



# QUALITY BUSINESS ADVICE REPORT

**Killoran House**  
**4 Star Gold Guest House**

Visited on **04/09/2019** by **Alison Jack**

Customer Reference Number: **103386**

**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 a pleasure meeting you Tash and many thanks for your time and showing me around Killoran House. What a wonderful location and views from the guest lounge. An amazing property and no surprise you have so many repeat guests and also coming for extended period of time.

I was sorry not to experience your hospitality and food, which of course is also why so many guests choose Killoran, but it was proving very difficult to get a night out of your busy schedule this summer. As mentioned, I had been keeping a close eye on your availability.

Killoran House continues to score comfortably at the 4 star level, the overall score of 87% exceeding the band range (70 – 84%). The gold award is also continued, this a reflection of the continuing positive reviews and the high standards at the 4 star level. This award is for a business who consistently demonstrates their ability to go the extra mile to ensure a top class guest experience. Clearly we only assess then when we manage to stay overnight but in between these visits, we do look at online reviews for further confirmation.

For any award, there are 5 key areas that must meet the minimum scores of the overall award, namely Cleanliness, Hospitality, Bedrooms, Bathrooms and Food. Many of these sections already exceed the 4 star level (strengthening the gold status) and those within the 4 star section (bedrooms and bathrooms) are very secure.

The attention to detail with the housekeeping is extremely thorough and the levels of cleanliness are exceptional. An arduous task so well done for maintaining this high standard.

The artwork throughout the house is striking, both in bedrooms and public rooms and your own shell framed pictures in the bathrooms enhance the décor. You clearly have a creative side.

I wish you all the very best with the winter projects and if you have any queries please get in touch and I will be happy to help ([alison.jack@visitscotland.com](mailto:alison.jack@visitscotland.com))

### Grading Advice

There is no grading advice required at this stage that requires immediate attention.

Plans this winter are to replace carpets throughout the entire house (bedrooms, hallways and public areas) and whilst not needing a replacement in terms of the condition of the flooring, it is a preference to have all carpets the same throughout.

**Bedrooms:** a very small comment for the hospitality tray would be to include real coffee, and perhaps sourcing the coffee sachets (which are a higher quality than the instant coffee) but prevents the mess that cafetieres can sometimes cause.

Consider providing the socket adaptors that offer USB charging points. Alternatively, if rooms get redone in the future, you could fit sockets with these in place.

The furniture, likely the items of a more modest quality within the bedrooms, could be the area to upgrade in your long term investment. The current quality, as stressed to Tash, is perfectly acceptable, though as you are aware, the quality can be higher at the 4 star level.

Soft furnishings and beds and bedding in all the rooms remain of an excellent standard. The beds are very well presented and give a positive impression when entering the room.

**Bathrooms:** room 2 (Staffa) is to be refurbished this year and from your description of what you wish to put in place, is of a higher quality and more up to date style of what is in place. The current bathrooms are absolutely fine how they are, however replacing the shower cubicles with walk-in showers, upgrading the shower fittings, mirror light fittings, fitting heated towel ladders and upgrading the tiling décor and fitting tiled flooring, will all help strengthen or consolidate the current scores.

## **Taste Our Best Advice**

For the Taste our Best award there requires a minimum of 40% of the menu to be Scottish produce (for both evening meal and breakfast menus) and in addition to this there should be a *provenance display or statement* so as the visitors are aware of this.

So as this is fully seen could there be a reference to Scottish / local suppliers used incorporated into the menu description or a separate piece of information next to the menu stand? If this could also be included for the breakfast menu that will ensure all the criteria points for the award are met.

I appreciate there is reference to Scottish suppliers on the Guest Information folder and website, though this could be expanded on to give clearer indication as to where items are from. Some examples of provenance statements and ways of promoting this using maps can be seen on the Taste our Best section of the industry website, [Promoting Provenance](#).

## **Other Business Advice**

Mentioned on the back page of the report are various useful weblinks and one of particular interest could be next year's theme year, **Year of Coasts and Waters** and if you wish to use any of the promotional material or logos on your marketing and advertising, please have a look at [www.visitscotland.org/ycw2020](http://www.visitscotland.org/ycw2020)

## **Business Plans**

Carpets to be replaced throughout the entire house and bathroom in room 2 is to be upgraded. Plans for the following winter may be to upgrade another couple of bathrooms.

# Additional Information & Advice

## #SCOTLAND|SNOW

### Scotland is Now

An evolution of the Spirit of Scotland, Scotland is Now is our new brand campaign that promotes why Scotland is the number one destination to visit, study, live, work and invest at this moment in time. Launched on 11<sup>th</sup> of April 2018, the campaign will let people know why they have to experience all that we have to offer right NOW.

To get involved and increase the number of voices shouting about Scotland go to the Scotland Is Now Toolkit: <https://assets.scotlandisnow.com/>

### iKnow Scotland – free participation

Businesses who are “in the know” can share their local knowledge. 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](http://www.visitscotland.org/VIP.aspx)

### visitscotland.com FREE web listing

Maximise your free listing with quality up-to-date images and informative text via your Extranet.

A well-managed listing will increase 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](http://www.visitscotland.org/free-web-listing.aspx)

If you require assistance or a reminder of log-in details please contact us at: [customerservices@visitscotland.com](mailto:customerservices@visitscotland.com)

### visitscotland.org

A one stop shop for all businesses to access VisitScotland's marketing products, advice and support. Our industry site is the number one source for industry-leading advice and information that will help you achieve within Scottish tourism – there's no jargon, just simple, useful support, tailored for you.

Go to [www.visitscotland.org](http://www.visitscotland.org) to find out more.

### Local Tourism Industry Barometer

Access the latest results and contribute your thoughts on tourism performance nationally and in your area via this quarterly business survey.

[www.visitscotland.org/barometer](http://www.visitscotland.org/barometer)

### Year of Coasts and Waters 2020

The Year of Coasts and Waters 2020 will be celebrated with a programme of activity designed to inspire both visitors and locals to explore and experience our unrivalled shores.



Find out how you can make the most of the year by showcasing your own business, as well as Scotland's vast array of product at [www.visitscotland.org/ycw2020](http://www.visitscotland.org/ycw2020)

### Join the conversation #YCW2020

### 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](http://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 visitors, including people with disabilities and families with young children and senior travellers.

An online customer service training programme and Accessibility Guide tool free for your business to use.

For more information and access to specific guides: [www.visitscotland.org/accessible-tourism.aspx](http://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 your local contact at: [www.visitscotland.org/irm.aspx](http://www.visitscotland.org/irm.aspx)

# Killoran House

Property Name: Killoran House

Rooms Viewed: All rooms

Grading: **4 Star Guest House**Overall Score: **202 / 230 87%**Taste Our Best: **Pass**

<b>Cleanliness</b>		<b>Available</b>	<b>Actual</b>	
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		<b>20</b>	<b>20</b>	<b>100%</b>
<b>Hospitality &amp; Friendliness</b>				
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		<b>20</b>	<b>20</b>	<b>100%</b>
<b>Service &amp; Efficiency</b>				
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		<b>20</b>	<b>18</b>	<b>90%</b>
<b>Exterior - Appearance &amp; Maintenance</b>				
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		<b>15</b>	<b>12</b>	<b>80%</b>
<b>Other Public Areas - Quality &amp; Maintenance</b>				
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		<b>10</b>	<b>8</b>	<b>80%</b>

**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		<b>35</b>	<b>28</b>	<b>80%</b>

**Bathrooms/Ensuites - Quality & Maintenance**

26	Décor	5	4	
27	Fixtures & Fittings	5	4	
28	Flooring	5	5	
29	Lighting / Heating / Ventilation	5	4	
30	Towels & Toiletries	5	4	
31	Space, Comfort & Ease of Use	5	4	
The Bathrooms are of an overall excellent (4 Star) standard		<b>30</b>	<b>25</b>	<b>83%</b>

**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		<b>25</b>	<b>21</b>	<b>84%</b>

**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		<b>30</b>	<b>25</b>	<b>83%</b>

**Food - Dinner**

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

<b>Food - Breakfast</b>			
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		<b>15</b>	<b>15 100%</b>

**Notes:**

No Grade Awarded	Unacceptable	Under 30%	<b>No 0s</b>	0
1 Star	Acceptable	30% - 46%	<b>No 1s</b>	0
2 Star	Good	47% - 54%	<b>No 2s</b>	0
3 Star	Very Good	55% - 69%	<b>No 3s</b>	2
4 Star	Excellent	70% - 84%	<b>No 4s</b>	24
5 Star	Exceptional	85% - 100%	<b>No 5s</b>	20

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 2019, **your business is required to undertake 19 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.

For further advice and support, please see our Better Business Guides and fact sheets. [www.visitscotland.org/sustainable-business-series.aspx](http://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](http://www.visitscotland.org/business_support/quality_assurance/sustainability_advice.aspx)

***You are currently undertaking 19 sustainability actions to at least a basic level.***

**You are meeting or exceeding the 2019 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	4
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.*