



# THE ROYAL YACHT BRITANNIA TRUST

APPLICANT INFORMATION PACK  
CHIEF EXECUTIVE

Following 25 years at the helm, our founding Chief Executive, Bob Downie, will be retiring at The Royal Yacht Britannia Trust's AGM on 3rd May 2024. 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 'properties'.

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 Royal 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

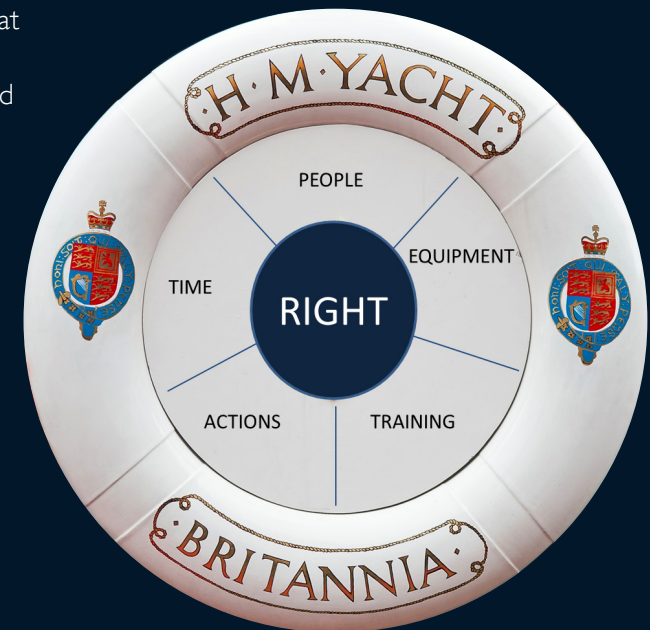
need for any external financial support and, in this respect, making us unique in the maritime heritage sector. It is, therefore, essential that you have extensive experience in leading great customer-focused and highly successful businesses, with a passion for coaching for excellence and a convivial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



## THE OPPORTUNITY

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 circa £12m, we employ approximately 210 employees across both ships. This year BRITANNIA is on course to welcome circa 350,000 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.

Your role will be to 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!

In alphabetical order, these dedicated teams are:



Above: The Royal Yacht Britannia

Below: Fingal





## 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'.

## HRD

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 known by its original name, 'The NAAFI'.

## Visitor Experience

This team manages BRITANNIA's 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.

## PREREQUISITES

To be considered for this outstanding role, it is likely that you will already have at least five years' experience at Chief Executive, Chief Operating Officer, or General Manager level, managing very successful and high-quality, 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.



## IN RETURN

- Thrive in a very successful organisation in which your leadership skills will shine
- A truly unique workplace and environment
- Warm and friendly colleagues
- The satisfaction of delivering great experiences to outstanding customers
- Entitlement to 6.6 weeks' annual leave
- Benefit from 10% employer only pension contributions
- Rewarded with a very competitive salary and associated benefits



## HOW TO APPLY

For further information or a confidential discussion, please email Jaclyn Needham: [applications@fwbparkbrown.com](mailto:applications@fwbparkbrown.com)

Or alternatively, you can contact the Edinburgh office by phone on +44 131 539 7087.