



103386 - KILLORAN HOUSE

**QUALITY BUSINESS
ADVICE REPORT**

VISITED 16/08/2017

BY AILSA NEWTON

**This Quality Assurance report
is a useful business tool.**

It provides bespoke advice on how you can develop your business and meet changing customer expectations.

**Your Quality Assurance award is
a valuable marketing tool.**

It complements online reviews with an objective assessment of your business and can be used on all your social media and marketing channels.

**Displaying your award
demonstrates your
commitment to quality.**

It offers further reassurance that you provide a quality visitor experience.

Summary & Overview

It was really good to meet you Mr and Mrs Whittaker. Thank You both for a comfortable, enjoyable stay and for taking some time out of your morning to speak with me and for showing me all around Killoran. A friendly and professional show round is always very much appreciated indeed and this allowed me to complete the grading required for your 2017 Quality Assurance Award. Encouraging to hear that since taking over the business your occupancy rate has been healthy and also that your advanced bookings are looking positive. Clear to see why Killoran is the choice of many when staying on the Island of Mull and I have absolutely no doubt at all it will continue proving popular going forward with many guests. Thanks again for your time and I wish you both the very best of success for the remainder of the year.

Grading Advice

Killoran is a very well-managed and well-presented property that offers our visitors to the Island of Mull an excellent standard of accommodation and guests are assured of a warm welcome and a comfortable stay. Since taking over the business you have made a number of improvements to the property and are looking forward with the intention of further enhancing your guest's experience. Killoran is scoring well currently and planned improvements should see scores strengthened and consolidated going forward. You clearly take great pride in your housekeeping as an exceptionally high standard of cleanliness was evident throughout the property and there was clear attention to detail seen in all areas. Care taken in the overall presentation of the property and many thoughtful personal touches which your guest's will certainly appreciate this. Highest scores possible achieved for hospitality and strong scores for service. Overall in terms of the fabric of the accommodation offered excellent quality throughout the property and everything in excellent order which sees the property comfortably achieve the award of four stars.



As we discussed you will most certainly be exceeding many of your customer's expectations in regards to service and hospitality which is a strong position to be in and this is reflecting positively in feedback. And I am delighted to confirm that you have also been awarded the Gold Accolade which as I explained not normally granted to businesses in their first year as we usually look for consistency in service and in hospitality over an extended period of time but on this occasion an exception to allow has been granted. Achieving the Four Star Gold Award is a great achievement in your first year. My sincere congratulations.

Taste Our Best Advice



I am delighted to also confirm you have also achieved the Taste Our Best Award. You have clearly demonstrated on your menu you use British and Scottish produce where possible and when available which you're telling guests on your menu with your food story. To achieve the Taste our Best award 40% of the produce you use needs to be Scottish. A recent survey we carried out showed more than 80% of our visitors to Scotland wanted to sample Scottish produce during their holiday. The Taste Our Best Award shows visitors where they can be sure of a quality dining experience and where they would be able to sample Scottish produce. Going forward to ensure you continue to qualify for your Taste Our Best Award we would encourage you to use more Scottish produce and highlight this to your guests with a provenance statement and maybe also a suppliers list or suppliers map showing where in Scotland all the produce comes from.

Click on this handy wee link to access our promoting provenance guide for help and advice with creating your provenance statement. <http://www.visitscotland.org/pdf/PromotingProvenanceSmallServiced.pdf> And for help with promoting your Taste Our Best Award which is something that you can be really proud of click on the link below to access our Taste Our Best achievers toolkit which is full of useful resources. www.visitscotland.org/taste_our_best_toolkit.aspx

Going Forward,

Below are some suggestions as to how you could strengthen scores achieved on this occasion and which will help you to consolidate your award of four stars. Also some ideas which would help you ensure that you continue to meet the high expectations of guests choosing four star gold standard accommodation.

Water, Water everywhere

We are blessed in Scotland with water that is crystal clear or maybe a little peaty in color but really safe to drink but this is sadly not so everywhere and commonly people's perception of water from the tap is often that is not drinkable. I would also suggest even if guests are inclined to drink tap water most will not be comfortable drinking water poured from the bathroom tap. It may be a good idea to think about providing bottled tap water for all of your guests on your hospitality trays. I would not advise the use of plastic bottles as are not environmentally friendly but you could have refillable glass bottles like below.



Too hot to handle

You could also think about getting cooling mats for in all of your bedrooms. I see so many properties nowadays where carpets have been damaged because people have put hair straighteners on the carpets or on bedroom furniture when people are doing hair and make so worth thinking about.



You can get these from the cooling mats and the perfectly drinkable bottles from www.outofeden.co.uk

Morning Coffee

We are finding guests prefer and are requesting higher quality coffee than the ordinary standard sachets, some businesses give cafe tiers with fresh ground coffee in addition to all the ordinary sachets and some are providing coffee bags. Just an idea & to give you one wee example of what I mean have a look at this company www.thelittlecoffeebagco.com that I have come across recently where you can get these from. They do a de-caff version as well full strength handy for those guests unlike me who don't need caffeine.

And you may want to think about fitting sockets with integrated USB ports in the bedrooms and also in some of your lounge areas as our visitors are travelling with many more gadgets these days. The average guest will now bring at least one mobile phone, an iPad or tablet device, and possibly also a camera. We are now seeing the USB sockets being fitted as standard in most properties these days and they are fast becoming an expectation of the modern day guest. They are not that expensive now and they are not at all difficult to retro fit. Certainly something your guests might appreciate so worth having a think about.



Other Business Advice

As promised below is additional information about all the other things that we talked about during my visit that might be of help. If you need further assistance with anything please don't hesitate to contact me either by telephone on 07787707030 or alternatively also by e-mail ailsa.newton@visitscotland.com

Your Free Web Listing on www.VistScotland.com

Last year free Web listings on VS.com generated a staggering 1.4 million referrals to Scottish businesses so always recommended that you ensure you are making the very best use of this valuable free resource.

- If you are not sure how to access your listings use this link <https://provider.visitscotland.com/>
- For your login details if forgotten you can contact customer services updates@visitscotland.com
- For additional advice about making the most of your web listing you listing use the following link. www.visitscotland.org/business_support/marketing_opportunities/our_national_tourism_website/extranet_guides.aspx

Social Media

Excellent to see you're using social media as this is a really great way to market Killoran House to a wider more targeted audience and an excellent way of maintaining a strong online focus with all your regulars. You might as I had mentioned be interested to know Business Gateway are currently running lots of free courses throughout the year on using Social media, Facebook courses for all abilities, marketing, getting your business noticed online (PR on a budget) and lots of other really useful topics. You might find going on some courses helpful if you have time. I have been on lots of these free business gateway courses and they are really good. I thought I knew a lot about using Social Media for business but I learnt much more going on these courses. I wouldn't bother with the basic courses as you already know a lot but the much more advanced courses might be useful and really interesting. For more information use this link below.



<https://www.bgateway.com/events>

If there is not a course to suit just now they will be adding more as the year goes on so keep an eye out.

Accessibility

Something else to consider is Accessible Tourism which refers to tourism that caters for the needs of all of our visitors. The accessible market encompasses people with permanent physical disabilities and also families with much younger children and more senior travelers. This market is ever growing and can be a lucrative revenue stream. We have produced a number of free tools to help you cater for this market, use this following handy link. <http://www.visitscotland.org/accessible-tourism.aspx> to access our great new,

- **Easy does it Guide with simple, low-cost changes to benefit you and your visitor.**
- **Free online accessible tourism course with useful tips and advice for managers and staff, the course takes no more than 90 minutes to complete and can be done over a number of days.**
- **Accessibility Information Guide, an online tool to help you create your own accessibility guide.**
- **Take the Lead Guide giving practical tips on welcoming guests with assistance dogs.**



Sustainability Advice.

Finally as you know we now include sustainability actions as a minimum standard in all of our Quality Assurance Schemes. Your property currently meets all of the minimum required sustainability criteria. You will find additional information about this at the end of your score sheet and you can also learn lots more about this by simply clicking on the following web link below for our Sustainable Tourism Tool Kit.

www.visitscotland.org/business_support/sustainable_tourism.aspx

Additional Information & Advice

**WE'VE
#SCOTSPIRIT!**

The Spirit of Scotland toolkit.

Provides useful links and tips to help you engage with the #ScotSpirit social media campaign and your own business marketing activity.

www.visitscotland.org/Spirit_of_Scotland.aspx

[View the ebook and help us share the Spirit of Scotland](#)

VisitScotland Information

Partner (VIP) Programme – free participation

Businesses who are “in the know” can share their local knowledge on a range of key topics. Businesses that are part of the programme are recognisable by the iKnow Scotland branding displayed at their business. Criteria and online self-assessment application:-

www.visitscotland.org/VIP.aspx



Visitscotland.com FREE web listing

Maximise this free listing with quality up-to-date images and informative text via your Extranet. A well-managed listing will improve the amount of referrals to your business. If you don't already have a free listing, complete our online form on:-

www.visitscotland.org/free-web-listing.aspx

If you require assistance or a reminder of log-in details please contact Tourism Services at updates@visitscotland.com

Advice Link Guides

These online brochures offer guidance on a range of topics, from accessibility to working with the media to online marketing.

www.visitscotland.org/advicelink.aspx

Research and Statistics

Information and analysis on Scotland's visitors, markets and tourism industry, drawn from our extensive research activities.

www.visitscotland.org/research_and_statistics.aspx

Scotland's Themed Years

Themed years give Scottish tourism an edge; they celebrate and promote the best of Scotland and its people. Tools to help you make the most of the year, including logos, images and promotional copy are found on

www.visitscotland.org/toolkits.aspx

2017 – Year of History Heritage and Archaeology

2018 – Year of Young People



Sustainability

For information on how being more sustainable can provide a significant benefit to your business, in the form of cost savings, increased profits, legal compliance, enhanced customer experience and overall business reputation, please see our

[Better Business Guides and Factsheets](#)

Welcome Schemes – free participation

An extra marketing opportunity for businesses catering for specific niche markets. Visitors will have reassurance that the business offers services and facilities in line with their chosen area of interest. Criteria and online self-assessment application:-

www.visitscotland.org/welcome-schemes.aspx

Inclusive Tourism

Inclusive Tourism is the term used to describe tourism that serves the needs of a full range of consumers, including people with disabilities and families with young children and senior travelers. Free tools are available to help you cater specifically for this market and benefit all your visitors.

For more information and access to specific guides:

www.visitscotland.org/accessible-tourism.aspx

Industry Relationship Manager

If you are looking for 1:1 business advice and signposting for further digital support, a Business Surgery can be arranged with your Industry Relationship Manager. Find the contact person at

www.visitscotland.org/irm.aspx

Killoran House

Property Name: Killoran House

Rooms Viewed: Bedrooms Bathrooms Public and Dining Areas

Grading: **4 Star Guest House**Overall Score: **190 / 220 86%**Taste Our Best: **Pass**

Cleanliness		Available	Actual	
1	Bedrooms	5	5	
2	Bathrooms	5	5	
3	Dining Room	5	5	
4	Public Areas	5	5	
Cleanliness is of an overall exceptional (5 Star) standard		20	20	100%

Hospitality & Friendliness				
5	Booking & Arrival	5	5	
6	Dinner & General Services	5	5	
7	Breakfast	5	5	
8	Departure	5	5	
Hospitality & Friendliness is of an overall exceptional (5 Star) standard		20	20	100%

Service & Efficiency				
9	Booking & Arrival	5	5	
10	Dinner & General Services	5	4	
11	Breakfast	5	5	
12	Departure	5	4	
Service and Efficiency is of an overall exceptional (5 Star) standard		20	18	90%

Exterior - Appearance & Maintenance				
13	Buildings	5	5	
14	Grounds / Gardens / Frontage	5	4	
15	Car Parking	5	3	
The Exterior is of an overall excellent (4 Star) standard		15	12	80%

Other Public Areas - Quality & Maintenance				
16	Reception	5	4	
17	Recreation / Public WCs etc	N/a		
18	Stairs, Corridors, Hallways & Landings	5	4	
These areas are of an overall excellent (4 Star) standard		10	8	80%

Killoran House

Bedrooms - Quality & Maintenance

19	Décor	5	4	
20	Furniture, Fittings & Furnishings	5	4	
21	Flooring	5	5	
22	Beds / Bedding	5	4	
23	Lighting / Heating / Ventilation	5	4	
24	Bedroom Accessories	5	3	
25	Space, Comfort & Ease of Use	5	3	
The Bedrooms are of an overall excellent (4 Star) standard		35	27	77%

Bathrooms/Ensuites - Quality & Maintenance

26	Décor	5	4	
27	Fixtures & Fittings	5	4	
28	Flooring	5	5	
29	Lighting / Heating / Ventilation	5	5	
30	Towels & Toiletries	5	4	
31	Space, Comfort & Ease of Use	5	4	
The Bathrooms are of an overall exceptional (5 Star) standard		30	26	86%

All Public Areas - Quality & Maintenance

		Available	Actual	
32	Décor	5	4	
33	Furniture, Fittings & Furnishings	5	4	
34	Flooring	5	4	
35	Lighting / Heating / Ventilation	5	4	
36	Space, Comfort & Ease of Use	5	4	
Public Areas are of an overall excellent (4 Star) standard		25	20	80%

Dining Room - Quality & Maintenance

37	Décor	5	4	
38	Furniture, Fittings & Furnishings	5	4	
39	Flooring	5	5	
40	Lighting / Heating / Ventilation	5	3	
41	Table Appointment	5	4	
42	Space, Comfort & Ease of Use	5	4	
Dining Areas are of an overall excellent (4 Star) standard		30	24	80%

Food - Dinner

43	Dinner Quality	N/a		
44	Dinner Presentation	N/a		
		0	0	N/a

Killoran House



Food - Breakfast			
45	Breakfast Choice/Range	5	5
46	Breakfast Presentation/Culinary Skills	5	5
47	Breakfast Quality of Ingredients/Produce	5	5
Breakfast was of an overall exceptional (5 Star) standard		15	15 100%

Notes:

No Grade Awarded	Unacceptable	Under 30%
1 Star	Acceptable	30% - 46%
2 Star	Good	47% - 54%
3 Star	Very Good	55% - 69%
4 Star	Excellent	70% - 84%
5 Star	Exceptional	85% - 100%

No 0s	0
No 1s	0
No 2s	0
No 3s	4
No 4s	22
No 5s	18

Any score of 0 (zero) in any category - No Grade Awarded

* Marks shown in these sections are carried forward from our last overnight stay. These aspects will be fully re-assessed during our next overnight stay.

Sustainability and Quality Assurance

Sustainable practices have become more and more important to visitors and businesses alike, and our research shows us that the vast majority of businesses are already undertaking a number of basic sustainability actions. In recognition of this VisitScotland has included sustainability actions as a minimum standard in our Quality Assurance scheme since 2015.

This means that in 2017, **your business is required to undertake 17 sustainability actions** out of 36, recognising that a very high proportion of small serviced providers are already achieving this right now.

Please see below the number of actions you are already undertaking. As part of this report the Quality & Tourism Advisor will provide relevant advice and suggestions for further activity which could benefit your business.

For further advice and support, please see our Better Business Guides and fact sheets.
www.visitscotland.org/sustainable-business-series.aspx

For more information, please see VisitScotland's Sustainable Tourism web pages on
http://www.visitscotland.org/business_support/quality_assurance/sustainability_advice.aspx

You are currently undertaking 18 sustainability actions to at least a basic level.

You are meeting or exceeding the 2017 minimum requirement for sustainability.

Please see below the number of actions you are already undertaking. In the first part of the report you will find any relevant suggestions for further activity which could benefit your business.

Section	number of actions
Energy	4
Water	3
Waste	3
Transport	3
Natural and Cultural Heritage	2
Sustainable Purchasing	2
Sustainable Management	1
Customer and Community Engagement	0
Accessibility	0

The number of actions is based on the information the Quality & Tourism Advisor could ascertain on the visit, but may not be a full reflection of all activities undertaken.