



Derry City and Strabane District Council

TOURISM, HOSPITALITY AND RETAIL SUPPORT PROGRAMME

What is the DCSDC Tourism Support Programme?

The tourism sector has been decimated by the effects of the global Covid 19 pandemic.

Delivered as part of the DCSDC Business Boost Programme, the Tourism Support Programme is a FREE programme aimed specifically at owner-managers of tourism-focused SMEs and micro enterprises who are seeking ways of consolidating and rebuilding their businesses in the coming months.

Whilst there is no 'magic wand' solution, the purpose of this new programme is to provide participants with the skills, the confidence and the contacts to maximise the probability that they can rally and bounce back from the impact of the pandemic.

What does the programme involve?

- 3 compulsory workshops aimed at laying a foundation for your online growth
 - Assessing the current position of your business – positives and the areas for improvement;
 - Enhancing your profile in the eyes of prospective customerseven when they are not buying;
 - Planning for the future – what now for your business?
- Access to bespoke one-to-one mentoring from an experienced consultant whose role will be to challenge you, to present new ideas to you and to help you to plan how you will ultimately kickstart your business as we emerge from the current adverse trading conditions.

Due to ongoing restrictions relating to travel and social interaction, all one to one mentoring will be provided virtually using Zoom software.

If you are not familiar with this software, a member of the Full Circle team can assist you to access and begin to use this.



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Who is eligible?

To be considered for a place, your Business must:

- Be based in the Derry City and Strabane District Council area;
- Be in the tourism, hospitality or retail sector;
- Employ less than 50 people;

Please note that if you have previously participated on the DCSDC Business Boost Programme, you may apply however the amount of mentoring support that you will be eligible to receive will be restricted to one day.

And participation is FREE?

Yes – the Programme is **100% free** to participants.

The Programme forms part of the DCSDC Business Boost Programme which is part-funded by Invest NI and the European Regional Development Fund under the Investment for Growth and Jobs Northern Ireland [2014 – 2020] Programme.

How long does the Programme last for?

The Programme will start in early June and will run until mid-August

So how do I apply?

To be considered for a place on the Programme, all you have to do is:

1. Email Jacqui at Full Circle – Jacqui@fullcircle.eu.com – and let her know that you wish to apply for a place on the Tourism, Hospitality and Retail Support Programme. Alternatively, please call her on 07885 443187.
2. Jacqui will then liaise directly with you to ensure that you are eligible to apply and to assess your priority support needs in this field.
3. Deadline for all expressions of interest in relation to this Programme is **Friday 5 June @ 13:00 – we encourage you to express your interest as soon as possible because we expect demand to be extremely high for places on this Programme.**



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