

IMAGO
VENUES

Appointment of
Chief Executive



WELCOME

Imago Venues is proud to be one of the country's leading academic venues. Our distinctive brand combines Loughborough University's conference centres, hotels and event venues to provide a unique offer of high-quality conference facilities, accommodation and world leading sport performance and leisure facilities.

Our philosophy is to be the best that we can be and we are committed to excellence in all that we do. We are focused on delivering high quality services and meeting the needs of both our people and our customers. With excellent customer service at our core, we have achieved multiple awards in customer service, business tourism and people management.

During the Covid-19 pandemic, we have kept our flagship venue – Burleigh Court – open and have adapted our provision to deliver Covid-safe and secure hospitality to elite sports athletes and key worker training groups. Despite the crisis, we have also proudly added Loughborough University Nursery to our growing portfolio; a brilliant achievement that shows our strength in collaborative working and our determination to succeed. It is our philosophy, culture and spirit that has been the key to our success and resilience during these difficult times.

The combination of Loughborough's formidable sporting credentials and our reputation for excellent hospitality has given us an advantage during the Covid-19 pandemic and has provided a strong foundation on which we can build our business recovery. As we emerge, we will continue to embrace innovation and change. Our people know that small improvements can make a real difference to our success. This motivates us, keeps us on a path of continual improvement and ensures we unlock new value.

We have always been about investing in our people to make our business great, committing to excellence and telling our stories so that we connect and build trust with our customers. We never stand still. We strive to provide great venues that are fit for the future and we have never been afraid to innovate.

This is, and always has been, the Imago way!





OUR VENUES

Our venues bring over 100,000 guests to Loughborough and provide the best environment for communication and learning to flourish. We generate circa £11m in revenue and contribute £13m GVA to the local economy. Our growing portfolio attracts national and international attention and includes the following:

Burleigh Court Conference Centre and Hotel

Burleigh Court is our flagship venue and award-winning 4-star conference centre and hotel. It offers 24 well-equipped meeting rooms for 10 to 200 delegates, 185 en-suite bedrooms, 40 high quality lodge rooms as well as a leisure and therapy centre. We also have an extensive food and beverage offer and a team of passionate chefs who are proud to create exciting dishes with local produce.

Holywell Park Conference Centre

Our state-of-the-art day conference centre has a wide variety of flexible spaces and rooms for corporate events, business meetings and exclusive use hire. It provides 12 purpose-built training rooms and two spacious exhibition areas for up to 280 capacity. Holywell Park is a distraction-free environment in the inspiring setting of Loughborough University's Science and Enterprise Park.

The Link Hotel

The Link is Loughborough's premier 3-star hotel offering 94 spacious double en-suite bedrooms, a small gym, a relaxed bar and flexible meeting and banqueting spaces for up to 200 people. It is perfectly located just off J23 of the M1 and, with free parking and super-fast Wi-Fi it's a perfect venue for planned or ad-hoc meetings, weddings or special occasions.

Loughborough Campus

Loughborough Campus is one of the UK's largest and most extensive single site conference venues. Our 410-acre campus features over 75 state-of-the-art exhibition, meeting, and conference facilities for up to 2000 delegates, in addition to the world's number 1 sports facilities. We offer 175 bedrooms during Easter and up to 2500 in summer vacations, in addition to the 363 bedrooms available throughout the year at our other hotel properties.

Every year we host over 52,000 delegates from around the world; we service over 90,000 bedrooms; we serve over 200,000 meals; we take over £20 million in enquiries. We do this by putting our customers at the heart of everything we do and devise ways to connect, build trust and to solve their problems.

Elite Athlete Centre and Hotel

One of the newest additions to our portfolio provides a unique sports hotel that promotes high performance, tailored nutrition and the pursuit of excellence. We offer 44 en-suite twin bedrooms, 20 of which are specially designed altitude rooms allowing guests to sleep high and train low. This inspiring high-performance environment offers aspirational space for athletes, businesses and fitness enthusiasts to be the best they can be.

Loughborough University Nursery

Loughborough University Nursery offers a 102 place nursery for children 0-5 years for University staff, students and the local community. Our nursery has been providing children with a safe place for development, learning and play for over 35 years.

We believe that in every community there should be a service for children under five, which should honour the needs of young children, celebrate their existence and support their families. At the heart of high quality early years education is the ability to build a setting where children and adults have a sense of belonging, feel safe and secure, and have a desire to learn together.

Building a community of learners is at the heart of Loughborough University Nursery. We aim to ensure that children have space and support to learn, develop a culture of collaboration, remove barriers to success and focus on positive outcomes for children and their parents.



OUR HISTORY

We were founded in 1991 as Loughborough University's Short Course Centre, trading as Burleigh Court. Offering 24 meeting rooms and 85 bedrooms it was our first and only venue. The Imago brand name was only introduced in 2003, when we added Holywell Park Conference Centre and the Loughborough Campus to our brand portfolio.

We've gone through many changes since then, including an £8.5m refurbishment to expand Burleigh Court to 225 bedrooms and 26 meeting rooms. Since acquiring our Holywell Park Conference Centre from Advantica in 2003, we have invested over half a million pounds in the facility, turning it into an award-winning member of the Venues of Excellence group, bringing it on par with our flagship venue, Burleigh Court Conference Centre and Hotel. A result of our growth and success, in 2010 we also purchased the Quality Hotel in Loughborough, further expanding our portfolio to include a 94 bedroom 3-star hotel offering. Renaming it The Link Hotel, we quickly transformed this new venue into a now highly successful and well-regarded hotel.

Founded in 1908, Loughborough University has grown to become a top 10 university in all major league tables and the world number one for sports. At the heart of our Loughborough Campus offer sits an extensive

conference and accommodation provision, but the jewel in its crown is its world class sports facilities. It is this sporting legacy that has led us to pioneer our next exciting venture, a unique sports hotel providing world class facilities for elite athletes to be the best they can be. The Elite Athlete Centre and Hotel opened in November 2018.

This February, we officially added Loughborough University Nursery to our portfolio. Now a subsidiary company of Imago, the nursery provides a much needed and valued service for students, staff and the wider Loughborough community, offering children in its care a place to grow and develop.

Across the years, one thing that has underpinned all this growth is our commitment to providing excellent customer service. We see ourselves as more than just facilitators of a product, we create inspiring and outstanding experiences for our customers.

OUR COMMITMENT TO EXCELLENCE

We know that excellence is not being the best, it's about being the best you can be. Which is why our company vision is to be the preferred choice through consistent service excellence.

Our success depends on all our staff consistently delivering 'the best possible level of customer care'. Our customer service culture is underpinned by our vision, mission, core values and service standards.

Our Values

Inspire

We look for inspiration internally and externally to keep us innovative and forward thinking.

Engage

We want all our staff to feel passionate, motivated and committed to working for Imago, so everyone gives their best each day and is committed to our goals and values.

Create

We are creative in how we develop our staff and business so that we can embrace change and continually evolve.

Focus

We focus on providing a high-quality service, anticipating, and responding to our customers' needs.

Passion

We are passionate about delivering the best service to our customers and taking pride in everything we do.

Celebrate

We are proud to celebrate our diversity, our individual strengths, and our team successes.

Our People

Our business is our people and we firmly believe our successes are the combined efforts of each individual. All our venues are in one central location, meaning the events we host often span our full portfolio. With our seamless 'one-team' culture that extends across the company, we are able to deliver experiences that exceed our customers' expectations.

We equip our staff to be the best they can be. Our commitment to their personal and professional development makes us strong and ultimately ensures we provide the best service to our guests. That's why we have staff retention rates significantly above the industry average and is why we see so many talented people come up through the ranks.

We've spent 12 months developing our 'Imago Learning Academy' – a programme of continual learning that embeds a strong customer service and sales culture across the business and gives our people the tools to be excellent in their work.

We are very proud holders of the Investors in People Platinum Award – one of only 2% worldwide to be recognised at this level.

Our Partners

Loughborough University

As a wholly owned subsidiary company, we are proud to be part of one of the country's leading universities. Loughborough University has an international reputation for research that matters, excellence in teaching, strong links with industry, and unrivalled achievement in sport and its underpinning academic disciplines.

Our membership of the following industry bodies and associations ensure we remain current and at the forefront of our industry.

Venues of Excellence

Burleigh Court, Holywell Park and the Elite Athlete Centre are proud members of Venues of Excellence, a leading collection of exceptional venues delivering excellence in conferences, training and events. They represent specialist venues at the top end of the meetings sector, providing excellent quality events in a dedicated environment at all-inclusive rates.

Meetings Industry Association (MIA)

We are long-term members of the MIA, a principal association supporting and growing the meetings and events industry in the UK and the keeper of AIM, the UK's only recognised quality standard for the meetings industry. The MIA support us with research and training and, through a multitude of networking opportunities, they help us to grow and strengthen our business.

Burleigh Court and Holywell Park are proud to be 'AIM Gold' accredited venues.

HBAA

The HBAA is a trade association for the hotel booking agency, apartment and venue community. Its purpose is to drive, promote and model good business between its members. It champions best practice, ethical working, and sound commercial judgement, making HBAA membership a mark of quality assurance for our sector.



OUR ACHIEVEMENTS

AIM Gold

We are proud to have been an AIM Gold Venue since 2015. AIM is the meetings industry recognised mark of excellence which demonstrates clearly to our customers that we are compliant, capable and competent.

Quality in Tourism

The VisitEngland Quality in Tourism Award is a nationally recognised commitment to quality. We are proud to have consistently achieved the silver award for a four-star hotel, scoring 100% for hospitality.

Green Tourism Gold

We are on a constant drive to encourage a strong green ethos and to improve, not just maintain our systems. That's why we are committed to our Green Tourism journey and are very proud to have retained our Gold status of "Inspirational and Outstanding".

Mobility 3

We are proud that Burleigh Court is one of only 9 hotels in the UK to have the Mobility 3 accreditation, making it one of the most accessible venues in the country. Being accessible to all is something we consider to be a key part in developing and enhancing our people and customer service culture.

Our Governance

Imago @ Loughborough Ltd, trading as Imago Venues is a wholly owned subsidiary company of Loughborough University. We are governed by a board of directors consisting of representatives from the University and across industry.

OUR SUCCESSES AND SILVERWARE



INVESTORS
IN PEOPLE | Platinum
Until 2022



BEST ACADEMIC VENUE
NATIONAL VENUE AWARDS
(GLOBAL CONFERENCE
NETWORK)

-

TRIPADVISOR CERTIFICATE
OF EXCELLENCE
BURLEIGH COURT CONFERENCE
CENTRE AND HOTEL
& THE LINK HOTEL

-

HOTEL OF THE YEAR
BURLEIGH COURT CONFERENCE
CENTRE AND HOTEL
NATIONAL HOTEL AWARDS,
LEICESTERSHIRE REGION GOLD

BEST ACADEMIC VENUE
ACADEMIC VENUE
AWARDS
(MASH MEDIA)

-

BEST TRAINING VENUE
HOLYWELL PARK
ACADEMIC VENUE
AWARDS
(MASH MEDIA)

-

BEST RESIDENTIAL VENUE
BURLEIGH COURT
ACADEMIC VENUE
AWARDS
(MASH MEDIA)

MOST INNOVATIVE
BUSINESS PARTNER
LEICESTERSHIRE BUSINESS
TOURISM AWARDS

-

BEST TEAM
HOLYWELL PARK
CONFERENCE CENTRE
LEICESTERSHIRE
TOURISM AWARDS

-

BEST TEAM
THE LINK HOTEL
LEICESTERSHIRE
TOURISM AWARDS

BEST UK MANAGEMENT
TRAINING CENTRE
M&IT INDUSTRY
AWARDS

-

BEST CONFERENCE
& BANQUETING STAFF
M&IT INDUSTRY
AWARDS

-

BEST ACADEMIC VENUE
M&IT INDUSTRY
AWARDS

-

ACCESS EXCELLENCE
M&IT INDUSTRY
AWARDS

THE ROLE

Job Title: Chief Executive Reports to: Chair, Imago

1. Principle accountabilities

- Organisational leadership
- Finance/commercial accountability
- Imago profile, community relationships and advocacy
- Operational planning and delivery
- Culture and engagement (including HR management and succession planning)

2. Job purpose

- Provide strategic oversight for Imago, clearly communicating the vision, mission and values, developing the strategic plan and annual business plan with the board of directors and ensuring all objectives are achieved.
- Develop and deliver on the company's strategic plan in the most effective and efficient manner.
- Accountable for the overall performance of the company and for the day-to-day running and management of the company's business, under delegated authority from the Board.
- Take a leadership role in establishing or developing the company's culture and values.
- Take a leadership role in effective, strategic, functional and commercial partnership management, especially with Loughborough Sport.
- Ensure that there is a fit between strategy and culture, and the company's processes and structure.
- Develop and implement a risk management plan.
- Ensure appropriate audit protocols and procedures are in place.
- Responsible for achieving all budgetary targets (turnover of c£11m), planning for and ensuring sufficient financial investment to meet short- and long-term objectives.
- Responsible for a team of 200+ staff across hotels, conference centres and a nursery.
- Ensure high levels of staff motivation, engagement, competence and customer service, which achieves consistently high levels of customer satisfaction.
- Ensure effective people strategies are in place which includes succession planning through internal promotion, training and development, recruitment and selection.

- Ensure the Imago Venues brand is reflective of the culture and drives success both internally and externally.
- Responsible for all health, safety and legal compliance and working with the Board to fulfil its governance responsibilities.
- Responsible for representing Imago externally on the national stage.
- Have a strong understanding of the competition, Imago's strengths and weaknesses and innovation in the marketplace to be able to guide the company through various external demands and pressures.
- Build strong relations and work well across University functions and departments and the university sector more generally. This includes a specific key stakeholder group around Loughborough Sport.
- Keep up to date with developments in the hospitality industry and the higher education sector.
- Ensure a robust plan for corporate social responsibility is in place.

Personal Specification

- Degree level education or equivalent sector specific experience.
- Extensive experience either as a General Manager or Operations Manager/Director in hotel Conference/Events or Commercially led complex hospitality business.
- Experience of managing all operational departments including: F&B, Rooms, Sales, Events, Kitchen and Spa.
- Experience of managing and delivering complex budgets.
- Demonstrate flexibility and tolerance in a changeable environment. Determine strategies to move the organisation forward, set goals, create and implement action plans and evaluate the process and results.
- Assess options and actions based on trends and conditions in the environment, and the vision and values of the organisation and use to determine strategic direction.
- Understand ethical behaviour and business practices, and ensure that own and others behaviour is consistent with these standards and aligns with the values of Imago.

- Strong interpersonal skills to be able to navigate various stakeholders with differing views.
- Understanding of, or willingness to learn, about Early Years Nursery operations.
- Strong understanding of the current climate within the industry including trends and challenges and creative ideas to respond to or maximise these.
- A proven background in improving and maintaining high standards of customer service and high staff engagement.
- Be an excellent and inspiring communicator across all levels and understanding of building a strong brand.
- Negotiation skills to be able to secure the best outcome for the company and consequently the University.
- Advanced level of written, verbal skills.
- Experience of leading and inspiring a team to create unforgettable guest and customer experiences.
- Passion for aspects of Imago and its key business areas, including hotel operations, conference facilities, sporting links and early years commercial operations.

Points to note

- Due to the nature of the role, flexibility is a key requirement. The role will involve working some weekends and evenings in order to fulfil business development and customer requirements.
- All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the company's Health, Safety and Environmental Policies and Procedures.
- All duties must be carried out in a manner that supports the company's commitment to equality and diversity.
- The purpose of the job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

The above is designed to help you in the understanding of the role and is not intended to be a definitive list of the duties as flexibility in meeting the company's needs is required by all employees.

For more information

Imago Ltd have engaged the services of Loughborough University to support this appointment. For more information, please contact:

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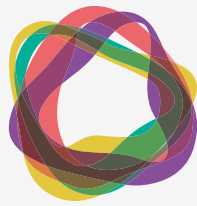
To apply

To apply for this exciting role, please complete an application form and submit your CV via this link:
lboro.ac.uk/imago-chief-executive

The closing date for applications is the 14 March 2021

Interviews

Longlisted candidates will be invited to first round interviews at the end of March, and those shortlisted, will be invited to tour the facilities and have final interview in mid April.



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