



Leadership and Management  
Advisory Service in the South

**TOURISM**  
**SOUTH EAST**

**Skills**  
**Funding**  
**Agency**

## Leadership and Management Grants

**Up to £1,000 in funding available to owner managers and senior leaders of tourism and service sector businesses to help pay for tailored management training** – you pay 50% and claim 50% back (excluding VAT) up to the maximum amount of £1,000 and available to all sizes of business, including start ups.

This means:

- If the training programme costs £1,000 + VAT, you can claim back £500.
- If the training programme costs £2,500 + VAT, you can claim back £1000.

Through the Leadership and Management Advisory Service senior leaders and owner managers of tourism and service sector businesses/social enterprises who have plans and potential to achieve high growth can tap into this funding as a way of developing their leadership and management skills.

## What training is available through Tourism South East?

We offer a range of specialist programmes which can be tailored to individual company needs and run on an open or in-house basis for small groups of managers from within the same organisation or association. Bespoke management courses can be put together – **please contact Gill Heighington on** or e-mail [gheighington@tourismse.com](mailto:gheighington@tourismse.com) for more information/to arrange a visit.

Course prices range from £99 per person or £999 for an in-house course – you pay 50% and claim 50% back up to £1,000.

## Selecting the Team (one day)

Make sure you recruit, select and retain key staff and that they are equipped to deliver outstanding customer service that delivers tangible business results.

## Creating the Coaches (one day)

Develop effective coaching and mentoring skills that can be cascaded within your team at all levels so they become constantly focused on delivering service excellence.

## Lead, Motivate and Succeed (one day)

Designed for first-time managers, supervisors, owner/proprietors this course will provide you with the confidence and techniques to lead and manage teams effectively, improve performance and ultimately inspire world-class performance.



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## Training the Team (one day)

Create productive and effective communication processes within your teams through an increased knowledge of one-to-one and group training techniques.

## Welcome Management (one day)

An intensive and practical workshop, designed for senior managers and supervisors, which offers advice and guidance on how to develop and implement realistic and effective customer service strategies that have a significant impact on business standards with bottom line benefits.

## Eligibility Criteria

This offer is available to private sector businesses or social enterprises that:-

- Have fewer than 250 full time equivalent employees, and
- Have at least one employee in addition to the senior leader, and
- Have the potential for high or fast growth\*

**Owner Managers and Directors** within small and medium sized businesses (SME's),  
Established private sector SMEs (those trading for more than 12 months) with the potential to increase turnover or employment by 20% each year for three years.

Start ups (those trading for fewer than 12 months) with the potential to achieve a turnover of £500,000 within three years of starting trading.

(No public sector including organisations receiving at least 50% of their revenue as direct funding from public sector )

**Senior Managers** who report to owners or MDs of businesses with 10 or more staff

### Activities eligible for payment are defined as follows:

- i) Developing a highly effective personal leadership and management style (including strategic thinking; and effective communication)
- iii). Planning and developing an effective organisation and teams (including recruitment, selection, and departure; building and managing effective, creative and innovative teams; conveying vision and objective setting)
- iv) Leading and managing employee high performance (including employee motivation and commitment; delivering value; learning and development)
- v) Other proposed leadership and management development activity which supports the Senior Leader to fully engage and make full use of their workforce.



**The following activities are not eligible for funding:**

- i) Membership fees - for example, to join or renew membership of a professional or trade association
- iii) Statutory training – where it is a legislative requirement for a manager to have a particular management qualification
- iv) Mandatory training e.g. any CPD training, even if outside of the job holder’s existing CPD credits
- v) Technical training or training that does not support the Senior Leader to fully engage and make full use of their staff. The following list provides specific examples of excluded training but is not an exhaustive list: Health and Safety training, IT/Software training (such as Sage/CAD/Internet), marketing training, social media training, project management training (such as Prince 2), tendering/bid writing, any financial training.

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[www.tourismtrainingsoutheast.com](http://www.tourismtrainingsoutheast.com)

\*Skills South East will undertake an assessment to determine eligibility. All training must have started within 90 days of the grant being approved. All grants are exclusive of VAT and must be claimed within 90 days

