



## **Business Gateway Growth Hub – Business Support Programme – Working with the Group Travel Market**

### **Introduction**

Whilst it is difficult for groups to travel at the present time, using this time productively to learn and plan for their return will help tourism and leisure businesses to increase their share of this lucrative market.

This programme will help tourism businesses to better understand the group travel market, from individual group travel organisers to coach operators, and how to connect with them. This webinar, and small business support clinics, will show how a clear understanding of the needs of the group sector i.e. preferred activities for group trips, when they plan, when they travel, what prompts decision making, what their preferred information sources are, will help attract more visits and increase revenue. Help will be available in the clinics to develop the kinds of experiences operators are looking for and effectively take them to market.

### **About the Business Gateway**

The Business Gateway is the growth hub for Leicester and Leicestershire. It aims to promote the uptake of business support by making it easier to find out what is available. The Business Gateway is a single place to go for information and advice on local, regional and national business support available across Leicester and Leicestershire.

The service is free and impartial, for any business, big or small, new or established looking for:

- business support to start or grow a business
- advice and help to improve services, products and processes
- access to finance including our Business Growth Grants
- business events and networking (currently webinars)
- help to relocate or find new premises
- leadership, staff development and recruitment.

The Business Gateway offers 1:1 advice to help diagnose any challenges a business is facing and informs them of what support they are eligible for. We connect them to the most appropriate form of support or service available.

### **We offer:**

- a website ([www.bizgateway.org.uk](http://www.bizgateway.org.uk)) with a range of business support information
- a local telephone signposting service

- face-to-face appointments with a business adviser who is available to conduct a business review meeting (currently on MS Teams)
- Weekly webinar programme that covers the key skills and knowledge areas for running a successful business
- Business Growth Grants towards the costs of capital projects
- Peer to Peer Networks across key sectors
- An Investor Readiness programme

The Business Gateway is a partnership of public sector, private sector and university services dedicated to business support and growth.

The Business Gateway Growth Hub is part-funded by the European Regional Development Fund (ERDF) and the Department for Business, Energy & Industrial Strategy (BEIS).

It is delivered in partnership with Leicester City Council (accountable body), Leicestershire County Council, East Midlands Chamber (Derbyshire, Nottinghamshire, Leicestershire) and the Leicester and Leicestershire Enterprise Partnership Limited.

### **Webinars and Business Support**

Our webinars and business support are available to any business whatever their size or sector within Leicester and Leicestershire. Our grant is only available to eligible businesses as above.

#### **Requirements:**

The winner of this tender will be required to deliver:

1 x 90-minute webinar to be delivered on a fixed date. (Date/time detailed below)

4 x small group advice and support clinics of up to 3-6 businesses each to help implement the learning provided in the workshop. (Dates/times detailed below)

A minimum of 10 businesses at each webinar and up to a maximum of 90 businesses. The webinars will be rescheduled if the minimum number of businesses is not reached. The webinars are required to meet the current demands of the industry. If there are no demands to run webinars for this industry, these may be cancelled. If there is no demand for the small group clinics these may be cancelled as well.

With regards to the small group clinics the supplier must provide the Growth Hub with details of the support provided to individual businesses to enable further follow up support to be provided if required. The information must be provided immediately following the small group clinic date.

The dates below are fixed, and you must be able to deliver the webinars and support clinics on all these dates:

11/02/2021	11:00-12:30	Working with the Group Travel Market
15/02/2021	10:00-11:00	Group Travel Market - support Clinic
15/02/2021	14:00-15:00	Group Travel Market - support Clinic
19/02/2021	10:00-11:00	Group Travel Market - support Clinic
19/02/2021	14:00-15:00	Group Travel Market - support Clinic

## **Target Audience**

The webinars will be aimed at Leisure, Tourism and Sports businesses within Leicester and Leicestershire only.

## **Online Platform**

The online webinar platform used will be MS Teams only.

Webinar Content to include:

## **Working with the Group Travel Market**

**The session should make reference to the following topics. A full proposal for the webinar should be outlined.**

- Organisations involved in the group market – e.g. wholesalers, coach operators, group travel organisers etc and how they each differ
- Types of groups e.g. day trip, short break, special interest, friendship groups etc
- Understanding the needs of group organisers and operators as well as how best to meet them.
- Appreciating group profiles
- How and when group trips are planned and when they are taken
- Catering, comfort and trip length – how to organise a successful trip
- Group tours
- Excellence in customer service and the positive recommendation
- Preferred activities for group trips
- How to connect with group organisers and operators
- Marketing and preferred information sources – group travel fairs, the internet, the brochure
- Ensuring repeat visits
- Explore how operators are adapting to the pandemic and how they plan to build

## **Budget**

Please provide your best quotation. We will be looking for the proposal with the best value for money and customer service. Your quotation will need to include the time spent on your planning, research and preparation for the webinars.

## **Deadlines**

The closing date for submission of your proposal is Friday 15 January 2021

## **Contact:**

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