

# Helping careers take off in the Heathrow retail community

Recruitment • Training • Development



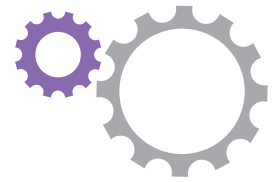
**Retail Academy**

**Heathrow**   
*Making every journey better.*



*“Credible, well-balanced training programmes are equally beneficial to staff and their employers. Staff motivated by excellent opportunities for career development are likely to perform better, and remain with a business as an appreciating asset.”*

John Holland-Kaye, Commercial Director of BAA



The Retail Academy provides recruitment and training solutions for Retail and Service brands at Heathrow.

Our programmes are designed to meet the needs of employers and employees, improving motivation and retaining staff by enhancing skills and knowledge.

The Retail Academy's role within the Heathrow Commercial Team is to support our business partners in making every journey better.

*"Heathrow is one of this country's most important assets, and its success is absolutely bound to the quality of talent working here."*

Colin Matthews, CEO of BAA

# History

BAA set up Heathrow's Retail Academy in 2004 to support our retail business partners who were facing severe challenges in recruiting and retaining people with the right skills – a challenge we knew would increase with the opening of Terminal 5 in 2008 and the continuing development of Heathrow. The Retail Academy not only supports our partners in their drive to improve retail sales through increased customer service standards, but also delivers the retail recruitment element of Heathrow's local labour strategy by enabling more local people to access long-term employment at Heathrow.

The concept behind the Retail Academy is simple: we can achieve far more by working together than alone. The Retail Academy brings together Heathrow, our retailers and a range of service providers, who include training and recruitment companies and local charities. It also provides Heathrow's retailers with a range of bespoke services to help attract, retain and develop staff.

By 2010 we placed over one thousand people into employment in retail and service positions at Heathrow. While over eight hundred people have gained skills with our intermediate apprenticeships, advanced apprenticeships and foundation degree (Level 5 Diploma in Management now replaces the Foundation Degree).

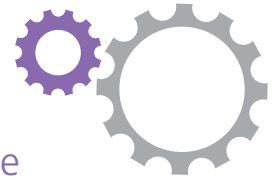
## Our Associates

Our team and its services are well recognised amongst the Heathrow retail community and key associates, such as Skills Funding Agency (SFA), National Skills Academy for Retail (NSA), awarding bodies, ILM and EDI, local councils and other government agencies.

### We have received numerous awards including:

- Business In The Community, Big Tick Award Winner 2011
- Business In The Community, Big Tick Award Winner 2010
- Awarded National Skills Academy for Retail status in 2009
- Business In The Community, Big Tick Award Winner 2008
- Business in The Community, National Example of Excellence Winner 2008
- LSC Apprenticeship Award, Highly Commended, Large Employer of the Year 2008

# Our local labour strategy



Airport employment is Heathrow's most tangible benefit to the local area. It also provides our retail business partners with an ideal opportunity to meet their social responsibility targets.

As an airport, we draw 45% of our staff from our five neighbouring boroughs. In retail, the figure is around 80%. When establishing the Retail Academy, we looked at the skills and employment situation across the five local boroughs and found that many areas close to Heathrow have low skills levels, relatively high levels of unemployment and low economic activity.

The Retail Academy's 'Routes to Work' programme gives our business partners the opportunity to support the Heathrow local labour strategy and access pre-screened, work-ready applicants.

Key benefits of this programme for employers include:

- *Stability and reliability of a local workforce*
- *Reputational advantages*
- *Confidence in accessing 'tomorrow's workforce'*



*The Retail Academy solution is to provide quality recruitment and training services.*



## Recruitment

*“ To date we have developed a fantastic relationship with the Retail Academy recruitment team who continue to provide us with outstanding candidates and deliver an invaluable recruitment service. The Retail Academy ensures all candidates have been prescreened and matched to the Travelex recruitment criteria, so that all candidates will drive sales and deliver customer service excellence. The service significantly reduces our recruitment administration work and enables us to concentrate on the candidates themselves. Working in collaboration with the Retail Academy allows us to offer formally recognised qualifications such as intermediate and advanced apprenticeships to our employees, which positively impacts on motivation and engagement”*

David Wright, Head of Operations, Travelex UK

## Recruitment

The recruitment side of the Retail Academy works with Hays Retail to provide specialist and managerial roles and the Retail Academy in house recruitment team provide recruitment services from entry level to supervisory level.



The recruitment specialists Hays Retail support retailers with recruitment needs, from supervisor level and above. They have been working closely with the Retail Academy since 2006 to support retailers with recruitment.

*Hays Retail offer retailers Heathrow preferential recruitment rates - which can be as much as 50% less than high-street rates.*



The Retail Academy recruitment team works with the local community to support local people back into work through a one-to-two week pre-employment 'Routes to Work' programme. This ensures that potential candidates already have the appropriate skills to qualify for positions at the airport.

*This service is free of charge and can support retailers with recruitment needs - from entry to supervisor level.*

*Negotiating huge financial and operational benefits for our business partners is an achievement that we are extremely proud of.*

# Training and Development

With funding through the Skills Funding Agency and part funded by the European Social Fund we can support employers by offering learning and development opportunities for staff. The Retail Academy annually trains over 150 learners at Heathrow.

Intermediate and Advanced Apprenticeships are nationally recognised training programmes, offering individuals the opportunity to develop further. The training is mainly delivered on the job, with minimal time away required.

We can offer Intermediate Apprenticeships, Advanced Apprenticeships and Level 5 Diploma in Management within the following areas:

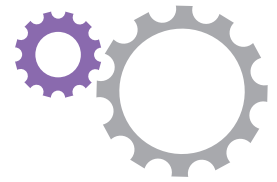


- *Retail Skills*
- *Customer Service*
- *Team Leading*
- *Business Administration*
- *Management*
- *Hospitality Services*
- *Warehouse and Storage*

Learners receive a valuable, nationally recognised qualification accredited by EDI or ILM. This enhances future career prospects, including internal promotion, while improving motivation and morale within the workplace.

*Heathrow Retail Academy is a founder member of the National Skills Academy for Retail; a Government backed network of training centres.*

*“Training is vital to the success of retail, and the Heathrow Retail Academy helps all employees and employers find the right training solution.” - Theo Paphitis*



*The Retail Academy's 2011 Ofsted report found that learners were "outstandingly enthusiastic" about their qualifications.*

This view is supported by the Retail Academy's annual learner surveys, which in 2010 indicated that 100% of learners would recommend their training programme to a friend or colleague, while 100% considered they were benefiting from their training, and 98% were committed to completing their qualification.

The Retail Academy holds the contracts with the funding agencies, so it's able to provide complete funded\* training programmes to employees.

## Level 5 Diploma in Management

In 2007 , the Retail Academy worked closely with Thames University to create a foundation degree in Retail Operations and People Management. As of 2011, two cohorts have successfully completed this. New in 2011, the Retail Academy are offering a Level 5 Diploma in Management to replace the foundation degree.

This qualification equips retail practitioners with skills for management roles that cope with the demands of constant changes in a fast-paced environment.

This one year course is offered on site in a way that enables students to work and learn in a unique way. Mode of delivery will be class room and 121 assessments.

Modules covered include; Develop and Evaluate Operational Plans, Provide Leadership and Direction, Plan Change, Work Productively with Colleagues and Stakeholders, as well as a choice of optional units which build on strategic development.

\* Subject to meeting government eligibility except the Level 5 Diploma.

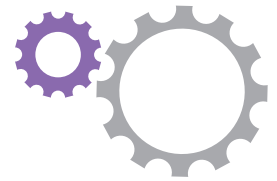


## Workplace learning

*“The Retail Academy have delivered structured, relevant, informative and results driven training to our teams. This has enabled individuals to develop and progress within the retail environment. As a Manager I believe that the training has improved motivation and loyalty and has had a positive impact on staff retention, as well as being a key tool in succession planning within our business.”*

- Louise Coleman - L.K.Bennett, Store Manager

# Stories of our success



## Dixons Travel

**Dixons Travel were awarded the Employer of the Year award 2010 for their most supportive attitude to learners.**

The company has actively worked with the Retail Academy to utilise its recruitment and training services, embedding this strategy within their business. Dixons Travel has committed to working with the Retail Academy with a clear 'Heathrow Customer Service vision' that provides testament to their hard work and dedication in developing their team.

*'Staff at the airport are our number one priority, and we're delighted that our commitment to developing our best resources has been noted. Better trained staff means better motivated employees, which ultimately delivers an improved customer experience.'*

Carl Cowling, Dixons Travel Airport Retail Director, Dixons Travel



## Travelex

**Travelex were runners-up for the Employer of the Year award 2010 thanks to their active engagement with the programme.**

Travelex actively used the Retail Academy recruitment and training services to embed their own STAR training programme within their business.

*'Working with the BAA Retail Academy has brought many benefits to our business, including a measurable improvement in customer service standards, validated through our external 'mystery shop' programme. It has increased support and training for employees in customer-facing roles, and also in the mentorship roles that provide additional opportunities for our experienced employees. All the training and vocational qualifications offered through the Retail Academy are closely aligned to our business and our role profiles, as well as our own internal standards and processes. Therefore they perfectly complement our own internal Learning and Development strategy and provision.'*

David Wright, Head of Operations, Travelex UK

Travelex find working in collaboration with the Retail Academy offers a formal, recognised qualifications to their employees, which positively impacts on motivation and engagement.

# Retail Academy

The Retail Academy has a dedicated team of Vocational Assessors and Recruitment specialists with in-depth knowledge of the airport environment. They are on hand to support Heathrow Retailers with up-skilling, succession planning and sourcing candidates.

## Contact:

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*Making every journey better.*



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