



BID4Oban Newsletter

BID4Oban Ltd

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Caledonian Sleeper Breakfast Meeting

The Caledonian Sleeper will travel between London and Oban instead of Fort William for three weekends in February 2016 due to planned engineering works. The Argyll and Bute resort town will replace Fort William as the final stop on the West Highland Line, which links London with the west coast of Scotland, on the weekends of 12/14, 19/21 and 26/28 February 2016. Caledonian Sleeper's management took the decision to extend the route to Oban during the planned engineering works to test customer appetite as they consider plans for potential route expansion in the future.

Peter Strachan, managing director of the Caledonian Sleeper, will be hosting a business breakfast to discuss this exciting opportunity and plans for the service going forward. Peter said "As we continue to progress our plans for the Caledonian Sleeper service over the next 15 years we are keen to explore the possibility of extending our route. While stopping in Oban is a short-term solution for a few weekends in February it will give us the chance to test the appetite locally."

This event has been organised with support from BID4Oban.

WHEN

Friday, 12 February 2016 from 08:30 to 10:00 (GMT)

WHERE

Argyllshire Gathering Halls. Breadalbane Street. Oban PA34 5NZ GB

If you wish to attend please use the following link,

<https://obanbusinessbreakfast2016.eventbrite.co.uk/>

Numbers are limited so please respond as soon as possible to guarantee your place

Digital Ambassador News

Happy New Year Everyone, a new year full of hope and promise and good things to come. It's hard to imagine at this time of year in this weather but Spring is on its way. Our Spotlight Businesses have been proving really popular and reaching audiences of 2 000 to 3 000, if you would like to be featured don't hesitate to contact me at the office and I'll be happy to visit, it only takes 15 minutes and can be arranged to suit you. I've also compiled a list of events taking place in the town this year and if you would like a copy it can be emailed or delivered so please just ask and keep an eye out on Facebook for the LoveOban Facebook page which will be taking over from MiLoveOban. If I can be of any help with your social media let me know and I'll be happy to help.

Love Oban Vouchers

This year has seen bumper sales of the vouchers in the run up to Christmas. As always thanks to Websters and The Sport Shop for their continued support of the vouchers and this year also the Oban Phoenix Cinema who now started selling the vouchers. Since the scheme began in January 2013 over £21,000 in vouchers have been sold. Obviously December is the busiest month and both Websters and The Sports Shop had significantly increased sales but the addition of the Cinema has meant a 53% increase in sales compared with last December.

World Host Training Day

Thursday 20th January saw the first World Host Training day in conjunction with Business Gateway. It is a gold standard customer service training, originally introduced in 1985. It is the programme used to train the Gamesmakers in 2012 and the Clydesiders in 2014 to great effect.

A total 9 people attended and here is some feedback

‘Initially I thought the training would be more towards restaurant staff, but it was interesting how much of the same skills are transferable to my job. I would say that anyone that has to deal the public should go on this course. Before this course I hadn’t really thought about how important dealing with customer issues effectively, not just on the day but also for the long term benefit of the business. Just need to convince my Dad to go now!’

Graeme Darling, Wynnes Butchers

‘As a business we invest a lot of time and money in staff training and development to ensure that our customers have a great experience when visiting our establishments. When Bid4Oban told us that in conjunction with Business Gateway they had organised a World Host Training day we were delighted. This was a great opportunity to help our staff improve customer service and communication skills, vital in any business not just hospitality. The feedback from the attendees has been positive, so thanks to Bid4Oban and Business Gateway for organising this and hopefully more of the same in the future.’

Alex Needham, The Waterfront

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