

Exchange of Good Practice

Workshop 28th October 2010—
Chester

Manage+ invited a representative of COLLABORS to deliver a workshop on the experiences and good practice that has been developed by the COLLABORS project in the field of developing and supporting clusters. This workshop was held in the Salt Works in Chester on the 28th October 2010 during the Manage+ project's transnational exchange visit—attended by all partners.

Market your neighbour as strongly as you market yourself

Andrew Gray explained that COLLABORS had adopted the philosophy of promoting the concept between enterprises engaged in cluster working to market each other. Manage+ partners added that this needed to be supported by key concepts such as TRUST—A VISION, KNOWLEDGE, QUALITY, RESPECT, COOPERATION and FUN.



CLUSTERING



DISCOVER



Top Tips

Trust and Ownership are key to forming and maintaining successful clusters

Know the other members in the cluster

Manage expectations

Ensure consistent delivery

Identify a motivator

All businesses have their own ambitions, visions and way of working—they are not all like a box of Ferrero Rocher.....



COLLABORS has focused on two types of clusters; Thematic and Geographical such as an angling (fishing) cluster in Cornwall and a hotel cluster in East Flanders—both thematic and Brecon Beacons Tourism and the 'Stay, Play and Eat somewhere Green' in South Kerry as a geographical cluster.



The principles of COLLABORS are based on:

- Diagnostic Review
- Code of Practice
- Understanding the market
- Creating Ambassadors



"One of our most successful ways to encourage other businesses to join a cluster is to identify ambassadors from the existing cluster that have 'fire in their belly'! They speak directly to other businesses and at events, promoting the benefits of cluster working. We could not do without them!"

Andrew Gray October 2010.

Setting up Sustainable Clusters —Case Study



Brecon Beacons Tourism (BBT) started with 12 people willing to set up a tourism trade organisation. Their membership has grown to over 150. BBT is now a limited company with representation from different sectors, i.e. activities, accommodation, food etc., and from different geographical areas. They offer to promote their members on their web site, arrange events, support them in achieving a recognised environmental standard and other training and provide many, many networking opportunities. There is a fee structure for these services which is based on the size and type of business joining.

They have included the key elements of the COLLABORS Code of Practice in their application form and it forms a key element of their constitution, i.e. Quality, Sustainability, Sense of Place and use of new technology!

COLLABORS promotes the use of a Code of Practice between enterprises to agree common standards of service and quality.

The quality of experience is fundamental to the success of any destination or tourism related business. In these industries a Code of Practice can be a powerful tool to bind consortia together and give assurances of consistent standards of service/products to customers.

Definition:- A Code of Practice (CoP) is a set of guidelines and /or regulations agreed and followed by members of a profession, trade, occupation, cluster or organisation.

A Code of Practice sets out guiding principles for all members to follow. These principles are decided by the members, which they are expected to all sign up to and practice. Members, customers and visitors must be assured that all members do their best to adhere to the values agreed. This requires a system of monitoring and validation.



We need a vision based on trust, respect and quality.

A respectful & reliable collaboration, sharing a vision, quality and knowledge

Cooperation will deliver income, based on trust, respect, knowledge and quality

Through trust & respect gain knowledge about each other to be able to cooperate for quality

Passionate people work with fun, knowledge and respect - together they realise their vision

Have a vision of cooperation through trust and knowledge to deliver quality services and have fun

Key FACTS

Sustaining interest and momentum requires new agendas and different venues for meetings, with people knowing you and trusting you.

Try promoting the concept of Random Acts of Kindness to instil confidence, trust and goodwill. If this is done willingly—it should be done without expecting a return—don't look in your rear view mirror for a reaction!



Cleanliness and Friendliness cost nothing but mean a lot!'

Quality standards are more and more being decided by us—the public, with the rise of social networking sites and travel booking sites such as Trip advisor—most complaints are about cleanliness and friendliness. These cost nothing to put right.

Note: Balance Sheet of expectations, businesses want results:

- Income
- Referrals
- Feedback
- New opportunities