

The Bay House Hotel

The Bay House Hotel and Three Buoys Bar had been run by the Hughes family (mother and three sons) for over 20 years and although there has been regular capital investment, however this had not kept the business on track with 'what is happening' in the hospitality sector in the early 21st Century. The hotel was sold in July 2006 and Robert Hughes retained a holding to become a director of The Bay House Hotel Ltd and now manages the hotel on a day to day basis.

The Hotel is in a unique location off Keats Green in Shanklin on the South coast of the Isle of Wight; on the cliff top with views over the bay and a winding path down to the beach past Shanklin Chine. Following the courses the 'Three Buoys Bar' was converted into 'Carter's Bar and Restaurant', which has become a popular dining and drinking establishment in that part of the island.

During mid-summer 2006, Mr Hughes was contacted by the Isle of Wight College's Customer Liaison Officer (CLO) for Hospitality, Leisure and Tourism and a visit was arranged to discuss training and a range of legal issues which he needed to be aware of following a number of legislative changes around that time. Meetings with Mr Hughes highlighted some specific and non-obvious training needs for both himself and key staff. To support the business, the college were able to offer training places under Train to Gain and the Isle of Wight Skills for Tourism ESF project.

The lead hospitality assessor and the Customer Liaison Officer visited the hotel to do an initial assessment and identify the correct NVQ and level for the chef and a series of other courses under Skills for Tourism ESF project. The CLO and Mr Hughes identified a range of courses, which would benefit the new business – most were legislation driven, but not necessarily legislative requirements. Courses included: the National Certificate for Personal Licence Holders from BIIAB, the Award in Supervising Food Safety in Catering Level 3 from CIEH and a mixture of First Aid Appointed Persons and Fire Risk Assessment for a number of Mr Hughes' staff. The college planned to spread out the training over a period of some six months, so as not to have a negative impact on resource availability at any one time - the College continues to provide training solutions for the hotel.

Mr Hughes has utilised the consultancy skills of the CLO and taken on board a range of recommendations regarding human resources, branding, marketing, core products, menu design, sales mix, policies and practices.

The business has recently invested heavily in completely refurbishing the bar and building a new restaurant and terrace area to create a modern café bar environment. New staff have been employed and some of the 'old' ones have now left.

In early 2007, the CLO was approached by Louise Downer (lecturer) from the Arts, Media & Publishing Department and asked to identify a business which the college was already working with, which was in need of support to improve its marketing. The Bay House Hotel was identified and currently HND/HNC students on the part-time college Graphic Design course are working with Mr Hughes to produce a range of graphic solutions (brochures, business cards, stationary), advertising, multimedia, CD Rom and web design.

The College has helped The Bay House Hotel Ltd to grow during its first year of trading with a range of support and diverse information, advice, guidance and training initiatives, which has been serviced across strategic partners, such as Isle of Wight Tourism, HTP (Hospitality CoVE) and Tourism South East.

www.bayhouse-hotel.co.uk