

Dear All,

It's been a while since I did one of this. I will try and keep it brief, just wanted to share the following with you all as we look back at the first 6 months of the year and look forward to the rest of 2023.

Only 1 place to start – Iron Pit Woods Adventure! Finally, after years of planning and a lot of hard work by Jamie and the team we open tomorrow! Please make sure you like and share any of the posts here and that you take the time to make use of this wonderful new facility we can offer to the local area!

Heartbeat – Mixed performance, strong start to the year with record satisfaction scores, however we then saw it drop off as the year progressed. I cannot stress enough how important it is that our scores improve. Positive guest feedback leads to more revenue and better performance. Our 2 best scoring months this year were Jan and Feb, our best financial months? You guessed it Feb and March. It directly translates.

Talking about finances... After 6 months of the year, we find ourselves 68k above forecast revenue and just 10k back in bottom line profit. To budget we are further back but this is expected when the budget reflected IPW opening at Easter which obviously did not happen! More positively, compared to 2022 we have taken over 500k more this year and delivered 71k more profit.

We've seen some great wins on staff incentives, we continue to pay above our competitors and offer a wide range of benefits, something I am committed to continuing. As I have said, any suggestions there I am open to. Always. I would like to make a special shout out to Paul, Helena, Storm, Beata & Mirek who all went above and beyond in saving a guest's life. Outstanding and brilliant from all of them.

What's been good for me to see recently in the training session that have been going on is a bit more frank feedback in what you would like to see change. We are starting that process (much more will come). To ensure you all see what we say and share we have created a dedicated staff update and useful information website which can be accessed via the web or via QR code. Posters will be going up with all of this very soon but please feel free to check it out now – you will see this very update on there! At the staff committee meeting in August, I would like to further expand this with what you find useful there. Please let your rep or any HOD or my directly know and we can add this.

<https://hicolorby.com/staff-updates>



What's coming up? Staff committee meeting, more training with our external training provider, xmas brochure out very soon, lobby toilets being renovated, new staff communications approach and more! As I have said in the training sessions, I have attended in the past few weeks you all play your part. Thank you for everything you continue to do to make this the best place to work, rest and play!

I'll leave it there, keep doing what you do and thank you! And good luck to Jamie and the team for the opening tomorrow!