30am – 1pm	Business Support providers to take their stand at Tregarthen's. Scilly's businesses invited to meet with the stand holders to discuss support needs, finance and funding opportunities, training and skills.	

	1pm – 2pm	Networking lunch – hosted by CIOS Growth & Skills Hub and business suppliers	
SESSION 3 SMART ISLANDS 2.15pm – 4pm	2.15pm – 4pm	FIT FOR THE FUTURE What Smart Islands Partnership can do for Scilly's businesses Short presentations, updates and workshops from the Electric Vehicle Go-EV project, BEES (Business energy efficiency scheme); opportunities for Waste 2 Energy project, and Smart Energy Islands.	John Whybrow & Ben Robbins – Hitachi Europe; Nicola Stinson, Keith Grossett, Helen Pearce – IOS Council; Jim Wrigley – IOS Community Venture; Helen Richards – South West Water/CIOS
Wednesday 20th March	10.00am – 11.30am	WORKSHOP – EXTENDING OUR SEASON One of the central themes and strategic priorities identified in Scilly's Destination Management Plan is the need to extend our tourism season. At 30 weeks at best, we lag way behind Cornwall and many other competitor destinations that are now thriving in the off-season and attracting new markets and short-break business, almost year-round. This workshop, supported by many of the islands' senior tourism operators, will seek to find solutions to this perennial challenge – and to bring together a 'coalition of the willing' to work together to trial new extended openings this autumn.	Led by Islands' Partnership
SESSION 4 SEASON EXTENSION / CASE STUDY 10am – 12.30pm Comp teas and coffees	11.45am – 12.30pm	BUSINESS EXCELLENCE EXEMPLAR Case Study – Latitude50, a multi-award-winning portfolio of self-catering properties in Cornwall. Founding partner, Jill Landeryou and Marketing Manager Katy Austin-Waters, tell the story of Latitude50 - delivering quality and lifestyle for clients in order to fill more weeks, extend the season and attract new markets. Q&A	Latitude50 owner, Jill Landeryou & Katy Austin-Waters
SESSION 5 NEW SCILLY STANDARD 1.30 – 4pm Comp teas / coffees	1.30pm – 2.45pm	RAISING THE BAR; SETTING THE NEW STANDARD FOR SCILLY WORKSHOP With visitors' expectations becoming ever more demanding, how does Scilly and our tourism and hospitality businesses remain competitive and provide a visitor experience that delivers on quality whilst also maintaining authenticity, individuality and being distinctively Scillonian. Be part of the discussion and have your say on: <ul style="list-style-type: none">• If we were starting from scratch – what would a local Isles of Scilly quality scheme, or 'Scilly Standard' include?• National star rating schemes – still a vital marque of quality or an outdated, expensive top-down scheme that's had its day?• 'Safe, clean and legal' – the right foundations of the Scilly Standard? But what else....?• Trip advisor and user reviews – good or bad?• Developing the 'Scilly pledge' ...	Led by Islands' Partnership with guest speaker(s)
	Tea break 3pm – 4.00pm	This workshop will be followed by / incorporated into a discussion about professional support that's out there e.g. from Quality Assurance Schemes / VisitEngland that can help Scilly's accommodation providers and related businesses - regarding quality assessments, excellence awards and general business support. Additionally, to follow...	

		...the Cornwall & IOS Skills hub will inform the meeting about the new Access to Training grant – funding that’s available to help businesses based on Scilly to travel to the mainland to access training.	Josh Hoole and Trish Peacock from the Skills Hub
Thursday 21st March		IMPROVING OUR BUSINESS EFFICIENCIES & THE WAY WE OPERATE - Marketing and finance workshops	
SESSION 6 DIGITAL 10.30am – 1pm Comp teas / coffees	10.30am – 11.15am	<ul style="list-style-type: none"> Are you ready to embrace the digital age? Take a look at how you and your business, however small, could benefit from a few easy steps into the digital age – from better accounting software and payment technology, to recruiting remotely, selling online and voice and social commerce. And know who’s out there ready to help you take that leap. 	Siobhan Osborne, DPN
	Coffee break		
	11.30am – 12.15pm	<ul style="list-style-type: none"> Practical website MOT session Learn about SEO “periodic table”; find out about the create an SEO map for your website; discover the latest Google trend to establish keywords and long tail phrases (handy for ever increasing voice search) and know what digital resources are available to you to test your website’s performance. Please bring your laptops. 	Siobhan Osborne, DPN
	12.15pm – 1pm	<ul style="list-style-type: none"> Making the most of your listing on visitislesofscilly.com; using book-ability. Please bring your laptops. 	Led by Sam Ellis
SESSION 7 PR & SOCIAL 1.45 – 3.15pm	BREAK 1.45pm – 2.30pm	<ul style="list-style-type: none"> Instagram – <i>the</i> social media for business in 2019? How to engage in the Instagram age. Please bring your laptops. 	Rachel Greenlaw
	2.30 – 3.15pm	<ul style="list-style-type: none"> The Importance of PR, content and communications for your small business to improve sales and engagement 	Suzie Inman, Mightier Words
SESSION 8 TAX 3.30 – 4.15pm	3.30pm – 4.15pm	<ul style="list-style-type: none"> Making Tax Digital – VAT registered businesses, take note! This goes live next month... are you ready? Time to get prepared. 	Rachel Keeley
Friday 22nd March		PUTTING THE STEP BACK INTO THE HIGH STREET	
SESSION 9 HIGH ST 10.15am – 1pm Refreshments included	10.15am – 10.45am	An audience with Poppy Treffry , handmade giftware retail/wholesale guru, (and one-time regular at the Turks Head, having spent many a summer on St Agnes). A relaxed Q&A session about how to create a profitable hand-made business and addressing seasonality. www.poppytreffry.co.uk	Poppy Treffry, Owner & Founder
	10.45am – 11.15am, then Q&A	Presentation on #WDYT (What do you think?) The #WDYT campaign instigated by the Future High Street Forum in 2016 is now a national programme, via the Maybe* platform, designed to highlight opportunities to improve high street footfall and accelerate sales. Introduced in West Cornwall (@WCornwall_wdyt) earlier this year, we look at the opportunities for the programme on Scilly. www.wdyt.org.uk	Polly Barnfield OBE, Founder & CEO of #wdyt & Nigel Jobson, Commercial Director of Maybe*
	BREAK		
	11.30 noon – 1pm	WORKSHOP - Improving Scilly’s public realm - Hugh Town and the retail environment Retailers, gallery owners, farmers’ market stall holders and crafters, hospitality gurus and restaurateurs are all invited to	Led by Islands’ Partnership / Council of the Isles of Scilly

SESSION 10 BREXIT SURGERY		a discuss how we can improve Scilly's retail and hospitality environment. The desired outcome? A "Top 10 hit list" – an action plan we can all play our part in delivering.	(with input from speakers)
	2pm – 3pm	Surgery – Derek Thomas MP Derek Thomas comes to Scilly for his Friday constituents' surgery. He will also be offering his opinion and taking questions about Brexit and what it means for Scilly's business community.	Derek Thomas MP
SESSION 11 COSMOS VISIT 4pm – 7pm	4pm (boat from St. Mary's)	LOCALS' AMBASSADOR DISCOVERY ACTIVITY A trip to the new Observatory on St. Martin's. Come and see the new facility so that you can become ambassadors for it amongst your guests and customers when it opens on 1 st April. Complimentary tour, followed by Q&As. Hoping pub will be open for supper options from 7pm, or return boat to St. Mary's.	Anna Browne (nee Cawthray)

FUTHER PROGRAMME DETAILS AVAILABLE ON ISLANDS' PARTNERSHIP WEBSITE

TO BOOK ON TO ANY OF THESE COURSES, CALL THE ISLANDS' PARTNERSHIP ON 01720 620601 or email enquiries@islandspartnership.co.uk

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