



103386 - KILLORAN HOUSE

**QUALITY BUSINESS
ADVICE REPORT**

VISITED 19/09/2018

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 see you both again. Thank You for taking the time out from your day to speak with me and for showing me around Killoran once again. A friendly and professional show around is always appreciated and allowed me to carry out the grading required for your 2018 Quality Assurance Awards.

Apologies for the confusion regards your visit. You will always get a visit every year except in exceptional circumstances. The visit can be at any point during your season and usually for any property with a gold award then you would normally get an incognito overnight visit every year. This said there are occasions when availability will dictate that an overnight incognito visit is not possible and this year you have been exceptionally busy which is excellent and so an overnight visit was not possible earlier in the year and as it was myself that carried out your visit last year the visit would not have been incognito anyway. If there was any concern regards you not maintaining standards we would most certainly ensure we carried out an overnight visit but as I am confident that you are maintaining your usual high standards and because you have been so busy a day visit on this occasion was the best solution to ensure that you got your visit.

Very encouraging that you have been so busy this season and to be honest I was not at all surprised that you have been so busy. I was very sure that running the business as you do and that offering your guests the experience that you do that Killoran would be a successful venture for you. Understandably Killoran is proving popular with visitors to Mull and clear to see why. Visitor numbers to Scotland are still steadily on the increase at this time with Mull being one of the top destinations and there is no reason to suggest this will change going forward and so hopefully another busy successful season for you again next year. Many Thanks again for your time, enjoy your break over the winter and all the best to you going forward.

Grading Advice

As this was a day visit scores for hospitality, service, dinner and breakfast are carried forward from 2017. When we next come to carry out an incognito overnight visit these scores will be reassessed accordingly.

Since visiting you last year there you have been working hard to ensure that the scores you achieved at the time have all been consolidated where possible and quality standards have been further improved. Décor throughout the property has been refreshed and you have invested in new artworks. The artwork in the guest lounge is particularly impressive. The lounge was a little underwhelming before being such a large room. Adding the new artwork new furniture and thoughtful touches as well as redecorating has made such a difference. I'm sure that guests appreciate all the improvements that you have made here. In the bedrooms as well as refreshing the décor additional artwork added and you have also painted or oiled all the furniture. Upcycling the furniture as you have was a great idea and not only has it added to the overall appeal in your rooms but it this has helped to protect and consolidate scores achieved here.

Last year I suggested you provide your visitors with tap water in refillable glass water bottles because people are funny about drinking tap water from the bathroom taps and because single use bottles are not environmentally friendly. You have done this this year and it was good to hear guests appreciate it.



All the improvements you have made are excellent and you are always looking for new ways to enhance your guest's experience which is encouraging to see. The property continues to score well and in terms of hospitality and services you very much exceed guest's expectations reflecting in high occupancy and positive customer feedback. I'm pleased to confirm you have once again retained the 4 star gold award.

Going Forward

You plan to have your driveway leveled and resurfaced which was really good to hear as the driveway is really uneven, not the best to drive on and the current condition does not give the best first impression.

You also plan to repaint the bedroom furniture that has become marked over the season and plan to fit glass tops to the flat surfaces to protect the furniture better which is a really good idea. I suggested that you might also maybe think about fitting some sockets with integrated USB ports in your bedrooms and in the public areas. The reason I am suggesting this is because people bring so many gadgets with them all of which charge from a USB cable. We are now see-ing most properties fitting these sockets. Sockets with integrated USB ports mean that people are not plugging in lots of different adapters which is much less of a fire risk. They are easy to retro fit and guests appreciate them so certainly worth thinking about.



We talked about the 2 big projects you are looking at going forward your bathrooms and your carpets. You asked me what I thought you should do first. Currently neither the carpets or the bathrooms are in a condition that will be detrimental to your award. That said at some point the carpets will need replaced and the condition of the carpets is more likely to deteriorate quicker than the bathrooms but doing your bathrooms will maybe have more of an impact so a tough decision and this is a business decision which only you can make. Something that I did think might be worth thinking about if you do upgrade all your bathrooms would be to think about using wet walling as this is much easier to keep clean and maintain than tiles. You can get wet walling in all sorts of styles and designs and it might be worth taking a trip to somewhere like Victor Paris in Glasgow to have a look at the wet wall products that are available. There address is Victor Paris 60 Washington Street in Glasgow and there website is www.victorparis.com they have lots of bathroom showrooms so it's a great place to go and see all the different bathroom products and see what could be done with your bathrooms going forward. Other bathroom showrooms and other bathroom stockist's are available this is just a wee suggestion as you are sometimes in Glasgow anyway.



If refurbishing bathrooms use could be made of water saving fittings such as water saving showers taps and dual flush toilets. For more information & ideas see the Energy Saving Trust's guide to [Saving Water](#) If you are thinking of buying new showers taps toilets or other bathroom products and want to compare their water efficiency look for the [Water Efficiency Rating](#). If you aren't sure if it's worth saving water, as you aren't on a water meter, why not use the [Water Energy Calculator](#) from the Energy Savings Trust to find out how much energy and water the guests use and where you could save. To get a more accurate result, include an estimate of your guests' usage (e.g. number of showers taken a week). The [Enhanced Capital Allowance scheme](#) also currently offers a first year tax allowance for investments in equipment that meets published water saving criteria but do check the [Water technology list](#) before buying items.

And as you have parking available for all your customers you could also think about installing an electric vehicle (EV) charge point to attract visitors who have electric or hybrid vehicles who may need to charge up during their stay. Grant funding might be available for installation of an Electric Vehicle charge point through the Energy Saving Trust dependent on applications of course meeting all their usual conditions and legal agreement sign-off. For more information about it contact electricvehiclesscotland@est.org.uk or alternatively you can contact your local Sustainable Transport Advisor on this number **08000 931 669**.



Taste Our Best Advice



I am delighted to confirm you have also once again achieved the Taste Our Best Award. You have clearly demonstrated you use all Scottish and locally sourced produce where possible and when available. You use a lot of local produce which is encouraging to see and you are still promoting your food story to your guest's which is really excellent. Going forward we encourage you to continue doing so and I have no doubt your award will be retained.

To help you get the absolute most out of achieving your Taste Our Best Award which is something that you can be really proud of we have created a Taste Our Best achievers toolkit which has loads of useful advice to help you to promote your Taste our Best badge of Quality. Click on the following link for info.

<https://www.visitscotland.org/supporting-your-business/quality-customer-experience/taste-our-best/tob-toolkit>

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

You're Free Web Listings 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.

- To manage content on your VS.com listing or makes changes you would use our extranet system.
- If you're not sure how to access the extranet use this web link <https://provider.visitscotland.com/>
- For your login details if forgotten you can contact customer services updates@visitscotland.com
- And for additional advice about making the very most of your web listing use the following link.
- <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/supporting-your-business/extranet-guide-july18.pdf>

Let's make digital work for you

You might also be interested in our new and recently launched Digital Tourism Scotland website, which VisitScotland has created with our partners as a useful resource for all businesses looking to use digital marketing and technology to grow their business. Digital has changed how all our visitors are inspired, plan, book and share their trips and that creates challenges and opportunities for us all in the ways we market and sell our products and destinations. We're confident that this new and exciting web site will help you navigate the ever-changing digital landscape and help your business to grow going forward.

Visit the website now <https://www.digitaltourismscotland.com/>



Learn in your own time, at your own pace.

The online topics and learning library is home to a huge amount of knowledge that's specifically geared towards helping you to brush up on all your online marketing skills. From ensuring that your business is found online to building relationships with your customers we have it all covered in our learning library.

<https://www.digitaltourismscotland.com/topic-library/>

Connect and learn.

Outside of our online information, we also offer face-to-face learning. Take a look at our events section for one-to-one surgeries, workshops and more... all tailor-made to help you develop and to practice the most effective digital marketing techniques. To look and book your place using the following handy link.

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

Links

For further expert advice on digital marketing and more, you might be interested to hear what some of our partners have to say. From Scottish Enterprise to Google, we have gathered the best of the best to help you continue your digital marketing journey.

<https://www.digitaltourismscotland.com/links/>



Accessibility

Something else to consider is Accessible Tourism which as you know refers to tourism that caters for the varying needs of all of our visitors. The accessible market encompasses people with permanent physical disabilities and also families with younger children and all our more senior travelers. This market is ever growing and can be a lucrative revenue stream. Your property will have some limitations in terms of the intrinsic nature of the building but that's ok as nowadays its more about having a proactive approach to people's needs and more about providing people with the information they need to decide if a property will suit their needs or not. There are also so many simple things that you can do to cater for this market. We have produced a number of tools which may be of interest to you. Use the below link to find out more.

<http://www.visitscotland.org/accessible-tourism.aspx>



Access All Areas

With more than half of people with access requirements avoiding going to new places if they can't find information about accessibility it is so important that businesses cater for this market by providing up front, essential information about all their venue's accessibility. Visit England and VisitScotland have recently launched a free to use website for the easy production and publication of Accessibility Guides. Going forward you might want to create an accessibility guide for guests and you will find the new Web site really helpful. You can access the website by using this link. <https://www.accessibilityguides.org/>

#SCOTLANDISNOW

Finally you might have heard lots of people saying Scotland is now. This is our really exciting new brand campaign which promotes why Scotland is the number One destination to visit, study, live, work and to invest at this moment in time. Launched on 11th of April 2018, this exciting new campaign will let people know why they really have to experience all that Scotland has to offer right NOW. To get involved and to increase the number of voices shouting all about Scotland go to our super new Scotland Is Now Toolkit:

<https://www.visitscotland.org/about-us/what-we-do/marketing>



Additional Resources and Support

- Details of other products, services and advice materials available to help you reach your target markets and develop your business can be found on the [Business Support pages](#) of our .org site.
- The [Working with VisitScotland Logo](#) is available for you to use in your own marketing material and/or for display on your premises.
- The [Research & Statistics](#) page of our corporate website has a wealth of information on tourism statistics, sectors, visitor research and trends & insights. You'll find information on the latest Scotland Visitor Survey, factsheets and insights for the top 10 inbound countries to Scotland.
- Sign up for our monthly [Industry Newsletter](#) to keep abreast of news and events in your area.
- And our [industry eBook](#) provides an outline of VisitScotland's marketing activity, how we can work together and how you can get involved in content we feature on our website.

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

AdviceLink 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

Year of Young People

The Year of Young People

2018 is a year-long

programme of events and activities that will give

young people in Scotland

the opportunity to show the world what they are made of. Tools to help you make the most of the year, including logos, images and promotional copy are found on

www.visitscotland.org/toolkits.aspx



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 travellers. 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: **203 / 230 88%**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 WC 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	5	
20	Furniture, Fittings & Furnishings	5	4	
21	Flooring	5	4	
22	Beds / Bedding	5	4	
23	Lighting / Heating / Ventilation	5	4	
24	Bedroom Accessories	5	4	
25	Space, Comfort & Ease of Use	5	3	
The Bedrooms are of an overall excellent (4 Star) standard		35	28	80%

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	5	
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	21	84%

Dining Room - Quality & Maintenance

37	Décor	5	4	
38	Furniture, Fittings & Furnishings	5	4	
39	Flooring	5	5	*
40	Lighting / Heating / Ventilation	5	4	
41	Table Appointment	5	4	
42	Space, Comfort & Ease of Use	5	4	
Dining Areas are of an overall excellent (4 Star) standard		30	25	83%

Food - Dinner

43	Dinner Quality	5	5	*
44	Dinner Presentation	5	5	*
Dinner was of an overall exceptional (5 Star) standard		10	10	100%

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	2
No 4s	23
No 5s	21

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 2018, **your business is required to undertake 18 sustainability actions** out of around 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.

With the view to encouraging continuous improvement and maximising business benefits, in 2019 we will be asking small serviced providers to undertake 19 actions as a minimum requirement.

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 2018 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.