

**Case study for businesses and advisers:**  
**Welcoming visitors**

*The General Manager of a small restaurant serving international cuisine in the West End of London is looking for advice on how to bring in more tourists from around the world.*

**Prior discussion with business adviser**

1. Although London residents make up around half of their clientele, **business from overseas visitors** is very important too. They do attract a wide range of customers, given the variety of their international menu, but most diners are from Europe, Asia and the USA.
2. The restaurant owners and some of their staff (including the General Manager) are Portuguese, but they do employ a very **diverse workforce** – including Polish, Spanish, French and German waiting staff.
3. **Their menus are essentially in English**, although many of the dishes have local names which are translated. Signs are only in English. **They don't have a website** – he's not sure if they should set one up and if they did, which languages would they use?
4. He's thought that **a few phrases in certain languages might help the team to greet diners** and make them feel more welcome, and wants to know how he might go about getting them some suitable training.

**my business the team business support**

I want advice on languages and culture for:

Welcoming visitors

I want to learn how to communicate effectively with our multicultural workforce

I want to know more about language and cultural services

I want language training for my staff

I want cultural training for my staff

I want to recruit people with different language and cultural skills

I want to translate written information

I want to use an interpreter at meetings and events

I want my website to work better for people from other countries and cultures

I want to promote my business to people from other countries and cultures

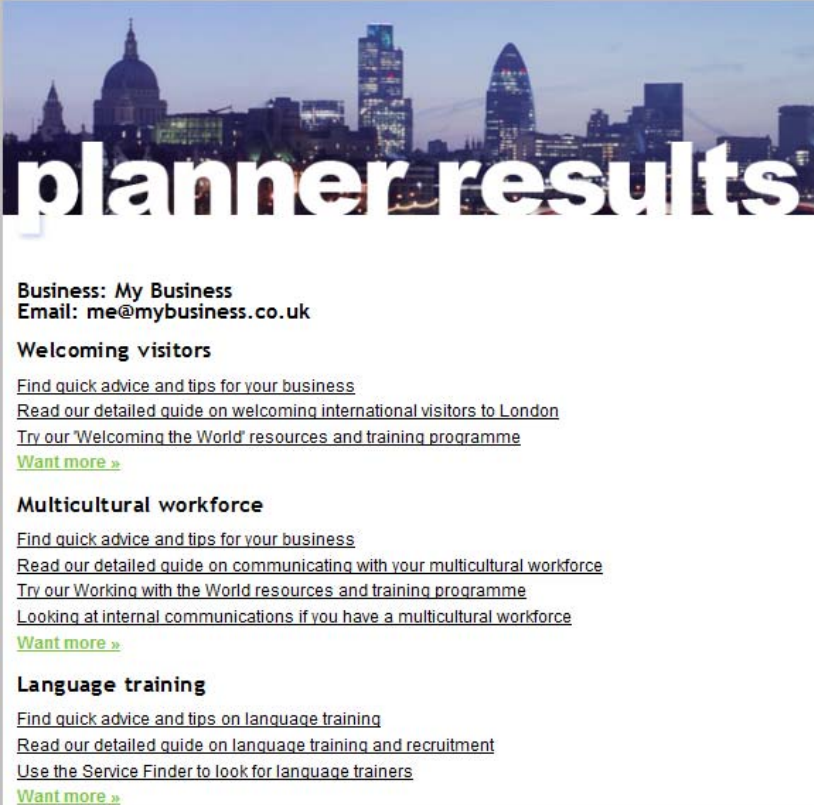
*An initial discussion with the adviser helps to draw out the key issues and questions*

## Results

The information and solutions highlighted above helped the client to answer questions in the Planner, and find a tailored range of advice, resources and case studies, which are highlighted below.

1. The business guide on [welcoming visitors](#) plus a range of [case studies](#) helped the General Manager to think about what can work for their kind of business. He's going to do some research into the languages that customers actually speak.
2. Having read advice on RLN London's website, he now realises that their [multicultural workforce](#) gives him a great starting point. He's thinking about giving staff badges which show their language skills, but he knows that in some instances their English needs improvement too.
3. Having thought more about [translation](#), he's going to contact a translation agency he looked up on the [Service Finder](#) that can work in several different languages to get the menu translated – again he feels this will appeal to the customer and suit the style of their restaurant. He's learned more about [using a website to promote the restaurant](#), but thinks that their actual shopfront and team is more important to focus on first of all.
4. He's sending team members to the [Welcoming the World training programme](#) run by RLN London – where they'll learn key phrases and develop the cultural understanding to deal with customers from different countries.

Our [Planner](#) takes the hard work out by pointing you to all of these resources and services. [Let's get started!](#)



**planner results**

**Business: My Business**  
Email: [me@mybusiness.co.uk](mailto:me@mybusiness.co.uk)

**Welcoming visitors**  
Find quick advice and tips for your business  
[Read our detailed guide on welcoming international visitors to London](#)  
[Try our 'Welcoming the World' resources and training programme](#)  
[Want more »](#)

**Multicultural workforce**  
Find quick advice and tips for your business  
[Read our detailed guide on communicating with your multicultural workforce](#)  
[Try our Working with the World resources and training programme](#)  
[Looking at internal communications if you have a multicultural workforce](#)  
[Want more »](#)

**Language training**  
Find quick advice and tips on language training  
[Read our detailed guide on language training and recruitment](#)  
[Use the Service Finder to look for language trainers](#)  
[Want more »](#)

The Planner highlights the most suitable resources and services