



Meet the winners



More successes



Retail Academy Newsletter



And the winners are...

All of the learners celebrated success in gaining Apprenticeships and National Vocational Qualifications in a variety of retail and customer service related subjects. Special awards were also recognised, find out more about some of our winners inside...

Plane sailing for 150 students

Heathrow Airport's Retail Academy has awarded its class of 2010 with 150 Apprenticeships and NVQs.

With the backing of the Skills Funding Agency, Heathrow's Retail Academy has provided hundreds of airport workers with vital skills and training. Over 150 retail and security workers have celebrated gaining Apprenticeships and NVQs in retail and customer service related subjects.

The fifth annual Retail Academy graduation was an exciting evening, attended by athlete Iwan Thomas MBE, the former European and Commonwealth Champion, World cup winner and current British record holder. For the past years Iwan has been carving out a successful TV career with appearances on a variety of shows and he made an inspiring speech at the awards, proving how far dedication and hard work can take a career.

The night was compered by Redd Pepper, one of the worlds most prolific voice actors. Discovered when making a tannoy announcement in his tube driver job, he has been heard around the globe on hundreds of movie trailers.

The evening was attended by many BAA managers, showing their support for the programme. Attendees included Colin Matthews, CEO of BAA, John Holland-Kaye, Commercial director, Heathrow Airport Ltd and Brian Woodhead, BAA Retail Concessions Director.

Learners:

Learner Special Recognition
Outstanding Commitment for Advanced Apprenticeship
Jolanta Zalanskaite **Nuance**

Learner Special Recognition
Outstanding Commitment for Apprenticeship
Tony Barry **Heathrow Express**

Learner Special Recognition
Outstanding Quality
Paul Yarrow **The Restaurant Group**

Learner Special Recognition
Overcoming Challenges
Malgorzata Carvalho **Marks & Spencer**

Mentor:
Most Supportive
Darren Elliott
Dixons Travel

Employer:
Employer of the Year
Dixons Travel

Employer of the Year
Runners Up
Travelex



Darren Elliott, Dixons Travel
and Iwan Thomas MBE

Heathrow Graduation and Award Ceremony a night to remember

Speaking at the event, Clare Arnold, director for the Skills Funding Agency, said:

"The Skills Funding Agency is proud to support Heathrow's Retail Academy, and the range of respected qualifications, including Apprenticeships, on offer at the airport. The offer of career development is central to staff retention - particularly important for companies today. The awards achieved by students at Heathrow will stand them in good stead not just for working at the airport but for years beyond."



Clare Arnold with Iwan Thomas MBE.

Colin Matthews,
CEO of BAA said:

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



Colin Matthews

"This graduation is a celebration of the outstanding achievements of a number of people across a range of organisations, each of whom will I am sure help make Heathrow better for passengers – today and in the future."

Meet some of the evenings award winners...

A glittering career

Jolanta Zalanskaite
Bulgari

Winner of a Learner
Special Recognition for
Outstanding Commitment



This is the second year in a row that Jolanta has won an award, last year for her apprenticeship and now again that she has progressed to an advanced apprenticeship. Her outstanding energy in engaging with the programme means that her success is certainly deserved.

Jolanta was promoted as a result of her dedication to her qualification and has taken on a new challenge of being a mentor.

On the fast track

Anthony Barry
Heathrow Express

Winner of a Learner
Special Recognition for
Outstanding Commitment



Tony stayed truly committed through his programme, always showing enthusiasm and strong customer service skills.

The passion and commitment that Tony showed lead to him completing his apprenticeship in Customer Service Level 2 with a distinction and has made him an ideal candidate to become a mentor for Heathrow Express and support new learners in the business.

An early riser

Malgorzata Carvalho
Marks & Spencer

Winner of a Learner
Special Recognition for
Overcoming Challenges



Malgorzata has a young family and handles their care alongside her role as an early shift supervisor. As well as this, she has undertaken a course in Team Leading, in order to progress towards her ambition for promotion.

Malgorzata is a true inspiration to others; she is always eager to learn and is receptive to constructive feedback.

A taste of triumph

Paul Yarrow
The Restaurant Group

Winner of a Learner
Special Recognition for
Outstanding Quality



The standard of Paul's work was exceptionally high consistently throughout the six months in which he completed his Team Leading Apprenticeship.

The great pride he has in his work shows exceptional self motivation and initiative making him a shining example to set the standards for learners to follow.

Employer of the year



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

Dixons Travel began working with the Retail Academy with a clear 'Heathrow Customer Service vision' they wanted to address. This includes core values such as;

"We understand that we are all equally important members within the Dixons Travel Team", and;

"We will show our customers the respect, honesty and professionalism that they deserve"

In doing so, they aim to deliver a first class service that exceeds their customer's expectations.

They have actively worked with the Retail Academy to utilise recruitment and training services to embed this within their business. They continue to work closely with the Retail Academy at present looking at team leader training.

They have been fantastic to work with and the Retail Academy are delighted to offer congratulations to the whole team.

Carl Cowling, the Dixons Travel's airport retail director said:

"We're thrilled to receive this prize. 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."

A rising STAR

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



Travelex began working with the Retail Academy with a clear vision they wanted to address. Using their STAR training programme as their goal they have actively utilised recruitment and training services to embed STAR within their business. They continue to work closely with the Retail Academy at present looking at new staff and management training.

"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 program, increased support and training for employees in customer facing roles and management roles as well as mentorship roles providing additional opportunities for our more experienced employees. All the training and vocational qualifications offered through the Academy are closely aligned to our business, our role profiles as well as our internal standards and processes and therefore perfectly complement our own internal L and D strategy and provision."

Working in collaboration with the Retail Academy allows us to offer formalised and recognised qualifications to our employees which positively impacts motivation and engagement."

David Wright, Head of Operations, Heathrow Airport.

Mentoring success

Darren Elliott
Dixons Travel
Winner of Mentor Special recognition – most supportive



Darren has really bought into the Vocational Training that is provided by the Retail Academy and participates with a very "hands-on" approach. He is always engaged in his staff progress reviews and regularly gives assessors feedback regarding learners' progress. He is keen to make an impact and encourages and motivates his learners throughout their qualifications.

Meet the Assessors



We would also like to say a huge 'thank you' to our assessor team, pictured above at the Graduation Ceremony.

Their dedication and support for the learners and employers at Heathrow really makes a difference.

The Retail Academy earns its wings



The Retail Academy has been awarded the Training Quality Standard in recognition of the high value teaching, training and development that it provides on behalf of retail employers at Heathrow.

The Training Quality Standard was created by the Learning and Skills Council (now the Skills Funding Agency) in 2007 to develop a new higher standard for the certification of training providers. Since its establishment it has received 540 applications for accreditations, but its rigorous approach means the Retail Academy is one of only 171 to have been approved.

Heathrow's continued development since the Retail Academy's formation in 2004 has increased the demand for high calibre retail staff, and employer surveys report that the Heathrow Retail Academy has been successful in meeting their organisational needs. It supports its partners to increase customer service standards, whilst enabling more local people to access sustainable employment at Heathrow.

Brian Woodhead, BAA Retail Concessions Director says:
"This is a great milestone for the Retail Academy at a time when employers are placing greater value on vocational skills."



"The Retail Academy ensures that a retail job becomes a sustainable career with progression opportunities. Motivated staff who feel valued are more likely to provide our passengers with better customer service and the offer of career development is central to staff retention."

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heathrow.com/retailacademy

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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 Retail Academy 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 155 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 Travel and Travelex We have raised interview to offer rates, significantly reduced no show rates as well as increasing retention rates.

"This year Travelex have been working with the Retail Academy to recruit new entrants into our business. The Retail Academy ensures that all candidates have been pre screened and matched to the Travelex recruitment criteria, so that all candidates will drive sales and deliver customer service excellence. 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. This service significantly reduces our recruitment administration work and enables us to concentrate on the candidates themselves, and, the ongoing success of Travelex."

David Wright, Head of Operations, Travelex

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Making every journey better.