



THE ROYAL YACHT BRITANNIA TRUST

Appointment of
CHIEF EXECUTIVE
April 2024 | Reference DBNRA

Saxton Bampfylde

CONTENTS

Page 3	Welcome
Page 4	About Us
Page 5	The Opportunity
Page 5	Person Specification
Page 8	Terms of Appointment
Page 8	How to Apply

WELCOME

Following 25 years at the helm, our founding Chief Executive, Bob Downie, will be retiring later this year.

We now seek an exceptional, commercially astute and inspirational leader to continue the Charity's success story and manage our two prestigious 5-star floating 'proper ties'.

This is also a wonderful opportunity to lead the outstanding teams that have made Britannia Tripadvisor's No.1 UK Attraction 2023, as well as our static sister ship, Fingal, being the AA's

'Hotel of the Year Scotland 2023/24'. In addition, we also have all three of the former Royal sailing yachts: Bloodhound, Bluebottle, and Coweslip in our care, as well as the former River Thames State Barge, Royal Nore - a unique collection, four of which are on the National Historic Ships Register.

Our success is founded on delivering great customer experiences and outstanding value for time and money. This has enabled our charity to be entirely self-financing without the

need for any external financial support and, in this respect, making us unique in the maritime heritage sector. It is, therefore, essential that you have extensive experience in leading great customer-focused and highly successful businesses, with a passion for coaching for excellence and a convivial and entrepreneurial 'can do' outlook on life.

Rear Admiral Neil Rankin CB CBE
Chairman of The Royal Yacht Britannia Trust (SC028070)

A better role in Scottish, or indeed UK, tourism is hard to imagine - leading the hugely talented teams that have made Britannia and Fingal such distinguished industry leaders - but without the stress and challenges normally associated with managing heritage attractions!

This is because we have a well-established 'No Excuses' philosophy; having the Right People, with the Right Equipment, Right Training, undertaking the Right Actions, at the Right Time. The perfect recipe for success.

There can be few things more rewarding than captaining a winning team and this is an outstanding opportunity to manage an exceptional business with great customers and talented, enthusiastic staff. A bonus of the anticipated timing of this orderly handover is that Britannia will be operating from a new, purpose-built Visitor Centre and state of the art Gift Shop, being undertaken as part of the forthcoming Ocean Terminal redevelopment.

Bob Downie
Chief Executive



ABOUT US

The Royal Yacht Britannia Trust purchased the former Royal Yacht twenty-five years ago and our charity's role is to maintain and display Britannia in a way that is consistent with her former role. Over this time, Britannia has become a market leader for quality in 5-star visitor attractions, having previously been Scotland's 'Best Visitor Attraction' for 14 years' running (VisitScotland), and regularly receiving 'Best in Class' recognition at the UK level. This success has enabled us to purchase and convert the former Northern Lighthouse Board tender, Fingal, into a luxury static floating hotel that has also won major UK awards for quality. Success does, indeed, breed success and this appointment affords the opportunity to develop the business even further.

With an annual turnover of over £14m, we employ approximately 210 employees across both ships. In 2023 Britannia welcomed over 361,000 visitors, representing a full post-covid recovery to 2019's levels.

Like many similar charities, we have a wholly-owned trading company, Royal Yacht Enterprises, which manages our phenomenally successful Gift Shop, Tearoom, high-end Evening Events, and Fingal.



Above: The Royal Yacht Britannia

Below: Fingal



THE OPPORTUNITY

The Chief Executive Officer (CEO) of the Royal Yacht Britannia plays a pivotal role in leading and managing all aspects of the prestigious vessel's operations. The CEO is responsible for overseeing strategic direction, financial stewardship, guest experience enhancement, and ensuring the vessel's adherence to the highest standards of excellence befitting its historical significance and royal heritage. This is an opportunity to lead an iconic institution with global renown. The successful candidate will bring a passion for excellence and will embody the yacht's outstanding history, tradition, and innovation, ensuring its continued success and legacy for generations to come.

PERSON SPECIFICATION

You will bring at least five years' experience at Chief Executive, Chief Operating Officer, or General Manager level, managing successful, high-quality and customer-focused businesses. There is no requirement for this to have been in tourism, hospitality or charitable businesses, as your ability to lead and inspire great teams is far more important than sector-specific experience.

Leadership & Strategic vision

- Provide visionary leadership in alignment with the yacht's historical legacy and contemporary relevance.
- Develop and implement strategic plans to advance the yacht's mission and objectives.
- Foster a culture of innovation, excellence, and continuous improvement throughout the organisation.

Operational excellence

- You will direct, lead, manage and coach for excellence in everything that we do

Stakeholder engagement.

- Cultivate and maintain strong relationships with stakeholders, including the Royal Collection Trust, the Association of Royal Yachtsmen, government officials and industry partners.
- Represent the yacht at public events, diplomatic functions, and promotional activities to enhance its profile and reputation.

Experience and Knowledge

- Strong proven leadership in a diverse cultural/creative organisation and similar complex context;
- Experience of operating in a sustainable business environment with demonstrable skills in financial management and negotiation, fundraising, balancing risk and managing significant budgets;
- Evidence of commitment to equality, diversity, representation and inclusion in the workplace;
- Understanding of the political dimension within which we operate, including decision-making processes of government, local authority, and the work of other strategic bodies; and
- Experience of venue management and capital development desirable.

Skills

- Strong leadership and interpersonal skills, with the ability to inspire and motivate large teams.
- Excellent stakeholder management skills
- Demonstrable integrity and respect for others, proven values-driven leadership style and ability to model our values in practice.
- Ability to think both strategically and pragmatically, to develop and implement vision, and to turn inspirations into reality, balancing cultural and financial objectives.
- Entrepreneurial flair and focus, sound judgement and decision-making skills.
- Ability to work successfully with the Chair and Board in a strong and collegial environment.
- Business skills and commercial acumen, continually striving to deliver the best service, and developing strategic partnerships locally and nationally.
- Ability to represent The Royal Yacht Britannia at the highest levels as an important organisation in Scotland, the UK and around the world.
- Strong communication skills, with the ability to collaborate and foster good relationships with a wide variety of people and organisations.

As Chief Executive, your role will have overall responsibility for everything that our Charity and its trading company does to advance our charitable objectives. To help you succeed we have the following departments, each led by a highly-experienced Director. Everyone who works on either ship is employed directly by us and no services contracted out; this helps create a great 'esprit de corps' – The Britannia Way!

Finance & IT

The unsung heroes in every organisation, preparing monthly management accounts, quarterly Board Reports, as well as supporting the trading departments and submitting all the statutory/regulatory information, paying everyone on time, managing our IT infrastructure, and a thousand and one other supporting tasks.

Hospitality

The biggest team of circa 100 staff, selling and managing Britannia's high-profile Evening Events (over 120 events per year), Royal Deck Tearoom (up to 550 daily covers in August), as well as our luxury 22-cabin floating hotel, Fingal. Too many roles to list individually but with the most important aspect being that they all work directly for us with nothing contracted out to service providers, giving greater ownership and quality standards that led to Fingal being awarded 'Hotel of the Year 2023' by Pride of Britain Hotels and AA 'Hotel of the Year Scotland 2023/24'.

Human Resources

Our smallest team, supporting the recruitment, training, development, and well-being of our great staff.

Maintenance

Led by our Naval Architect, we have a large multi-skilled team of deckhands, painters, plumbers, electricians, shipwrights, and small boat crew, who undertake the vast majority of maintenance works on both ships.

Marketing

We do virtually all our marketing and PR inhouse, as well as our social media presence and 'weekly snaps'.

Retail & Merchandise

Responsible for buying and selling all the great products available in our Gift Shop and onboard sweet shop, the latter still affectionally still known by its original name, 'The NAAFI'.

Visitor Experience

This team manages Britannia day visitor experience, with a Duty Manager overseeing a team of Visitor Assistants, Housekeepers, Janitorial services, Health & Safety, and 24hr Security, as well as managing our Green Tourism initiatives as part of our corporate social responsibility.





TERMS OF APPOINTMENT

Location: Leith, Scotland

Salary: Six figures plus bonus

Holiday Entitlement: 6.6 weeks' annual leave

Pension: 10% non-contributory employer only contribution with the option of another 10% on a matching 5% basis

HOW TO APPLY

Saxton Bampfylde Ltd is acting as an employment agency advisor to The Royal Yacht Britannia on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code DBNRA

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on 15th May 2024

