



Put yourself at the heart of your community!

How to win hearts

Julia Davies

Owner

The Cottage in the Wood
Hotel, Restaurant & Bar

Why be at the heart of your community?



The Cottage
IN THE WOOD

HOTEL - RESTAURANT - BAR

- PRIDE
- Show off your independence
- Increase restaurant & bar trade (esp group bookings)
- Lobby culture
- Room bookings from local companies
 - Corporate stays – great mid week fillers
 - Tourist attractions – recommending you as the place to stay
- Room referrals from local community

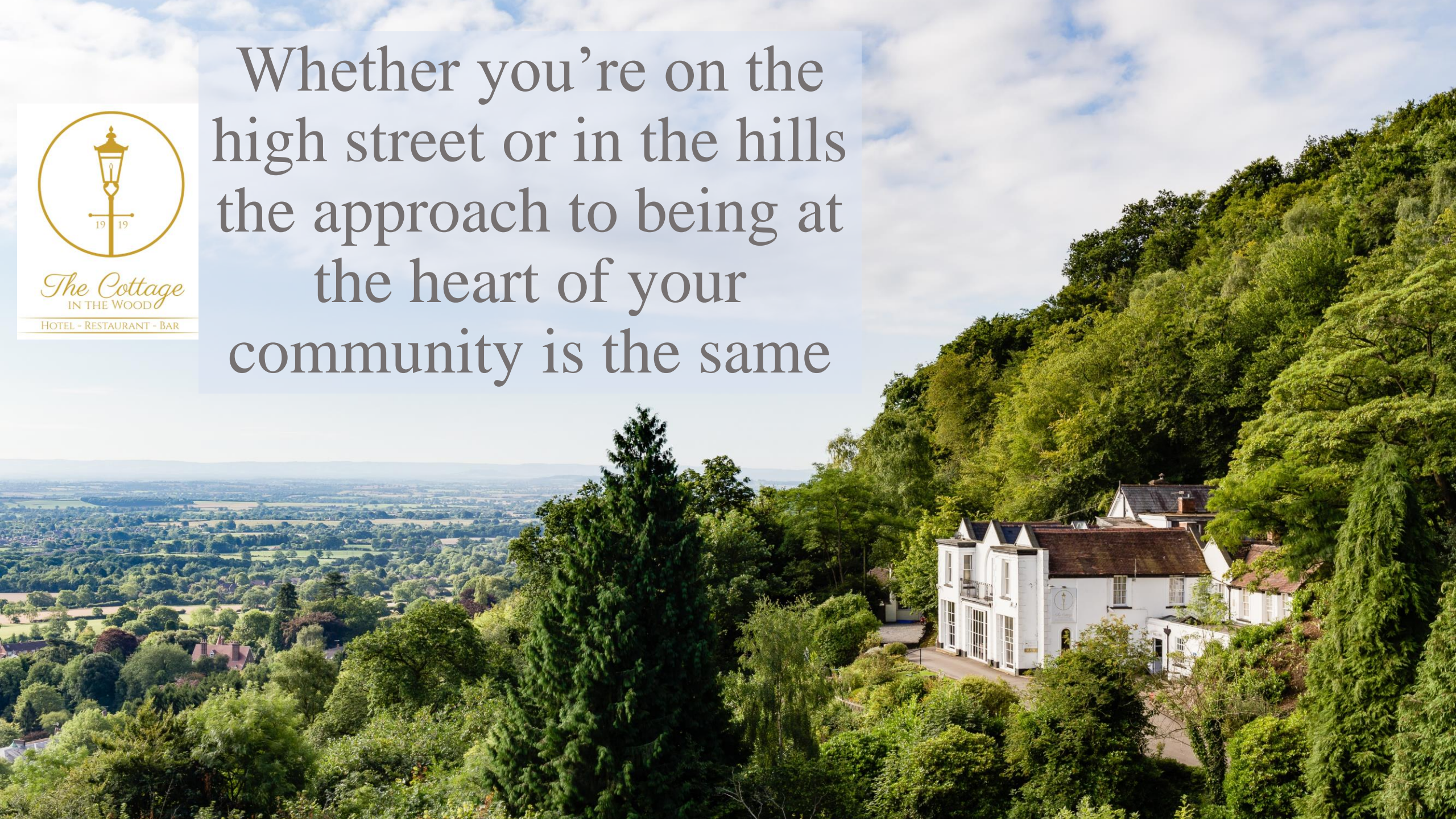
=> Making more money



The Cottage
IN THE WOOD

HOTEL - RESTAURANT - BAR

Whether you're on the
high street or in the hills
the approach to being at
the heart of your
community is the same



How to be at the heart of your community?



The Cottage
IN THE WOOD

HOTEL - RESTAURANT - BAR

COLLABORATION – both off and online

- Form partnerships
- Join local networking groups
- Social media – is there a ‘twitter hour’ in your area?

GENEROSITY

- Host events
- Support local businesses & events e.g. give raffle prizes
- Give back – support local charities

=> Get out there & meet people

Why form partnerships?

- MARKETING - opportunity to sell to *their* clients
- Brand affiliation
- CREATE EXPERIENCES - making *your* offer look more interesting
- Cost savings
- Using the expertise of others

=> Making more money



Partnerships





The Cottage
IN THE WOOD

HOTEL - RESTAURANT - BAR



**EASTNOR
EXPLORER**





MORGAN MOTOR COMPANY



The Cottage
IN THE WOOD

HOTEL - RESTAURANT - BAR



You are invited to our
Centenary celebration
1919 - 2019

COTSWOLD LIFE CHAMPAGNE
POL ROGER

— Estd 2014 —
COTSWOLDS
DISTILLERY
— —
outstanding natural spirits



BANK HOLIDAY SUNDAY
Afternoon tea special
28th May



AFTERNOON TEA
with
LOVELLS VINEYARD
ELGAR WINE TASTING
and
LIVE JAZZ



LIVE JAZZ
SUNDAYS

First Sunday of every month
3-5pm

ALL WELCOME



ELGAR'S BIRTHDAY CELEBRATION
Musical Afternoon Tea



CELEBRATE ELGAR'S BIRTHDAY
with musicians kindly provided by
MALVERN ST JAMES
GIRLS' SCHOOL
&
AFTERNOON TEA
at *1919 Restaurant*
Newly refurbished restaurant at
The Cottage in the Wood



20% of proceeds will go to Malvern St James Girls' School's chosen charity:
Malvern Special Families



We are delighted to be hosting

The Cottage Blooms
FLOWER WORKSHOPS

In partnership with



Supporting



Christmas Wreath Making

Community events

Give back

Partnership with local charities

Charity of the year
2019



WORCESTERSHIRE
COMMUNITY FOUNDATION


*Christmas carols at
The Cottage*

You are warmly invited to join us for Christmas Carols on

20th December 2018

Carols & cocktails: 6pm – 8pm

All profits from the Christmas Cocktail: Amaretto Fizz go to

**WORCESTERSHIRE
COMMUNITY FOUNDATION** 
MAKING A DIFFERENCE TO YOUR COMMUNITY

Amaretto Fizz minimum donation £8

Join The Hills singers,
Worcestershire Community Foundation,
owners Nick & Julia and all *The Cottage* team
for carols & cocktails.

We then invite you to book dinner in 1919 Restaurant. As we anticipate
this being popular we suggest pre-booking to avoid disappointment!

Please RSVP by 18th December 2018 on 01684 588860
or at reception@cottagethewood.co.uk

We look forward to seeing you.

The Cottage in the Wood, Malvern Wells, Worcestershire, WR14 4LG
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Thank you

Julia Davies