



# Polly Robinson

HOSPITALITY, FOOD & DRINK,  
TRAVEL & TOURISM,  
COACHING, MARKETING,  
BRANDING, COMMUNICATIONS

### Profile

Polly brings 20+ years of experience in marketing and communications to support small business leaders with a particular expertise in food & drink, hospitality, and travel & tourism sectors.

Polly works with small business leaders to help build business resilience, boost business performance and growth, strengthen your brand and build a customer centric marketing strategy, plan for the future of your business, and build leadership confidence and effectiveness.

Particular expertise in:  
Vision, purpose & brand;  
Customer-centric marketing;  
Communications including digital marketing.

### Qualifications and Experience

- 12 years marketing & branding consultancy to SMEs with a particular focus on food & drink and hospitality & travel sectors.
- Founder and Director of Food Safari 2008-13
- Enterprise Superstar - for the Eastern Enterprise Hub - 2012
- Post Graduate Certificate in Marketing, University of Westminster - 1998
- BA English Literature & Language, University of Newcastle-upon-Tyne - 1994

### Some of Polly's Projects

Client: Business School: Small Business Leadership Programme

Sector: SMEs Multiple Sectors

Specialism: Group Coaching

Brief:

- Facilitator/ coach for peer-to-peer workshops for SME business owners and leaders participating in a leadership programme led by the University of Leicester School of Business - developing the techniques and tools required to adapt to change, respond to opportunities and build a resilient and productive business.

### Outcomes:

- Business leaders developed an awareness of their own leadership style; how to develop their leadership skills and have a positive effect on the performance of their business.
- Leaders able to articulate their vision and values, consider the culture of their business, and assess the long term impact and sustainability of their business
- Business leaders identified key markets for their business, and considered their approach to creating customer demand and building customer relationships.

Client: Independent pub/restaurant with rooms  
Sector: Hospitality  
Specialism: Marketing & business growth

**Brief:**

- Support owners of an independent food-led pub with rooms to reinvigorate their business, to increase bookings for the restaurant and improve room occupancy.
- Support owners through pivoting the business when Covid-19 forced closure of their restaurant/hotel helping them to set up a brand new village shop and take-away meal service.

**Outcomes:**

- Room occupancy and restaurant bookings increased by 15% year on year
- Clearly defined brand values, USPs and what makes this business stand out from the competition, improving how this is communicated through website, newsletter, social media and PR.
- Temporary 'pop-up shop' and take-home meals service started in April 2020 lockdown has become a permanent fixture that will continue even when the restaurant reopens.

Client: Large fruit & vegetable farming business  
Sector: Food & Drink / Farming  
Specialism: Transform business from wholesale B2B to a consumer-focussed brand and customer-facing business

**Brief:**

- Wholesale fruit & vegetable farming business which lost all wholesale business as a result of the pandemic and wanted to start to sell direct to consumers for the first time.
- Build a brand and launch a fruit & veg box delivery service and online farmers market. Advise business owner on building a B2C business for the first time.

**Outcomes:**

- Supported business owner to build a business plan and marketing strategy around launching a new brand/business selling direct to customers
- Brand new business launched within two weeks. Developed brand purpose and values, advised on the development of a complex commerce website, CRM system and digital marketing programme.