



1

LIGHTPORT

For three nights in **February**, Lord Street will be transformed into a **world of rainbows**.

CRISTAL PALACE

Easter weekend - Lord Street will be transformed into an open-air ballroom with **French theatre company Transe Express** performing underneath a 15m wide chandelier stage.

BIG TOP FESTIVAL

May Bank Holiday - some of the world's leading **modern circus performers** join the best of British to transform the town into a **giant big top**!

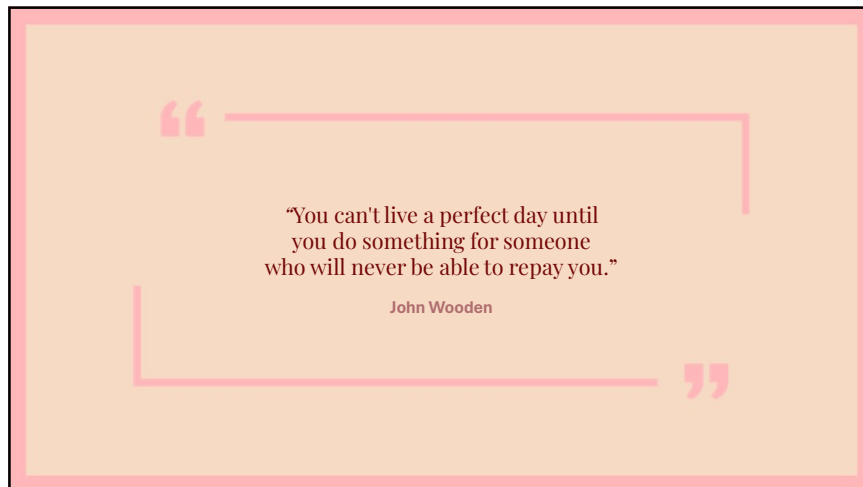
NEXT YEAR IS GOING TO BE HUGE

Summer '26 - The **Food & Drink Festival**, The **Air Show**, The Southport **Flower Show** and The **British Musical Firework Championship** are all returning.

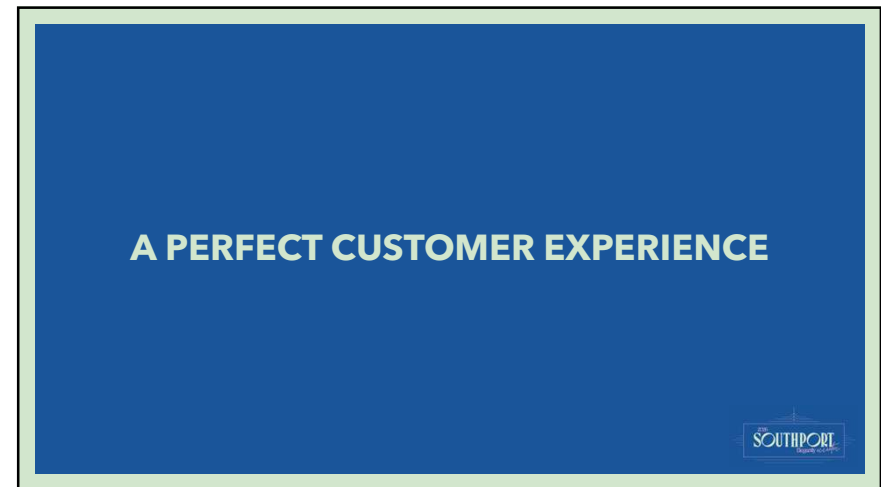
BOOKS ALIVE

October '26 - What would a book festival look like if it was designed by a kid? **Books Alive** is a celebration of books, stories and reading unlike any other.

2



3



4

CLEANLINESS

everything matters

OUTSIDE & ENTRANCE

pavement, furniture, windows, mat & all surrounds

THE RESTAURANT, SHOP OR VENUE

tables, chairs, floors, counter, display & light fittings

TEAM APPEARANCE

clean, pressed clothes - neat, tidy and reassuring

TILL AREA

pricing, displays and shelves

PUBLIC SPACES

toilets, mirrors, ledges - anything visible to the customer



5

FOOD & DRINK

reassuring

PERFECT TEMPERATURE

hot food hot, cold drinks cold

BEAUTIFULLY PRESENTED

prepared with love

GOOD PORTION SIZE

great value for money

REASSURING QUALITY

taste, freshness, flavour and seasoning

GREAT TIMING

appropriate for level of business



6

ATMOSPHERE

considered

WELCOMING

great first impressions with appropriate music, lighting & temperature

OWNERSHIP

Obvious pride in appearance – furniture & displays neatly arranged, well-kept and cared for

GREAT SCENT

A pleasant scent with an absence of chemicals, smoke and beer

ATTENTION TO DETAIL

neat, tidy, stocked and available - everything in its place and ready to for action

LIVELY TEAM

great energy, from a positive team, letting their personality shine



7

SERVICE

brilliant at the basics

A GREAT GREETING

friendly, welcoming & approachable (even when under pressure)

PROFESSIONAL

knowledgeable, informative and helpful

ATTENTIVE

listens carefully, understands the importance of getting things right

AWARE

reads the situation - attentive not intrusive

GOOD TIMING

works with urgency - everything when you need it

AUTHENTIC

genuinely happy to help and happy to serve



8

HOSPITALITY
more than expected

INTERESTED
engaging with every customer, making them feel like regulars - even if they're not

PERSONALISE
taking time to make recommendations and suggestions to improve their experience

ANTICIPATION
reading the customer's minds - knowing what they want before the do!

FLEXIBLE
letting them know nothing is too much trouble

ABOVE & BEYOND
random acts of kindness - to make someone's day



9

“

“Business, like life, is all about how you make people feel. It's that simple, and it's that hard.”

”

Danny Meyer

10

F.E.A.S.T.
service with intention



11



F

FRIENDLY

“Greet every guest like a long-lost friend.”

F.E.A.S.T.

- A warm smile
- Great eye contact
- Open & relaxed body language
- Easy to approach and talk to
- Make people feel at ease

12



E

ENGAGE

“In business, trust is won or lost in the first 10 seconds.”

F.E.A.S.T.

- “Welcome, how are you today?”
- “Hi. How are you, are you visiting from out of town?”
- “Is this your first time in the area?”
- “So good to see you again.”

13



A

ASK

“Ask a couple of open-ended questions to get a feel for the customer's mood.”

F.E.A.S.T.

- “Do you have any questions?”
- “Would you like to sit in the window or further inside?”
- “Would you like any local knowledge or directions?”
- “Do you need any help?”

14



S

SUGGEST

“A casual, friendly & thoughtful way to improve the experience.”

F.E.A.S.T.

- “How about sharing a few plates so you get to taste more?”
- “How about a cheeky glass of wine with that?”
- “The portions are large, would you like to share?”
- “Maybe an Aperol Spritz as it's Friday?”

15



T

THANK

“Sincere appreciation, shows we value every customer, it drives loyalty and repeat business.”

F.E.A.S.T.

- “Thanks so much, your order will be out in no time.”
- “Thank you, enjoy your lunch.”
- “Thanks for visiting us, enjoy the rest of your time in the area.”
- “Thank you, it's been lovely meeting you.”

16

THEORIES OF HOSPITALITY



17

TAKING SERVICE TO THE NEXT LEVEL



Speak First	The first 10 seconds
The 5 Second Rule	The Rule of Three
The 10 foot rule	Empty Hands, Empty Head
Complimentary Service	Yes!

18

WHEN THINGS DON'T GO AS PLANNED



L E A R N

LISTEN EMPATHISE APOLOGISE REACT NOTIFY

"We are often judged by the way we handle a complaint,
rather than the complaint itself."

19

H.O.S.P.I.T.A.L.I.T.Y.

20



H

HOST
Host your customers as if you were hosting them at home.

H.O.S.P.I.T.A.L.I.T.Y.

21



O

OPPORTUNITY
Look for opportunities to make someone's day. Simple, random acts of kindness.

H.O.S.P.I.T.A.L.I.T.Y.

22

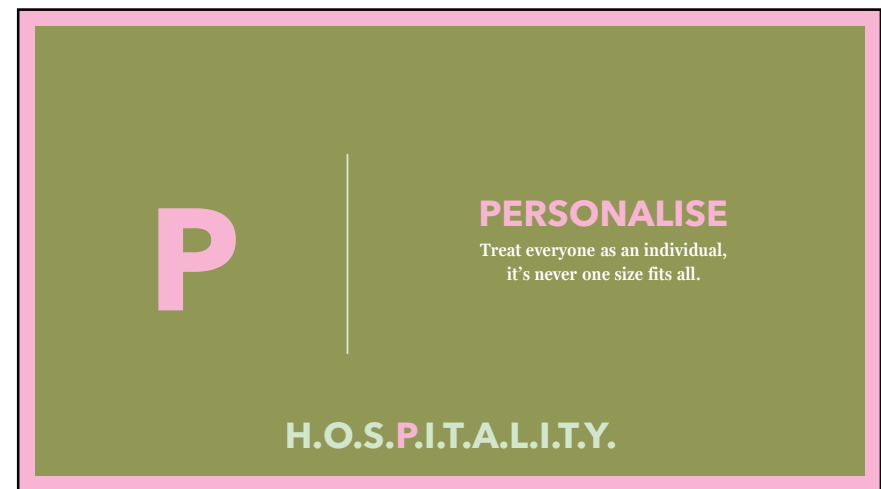


S

SELL
To sell is to serve and to serve is to sell. Making recommendations & suggestions shows your interest in improving the customer's experience.

H.O.S.P.I.T.A.L.I.T.Y.

23



P

PERSONALISE
Treat everyone as an individual, it's never one size fits all.

H.O.S.P.I.T.A.L.I.T.Y.

24

I

INTEGRITY
Doing the right thing,
even when no-ones watching.

H.O.S.P.I.T.A.L.I.T.Y.

25

T

TEAMWORK
It's a team event, just one person can let the
team down. A culture of hospitality requires
everyone's commitment.

H.O.S.P.I.T.A.L.I.T.Y.

26

A

ANTICIPATE
Reading the customer's mind
is the secret of great hospitality.

H.O.S.P.I.T.A.L.I.T.Y.

27

L

LISTEN
Always listen... When they arrive,
when they're approaching, when
they're ordering... always be listening.

H.O.S.P.I.T.A.L.I.T.Y.

28



I

INTEREST

The only way to provide next level customer service is to be interested in the customer's experience.

H.O.S.P.I.T.A.L.I.T.Y.

29



T

TIMELY

Working with urgency and purpose, because every second counts.

H.O.S.P.I.T.A.L.I.T.Y.

30



Y

YES

Finding ways to say 'Yes'. True hospitality means nothing is too much trouble. Where there's a will there's a way!

H.O.S.P.I.T.A.L.I.T.Y.

31



Thank you for coming...

SOUTHPORT
Hospitality 2026

Wishing you all, only success in 2026

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TRAINING

COACHING

MOTIVATION

10hospitality.com 10hospitality