



Case Study – Quality Programme



Nicola Liddiard – Brook Farm B&B in Woodchurch

Brook Farm is a 17th century listed house set in 5 acres of gardens and meadows with beautiful views and providing luxurious accommodation in a converted barn.

Nicola Liddiard had never been in the tourism industry before but had come to Kent for holidays several times which inspired her to set up her own B&B business.

She knew from the very start that she wanted to strive for quality and provide the best for her guests. So even before she had decided on a location she contacted the Visit Kent Quality Programme Advisor, Hilary Moger, whose knowledge and experience helped her identify what she needed to do to achieve her ambition.

The Quality Programme Advisor provided continued support throughout from the crucial planning process to the actual opening with Nicola achieving a fantastic 5 Star Silver rating from Visit Britain.

Through the development and opening of her own B&B Nicola has learnt that “You need to start with a clear goal but it also essential to seek and listen to

professional assistance at the right time as they can point you in the right direction.”

Nicola is in no doubt of the value of the grading scheme stating “Quality should be second to none, never compromised and is vital for my business. Returning guests come back because they have already experienced the quality we have to offer. However, new customers have to base their choice of accommodation on something that is measured, consistent and reliable, and having a quality star rating from the official Visit Britain organisation does this. It is also important to remember that quality goes across all aspects of a business”

Indeed customer service is central to all that Nicola does saying” It's what people remember, and the service you provide reflects on your business and any other organisation you represent. A good product alone will not guarantee return visitors, it's the customer service they receive that will determine whether they will tell others of their good experience and return back themselves.”

And the reward for all this hard work is a successful business with repeat customers. Nicola concludes “I never dreamt that guests would take the time to write thank you cards and even send flowers to thank us for making their stay so memorable. It makes all the hard work and commitment worth while.”

For more information about the Quality Programme, please contact:

Hilary Moger
Visit Kent Quality Programme Manager

Ashford Business Point,
Waterbrook Avenue,
Sevington,
Ashford,
Kent
TN24 OLH

Tel: 01233 503838
E-mail: hilary.moger@kent.gov.uk