



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 SESSION 1 2pm -6.30pm Drinks and nibbles included (5pm – 6.30pm optional)	1.30pm (for 2pm) 2pm – 5pm 5pm – 6.30pm	ANNUAL TOURISM & BUSINESS FORUM Registration (Coffees / teas / refreshments) 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. Networking reception, including drinks and nibbles and entertainment (TBC) - hosted by Cornwall & Isles of Scilly Growth & Skills Hub and Islands' Partnership.	Islands' Partnership
Tuesday 19th March SESSION 2 MARKET FORUM 10.30am – 2pm, lunch included	10.15am 10.30am 10.45am – 11.30am 11.30am – 1pm	BUSINESS SUPPORT MARKET PLACE & NETWORKING LUNCH Sponsored by the C&IOS Growth & Skills Hub Registration and tea/coffee Welcome from the Growth & Skills Hub 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. 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.	Chris Phillips from the Growth Hub to lead alongside a wide range of business support partners

	1pm – 2pm	Networking lunch – hosted by CIOS Growth & Skills Hub and business suppliers	
SESSION 3 SMART ISLANDS 2.15pm – 4pm	2.15pm – 4pm	MAKING SCILLY 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 – A CORNISH CASE STUDY Latitude50 is a multi-award-winning business of top class 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	WORKSHOP - SETTING A NEW STANDARD FOR SCILLY 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 Quality Consultant, Pam Foden
	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...	Led by Islands’ Partnership with Quality Consultant, Pam Foden

		...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		DIGITAL MARKETING, SELLING, WEBSITES & FINANCE Workshops to improve business efficiencies	
SESSION 6 DIGITAL 10.30am – 1pm Comp teas / coffees	10.30am – 11.15am Coffee break	<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
	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 retailer/wholesaler from Cornwall, (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: How social media can empower retailers The #WDYT campaign instigated by the Future High Street Forum in 2016 is now a national programme. WDYT will give a presentation about how social media can empower retailers. There’ll be some great case studies and you will also be able to see how the Isles of Scilly perform on their “Digital Index” which is a national ranking system for online activity and how you can get involved. www.wdyt.org.uk	Polly Barnfield OBE, Founder & CEO & Nigel Jobson, Commercial Director
	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		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.	Plus guest 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); returning 9pm.	TRIP TO THE NEW ST. MARTIN'S OBSERVATORY The second in the series of Local Ambassador discovery activities. 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. (Boat will be £10 return) Sevenstones Inn will be providing a limited supper menu following the tour.	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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