

# Business Development Graduate—UCP Project

## Classic Sailing— ‘hands on’ traditional sailing holidays

### Unlocking Cornish Potential—the benefits

UCP matches talented graduates (or those with similar level 5 qualification) with progressive Cornish companies to fuel creativity, competitiveness and economic prosperity in Cornwall. Graduates undertake specific projects identified as key to their company's growth and development, supported by a UCP project team and an experienced business mentor. See [www.unlockingcornishpotential.co.uk](http://www.unlockingcornishpotential.co.uk) for more of the benefits.

Classic Sailing has teamed up with Unlocking Cornish Potential to create a challenging business development post for a graduate to raise the profile of our Cornish sailing holidays and increase bookings for our traditional sailing voyages worldwide in locations as far afield as Antarctica and New Zealand. There is no requirement for you to be a Cornish graduate to apply for the project. If you are between jobs or are in a job but not using your degree to full potential then this is an excellent scheme to gain invaluable experience, new professional skills, a salary and make a difference to our business.

**Location:** Classic Sailing Office in Portscatho, Cornwall.

**Duration of the project:** 6 months (19th April to mid October 2010) with an option to extend a further 6 months.

**Salary proposed:** £16 000 pro rata

### Classic Sailing—What we do

Classic Sailing markets adventure sailing holidays, short themed breaks and sailing courses. The company's core product is, and has been from inception, our own wooden pilot cutter 'Eve of St Mawes.' Based in Cornwall, Eve offers about 40 voyages a year exploring Cornwall, Brittany and the Isles of Scilly.

The company is also a recognised RYA (Royal Yachting Association) Sailing School running both sailing and shore based courses. The sailing courses are unique in that they are taught on a traditionally rigged vessel with a bowsprit that is 51' overall and displaces 14 ton.

Classic Sailing also selects a small fleet of tall ships and traditional sailing vessels around the world to work with each year, these we call our sailing partners. They are in essence suppliers but can also be regarded as clients. The nature of the partnership varies from ship to ship but principally Classic Sailing acts as a booking agent and actively markets voyages on other operator's vessel. We select ships who have carved their own distinctive niche but share a similar ethos. i.e. hands on traditional sailing / unspoilt destinations / good food / safe operations / environmentally friendly and good customer care. Income is generated from commission rates. Our involvement with our 'sailing partners' is generally more than pure travel agent as we frequently work with them to create the best sailing holiday products, seize mutual marketing opportunities and iron out operational problems.

See our website [www.classic-sailing.co.uk](http://www.classic-sailing.co.uk)

### Project Context:

Classic Sailing has developed a reputation in the sailing industry as a company that has done much to raise the profile of traditional sailing as a holiday option. The company is regularly approached by classic boat and tall ship operators who want to use our marketing expertise to sell berths on their vessels and feature their specialist destinations or products on our website.

The website has been a major tool for over 13 years but as we move away from postal brochures and mailouts it has become of paramount importance in an increasingly competitive internet holiday market.

The two co-founders of the company have been by necessity 'jack of all trades' – sales & bookings / skippers / entrepreneurs / creative copywriters / PR / brochure and web designers/ social networkers, but the task of growing the business now needs a more structured approach, and the staff specialisms that can only come with more staff. Classic Sailing will be looking for potential business partners in the next few years as part of its succession plan.

The business is well established but needs better profit margins and a new drive for growth to expand the company well beyond a husband and wife team and seasonal staff. Business Plan aim no. 3 is to "prove that Classic Sailing is not a 'hobby business' but a sustainable, profit making Cornish Company that will continue to listen to customers and break new ground promoting wind powered holidays around the world."



## Personal skills:

New staff will need to understand the motives of traditional sailors and have considerable drive and creativity to develop the marketing.

Essential requirements	Desirable requirements
Degree or equivalent qualification	Preferred subjects but not exclusive:- business or business / marketing/media/ leisure & tourism/ graphics or design/ environmental/ marine biology / geography/ outdoor pursuits or marine leisure.
A passion for sailing and the sea	Experience and knowledge of traditional boats and tall ships. Happy to spend time at sea.
Good verbal and written communication skills	A flair for creative writing & travel journalism. Able to talk to journalists or sell a product or idea verbally to a customer or client
Interested in website marketing	Internet marketing experience. Awareness of social networking, ad words and e marketing
Computer literate	Interest in web design. Experience of , publisher, excel, databases
A green ethos	Interest in the environment and nature / sustainability and environmentally friendly travel & tourism
Flexibility & able to work in an environment where budgets are tight and priorities can change rapidly.	Experience of working on several projects at once.
Commercial awareness – can see opportunities and come up with creative ideas and problem solve.	Interest in running a small business.
Full driving licence	
Pleasant personality & good telephone manner	

## Project Aim:

### To increase the bookings and profitability of Classic Sailing

The project is initially for six months but will be appraised towards the end of the period and if successful will be extended for a further six months subject to the approval of the graduate, Classic Sailing and Unlocking Cornish Potential.

### Project Business Development Part A

#### Maximising Eve of St Mawes

The core profit centre for the business is Eve of St Mawes. Eve was very successful for a number of years with high capacity bookings and good repeat customers, but she has lost ground in the last 3 years and we wish to re invent our Cornish holidays so our 'flagship' can become a model for innovative holidays on traditional boats and an ambassador for sustainable green tourism. In particular Classic Sailing want to improve our market profile in the Cornwall activity holiday and short break market through marketing to new audiences UK and abroad / developing new holiday products with good PR angles and looking for mut

### Project Business Development Part B

#### The 'Port of Call' for marketing hands on traditional sailing holidays

Eve of St Mawes has a maximum capacity that once full has no further growth potential. Therefore to grow the business, without the large investment of a second boat, we need to market more successfully the voyages on the other vessels we promote. In terms of capacity the potential for this is huge and can easily be expanded.

All our sailing partners have there own web sites so Classic Sailing's marketing needs to be better than any one else's. The advantage we have is that the grouping of these vessels on one site should give us an advantage.

The graduate will spend a short time at sea to get an understanding of the products we market. . It will also enable them to develop ideas to encourage repeat bookings and create customer brand loyalty. There will be opportunities at a later stage of the project to sail again, if relevant, to (i) sound out any new ideas directly with customers, or help trial run any new holiday themes they feel could become a regular new product.

The graduate will work with Classic Sailing Directors and the UCP team to establish the best approaches to achieving these

# Business Development Project Scope

The first part of the project will be to identify the best areas to focus on to maximise business development for Classic Sailing. You will work with your external mentor to project plan your work and identify any experts you might need help from. These are only ideas and you will not be expected to develop all these areas !

## Project Business Development Part A

**Researching & Creating NEW Cornish holidays, mutual promotions with other Cornish businesses, or re branding existing Eve Voyages**

For example:

- Walking holiday & Sailing break combo
- Sailing & Yoga – Escape & refresh
- 3 day Holiday cottage plus 3 day voyage
- Learn about wooden boat building in Cornwall – with visits to boat builders by boat

**Developing our European reputation for sustainable sailing holidays with a difference**

- Nautisme Espace Atlantique EU Project
- Expanding Classic Sailing role as possible green business ambassador for Coast
- Developing & promoting the ultimate low carbon footprint Cornish holiday

**Raising the profile of our Cornish Sailing Holidays Abroad and new markets in the UK**

**Improving PR and increasing local recognition for green credentials & unusual Cornish holidays**

- Chasing grants or Initiatives that promote the company
- Win Awards

## Project Business Development Part B

**Attracting more foreign customers for all vessels**

- Taking advantage of weak £ pound and 2012 Olympics
- GAP year travel to UK
- European outdoor enthusiasts
- European website and / or Google ad words
- Travel exhibitions like Berlin travel show

**Improving Repeat customers & brand Loyalty**

- End of voyage packs
- Using customers to promote our business
- Cultivating repeat bookings - What's my next voyage ?

**Search Engine optimisation**

- Keyword research and monitoring
- Link building
- Web Page optimisations
- Keeping people on the web site longer
- Creating a buzz
- Social Networking: Twitter, Facebook, Flickr
- PR via the web
- Travel blogs
- Customer reviews
- GoogleAdwords
- Using GoogleAnalytics

