



Retail Academy Newsletter

STOP PRESS....

Heathrow wins Best Airport Shopping Award



Mr Edward Plaisted, Skytrax (left)
with Mr Brian Woodhead, Heathrow
Airport (right)

We are delighted to announce that London Heathrow Airport has been named as winner of the Best Airport Shopping award at the The Skytrax World Airport Awards 2010. Accepting the award at the ceremony in Brussels. Brian Woodhead, Retail Concessions Director of Heathrow Airport commented: *"We are committed to providing a world class shopping experience for our passengers at Heathrow and are continually looking at ways to enhance and improve our retail offering. It is fantastic that this hard work is being recognised by passengers across the globe and we look forward to raising the bar even higher over the next 12 months."*

Meet the new vocational assessors in our team

The personalities and the passion our team have for a job well done is a key part of the Retail Academy's success. We are delighted to welcome Naomi Agyemang and Ann Longman and think that you'll agree that their commitment to our programmes fit right in and will help us build on our achievements.

Naomi Agyemang has over twenty years of Retail Experience, with over twelve of those at Management level working for some of the most well recognised brands on the high street.

What you like about Heathrow and the Retail Academy?

I am very much a hands on individual who enjoys training, developing, and motivating an individual to achieve their desired goal/s and the Airport retail environment is a very exciting place to work.

I am constantly on the go and really enjoy the many different culturally diverse mix of people you meet on a daily basis.

This is my first time working with an organisation which utilises individual in-house training programmes and tailor-makes the qualifications in line with the national standards, so I think that is a very positive difference and valuable tool to work with. My role within the academy is really rewarding and I am hoping to raise awareness of the benefits of learning in the workplace and encourage all my learners to reach their potential.

Ann Longman's wide and varied career within the travel sector includes roles in retail and online travel and she has traveled to India to train a global team.



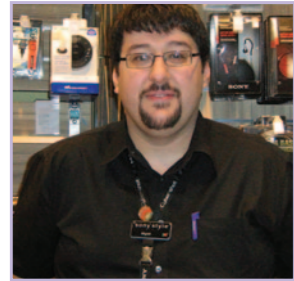
Naomi Agyemang (left) with Ann Longman

What value do you think qualifications bring to individuals and employers?

I have always been a great supporter of Vocational Qualifications and Apprenticeships. They have a positive impact as the learners receive training and development whilst completing a qualification that can be used across a number of industries and it is something that they can carry with them for life.

I love the dedication and commitment that the Retail Academy show for the training and development of the staff within the airport. Best of all is hearing the varied outlooks as learners respond to the programmes.

Stories of our success - talking to the people that make a difference



Miguel Moreira
Sony Style, Terminal 5

Miguel has enrolled for an Advanced Apprenticeship (level 3) - having successfully completed an Apprenticeship (level 2) in Retail skills.

Miguel has combined his passion for technology products with his interest in meeting and talking to new people to build a successful retail career at the Sony Style centre in Terminal 5.

Promoted to store supervisor whilst completing his Level 2 Apprenticeship, he is an excellent example of what a positive effect being involved in work-based training can have.

On top of his personal achievements, Miguel is a great ambassador for the Retail Academy programme. He was one of the first at Sony to sign up and has since gone on to encourage ten of his colleagues to enrol for various courses. Miguel advises that they will learn transferable skills and the programmes will help to improve overall aptitude and develop careers in the retail industry.



Aaron Joseph
Dixons, Terminal 1

Aaron is currently working towards his Apprenticeship (level 2) in Retail Skills.

Aaron is a shining example of how commitment to learning can fast-track you towards your career goals.

He was promoted to the sales floor from a start with Dixons in warehouse operations. After hearing about the Retail Academy courses available from associates, he was quick to sign-up for a Vocational Qualification. Recently, Aaron has won an in-store award 'PLAYERS PLAYER AWARD', which is colleague nominated for giving outstanding support - an excellent accolade to his team spirit.

Aaron wants to aim high and with the support from his mentor Darren, one day become a manager. He believes that the qualifications open up opportunities, especially as they are industry recognised. As he says "Go for it, you develop yourself for the future and it opens doors."



Emma Healey
L.K.Bennett, Terminal 1

Emma is currently working towards an Advanced Apprenticeship (level 3) after successfully completing an Apprenticeship (level 2).

Realising that gaining qualifications could help build confidence, Emma initially enrolled for a NVQ to develop personally, but quickly enjoyed benefits to her career path as well. After initially joining the Heathrow team at Hamley's, she moved to L.K.Bennett where she is now fulfilling her dream to work in fashion. Since completing her level 2 she has been given additional responsibility and is working on challenging projects with her mentor Christine.

She really enjoys gaining practical experience and earning an income whilst studying. Better still, there is a huge satisfaction from knowing she has helped a customer in finding what they need.

Emma has always been keen to learn and progress through the company and is utilising her acquired skills from her qualifications, which she hopes to take her towards management status in the future.



Recruitment solutions

The Retail Academy are pleased to offer a FREE recruitment service to Heathrow retail partners. We work in partnership with Urban Futures, with funding from the LDA (London Development Agency).

With a dedicated recruitment account manager within Urban Futures we attract and engage with the local workforce, suggesting retail and catering at Heathrow as a career opportunity to suitable candidates. By supporting this with a pre-employment training course we give candidates the opportunity to develop skills and ensure they are work ready. The course focuses on skills including customer service, health & safety, CV and interview techniques, airport familiarisation tours and ensures all information is gathered in order to apply for 5 year references and CRB checks.

This year is off to a flying start with over 50 local residents already securing jobs with our retailers. Many of Heathrow's partner brands have benefitted - from catering brands such as AMT Coffee, Dining Street and Caffe Nero - to a range of retail partners from Cath Kidston, Rituals and Longchamp to Nuance, Dixons and Sony. We have raised interview to offer rates, significantly reduced no show rates as well as increasing retention rates.

"We have found a better quality of candidate and we are able to interview them in a convenient and professional environment. They are all vetted before hand so we don't seem to get the no-shows that we did when we were arranging interviews ourselves. Much of the candidates details are also prepared before hand so are readily available to start chasing ID passes."
Jonathan Gelleburn, Airport Manager Heathrow & Stansted, The Nuance Group UK Ltd

"Aelia received a warm welcome from the Retail Academy. The members of staff are professional and always at hand to deal with any queries."

With the help from the Academy we were able to staff the Longchamp store in Terminal 1 for the opening in March. It was a tight schedule but with their help we were able to recruit the great team we have in place. We look forward to working with the Academy in the near future."

Sheila Riley, UK Human Resources Manager, The Aelia (UK) Group



The Retail Academy holds an annual graduation and awards ceremony. This is a prestigious event and involves all learners graduating from their programmes, mentors and employers. We celebrate those graduating from their Vocational Qualification or Apprenticeship and give special awards for individual learners or mentors who have excelled. Finally there is an employer of the year award for the most proactive and supportive employer. Don't forget to put the date in your diary Thursday 23rd September 2010 (evening event).

Mentoring opportunities

The role of the mentor is essential to the success and drive of the Apprenticeship programmes. All employees undertaking a Vocational Qualification / Apprenticeship must have a mentor assigned by their company who can coach and support them through their qualification. Being a mentor is the perfect way to develop your people skills in more detail and support others in developing themselves further at the same time. The mentor role has been in existence for many years now but 2009 saw the launch of mentor workshops.

This 3 hour workshop gives mentors a greater understanding of Vocational Qualifications / Apprenticeships and the way in which they are delivered on site at Heathrow. It gives mentors a good understanding of the expectations of their role by exploring the necessary skills and competencies required to mentor to the best of their ability.

The presentation given on Vocational Qualifications was excellent and extremely interesting. I learned a great deal and plan to follow the suggestions now and in the future. The materials distributed will be most helpful, and I look forward to sharing them with all store managers and will recommend Vocational Qualifications to them. Your presentation showed the importance of Vocational Qualifications, not only for learners, but also for us and our businesses.

Jon, Store Manager, Costa T1

The Retail Academy have accreditation as an NSA for retail skillshop, which means that all our programmes are endorsed with this kite mark. Mentors that attend the workshop receive a Heathrow Retail Academy / NSA accredited certificate.

If you are interested in becoming a mentor please speak to your manager and discuss this opportunity. The mentor workshops are delivered from the Heathrow Academy building every other month, please contact the Retail Academy for more details on retail_academy@baa.com quoting 'mentor workshops' in your subject header.



Vocational Qualifications

Vocational qualifications are changing to help you develop the skills your business needs. These new qualifications focus on Choice, Clarity & Confidence:

Choice:

- Qualifications built up from bite-size units
- Flexible training to fit business needs
- Employers benefit from improved retention rates & profitability

Clarity:

- Easy to understand and compare skills leading to career progression pathways
- Employers benefit from easier and effective succession planning

Confidence:

- Designed with employers
- Relevant to your daily business needs

Employers benefit from:

- In-house training linked to nationally recognised qualifications
- Motivated staff who reach their potential

To find out how these new vocational qualifications are right for your business, please contact the Retail Academy on retail_academy@baa.com or visit our website at heathrow.com/retailacademy



The Retail Academy has been awarded a "Big Tick" for its employability programme in Business in the Community's annual Awards for Excellence. Big Ticks are awarded to companies whose corporate responsibility programmes are having a significant positive impact on the business and society. The Retail Academy's application focused on HAL's work in helping local unemployed residents to access retail jobs at Heathrow and progress into further training.

This is the second time in three years that the Retail Academy has been awarded a Big Tick (in two different categories) and follows its 2008 success in being identified by Business in the Community as a National Example of Excellence.

Staff WorldPoints - The card that rewards you for shopping at the airport

Shopping and eating at the airport can be a great part of working at Heathrow. With a WorldPoints card, staff get even more, with exclusive offers from the shops and restaurants, especially for airport staff members.

We have exclusive staff pages on the website, so people with Airport ID can register to get access to exclusive perks, promotions, competitions and free prize draws as well as all the other WorldPoints benefits.

Staff can pick up a card at the airport and start earning points straight away or join at www.baaworldpoints.com



The Retail Trust



The Retail Trust Helpline 0808 801 0808 is a totally FREE confidential and independent service which is open 7 days a week. The helpline is available for you and your family. Their trained and sensitive in house team can give independent assistance and information on virtually any issue, query or problem and can advise of specialist organisations that can help you when you need it. All calls, emails and texts are treated in the strictest confidence.

You can access a range of services through our free and confidential Retail Trust Helpline including access to:

- | | | |
|---------------------------|--|------------------------------|
| <i>Counselling</i> | <i>ReWork - from redundancy to recruitment</i> | <i>Legal Advice</i> |
| <i>Debt Advice</i> | <i>Hardship Grants</i> | <i>Educational bursaries</i> |
| <i>Retirement housing</i> | <i>Volunteers</i> | |

Freephone: 0808 801 0808. Text: Helpline to 88010*. Email: helpline@retailtrust.org.uk

Opening hours: Mon-Fri: 9am -8pm, Sat-Sun: 9am - 1pm

*standard network rates apply

Funded by

**Skills
Funding
Agency**

The Learning and Skills Council (LSC) previously funded all Apprenticeships and Vocational Qualifications that were delivered by the Retail Academy. On 1st April 2010 the LSC closed and has been replaced by the Skills Funding Agency. The Skills Funding Agency is an agency of the Department for Business, Innovation and Skills (BIS). Their job is to fund and regulate adult FE and skills training in England. They are part of a network of organisations in the country who commission, manage and market training for adults.

General enquiries contact: Email: retail_academy@baa.com

heathrow.com/retailacademy

© Heathrow Airport Limited. 2010 CRH v1 04.10

Heathrow 
Making every journey better.

