

Training and Development Programmes



Guide for employers & mentors





Retail Skills

“Both staff and employers gain a considerable amount through structured, credible training programmes. Motivated staff who feel valued are more likely to provide better customer service; and the offer of career development is central to retaining good staff.”

John Holland-Kaye, Commercial Director of BAA

The Retail Academy is a recognised training provider offering both recruitment and training solutions for employees at the airport.



Intermediate and Advanced Apprenticeships within the work place are delivered through funding from the Skills Funding Agency (SFA) and part funded by the European Social Fund (ESF)

The dedicated Retail Academy team at Heathrow delivers quality training through tailored programmes, designed to enhance learners skills, improve knowledge and increase motivation.

Criteria

To qualify for Government funded training individuals must:

- Work more than 20 hours a week
- Not already be undertaking any form of Government funded education
- Not hold a degree or equivalent qualification in the UK or other Countries
- Meet the Government's residency eligibility requirements and have lived in the UK or EU for the last three years
- Have employer buy-in and support
- Have an assigned Mentor in place

Your Support

Employer's support is paramount to the success of the training programme. Each learner on the programme will need a Mentor (someone more senior in the business) to take an active interest, and participate in the development, learning and continued training of the employee. All mentors will be requested to attend a Mentor Training Workshop.

Key Benefits

Employer

- Improves staff retention, motivation and commitment
- Improves customer service levels and increases profits
- Reduces staff turnover

Employee

- Recognises hard work
- Rewards commitment
- Improves career prospects
- Works towards a nationally recognised qualification at work



Qualifications

We offer Intermediate and Advanced Apprenticeships, which are national awards based on competence, achieved through assessment and training in the work place.

Qualifications

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

Levels

- Intermediate (Level 2)
 - equivalent to 4-5 GCSEs at grades A-C
- Advanced (Level 3)
 - equivalent to 2 A Levels

Additional Support

- Literacy & numeracy support
- World Host training
- Bite-size workshops
- Mentor training workshops
- Bespoke Customer Service, Team Leading & Management workbook modules
- Account based Vocational Assessors
- Initial Assessment Specialist

Other qualifications are available – please ask your Retail Academy representative.

Apprenticeships are made up of three components: Vocational Qualifications, Key Skills and Technical Certificates, each focusing on different aspects of development.



Vocational Qualifications form part of an apprenticeship. They have been nationally developed and agreed by the industry.

They are based on standards of work performance and provide measures which indicate what a learner should be able to do, and how well they do it, in different situations and working conditions.

The employee will need to demonstrate that they can meet these standards through actual work performance.

Qualifications have been approved by the Qualification and Credit Framework and tailored to meet the learner's needs.

The Qualification and Credit Framework is a unified qualification framework underpinned by a system of credit accumulation and transfer. Every unit on the framework will have a credit value which is based on the notional learning hours for that specific unit. The QCF is designed to allow individual units or qualifications providing learners with the opportunity to accumulate credit at their own pace and use it to claim for a qualification when they are ready.

Key Skills are the skills which are most commonly needed to succeed in a range of activities at work and in everyday life.

In developing the key skills of Numeracy and Literacy, your learner will be able to adapt their skills confidently and effectively in different situations.

Key skills can be achieved at different levels depending on the qualification being taken; these also include Personal Thinking and Learning. Learners will be expected to sit and pass multiple choice tests.

Technical Certificates have been introduced into certain areas of Apprenticeship frameworks. They are vocationally related qualifications that assess the underpinning knowledge and understanding relevant to each learner's chosen vocational area.

There are three sizes of qualification in the QCF:

- Awards (1-12 credits)
- Certificate (13-36 credits)
- Diploma (37 credits)

The Retail Academy offers certificates and diplomas depending on the learners experience.



Customer Service

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

Programmes

The Retail Academy are able to design and deliver tailored programmes to meet organisations’ objectives in relation to staff development and business improvement.

Retail Skills

Retail focuses on delivering excellent customer service whilst understanding and making the most of every sale in the retail environment.

Units include:

- Work effectively in your retail team
- Maximise product sales in a retail environment
- Help customers choose products
- Put goods and materials into storage
- Display and replenish stock to promote sales

Length of Courses

Intermediate Apprenticeship (Level 2) ~ 9-12 months

Advanced Apprenticeship (Level 3) ~ 12-14 months

Customer Service

This programme has a focus on recognising the importance of supplying quality service when dealing with customers, developing and demonstrating that customer needs are effectively met.

Performance must be demonstrated to show:

- Preparing yourself to deliver good customer service
- Understanding the impact of customer care in your business
- Providing customer service within the rules
- Recognising and dealing with customer queries, requests and problems
- Going the extra mile in customer service

Team Leading

The team leading programme is an ideal starting point for supervisors /managers that have recently been promoted to a managerial position and have responsibility for managing team members.

Core areas of assessment:

- Providing leadership for your team
- Developing relationships with colleagues
- Manage your own resources
- Health and Safety

Management

Employees that have at least twelve months experience in a management role would benefit from completing the Management award.

This programme covers a range of management activities including:

- Leadership and direction
- Recruitment and selection
- Delegation
- Plan and implement change
- Build and manage teams
- Manage a budget
- Take effective decisions

Business Administration

Business administration is one of the most important skills to possess regardless of the occupation.

Some of the areas that may be included in the programme:

- Carry out your responsibilities at work
- Communicate effectively
- Improve own performance and behave in a way that encourages effective working
- Work within a business environment supporting its purpose and values

Hospitality Services

Hospitality Services is aimed at those working, or seeking to start a career in hospitality. It covers a breadth of hospitality functions including all the main career pathways in this diverse industry.

Some of the areas that may be included in the programme:

- Maintenance of a safe, hygienic and secure working environment.
- Working effectively as part of a Hospitality team
- Give customers a positive impression of your self and your organisation
- Maintain food safety when storing, preparing and cooking food.

Warehouse and Storage

Designed for those working in warehouse and storage. The aim of the qualification is to contribute to skills, knowledge and the overall performance of the logistics industry's workforce.

Provides an insight into the principles and processes of warehousing;

- Health, Safety and Security at work
- Develop effective working relationships with colleagues in a logistic operation
- Operate equipment in a logistic environment
- Process goods for customers



Management

“As business endeavours to create a customer service experience that exceeds all expectations, how our people deliver this is key. In the Retail Academy we have a fantastic vehicle for staff to improve their levels of skills and build confidence in their ability to deliver fantastic customer service. The support from the Retail Academy and the team of assessors is first class and we are very pleased with the results so far, it is a great partnership.”

- Peter Cunningham, World Duty Free,
Regional Manager Terminal 1 & 3

The Retail Academy prides itself in offering good quality training and assessment. We work closely with employers to align company requirements with the national standards.

Employer Training Material

All company training material is mapped against the qualifications to ensure support tools are available within the business for learners completing the qualifications.

This also means the qualifications will work alongside any company specific training and development programmes so all previous/current training and experiences will contribute towards the Intermediate or Advanced Apprenticeship.

Mentor Role and Responsibilities

The role of the mentor is essential to the success and drive of the programmes. Each learner on the programme must have a mentor within the business who can coach and guide them through their qualification. The mentor will be required to attend a Mentor Workshop to equip them with the necessary tools to self develop and develop the learner. The mentor will be assessed during the first 12 weeks on their participation and attendance at review meetings with their learner and the dedicated vocational assessor, to review progress and agree action plans. Successful Mentors will receive a certificate and badge, and potentially be nominated as Mentor of the Year at our annual Graduation and Award Ceremony.

Graduation and Award Ceremony

The Retail Academy holds an annual graduation and awards ceremony. This prestigious event involves the learners on programmes, their mentors and their employers, who are all invited to celebrate employees graduating from Intermediate Apprenticeships, Advanced Apprenticeships or Level 5 Diploma in Management.

It also celebrates special awards for individual learners or mentors who have excelled during the training.

Finally, there is an employer of the year award for the most proactive and supportive employer.



The Team from Travelex, runners up for 'Retail Academy Employer of the Year 2010'



The Team from Dixons Travel 'Retail Academy Employer of the Year 2010'



“The graduation is a celebration of the outstanding achievements of a number of people across a range of organisations. Each of them will, I am sure, help make Heathrow better for passengers – today and in the future.”

- Colin Matthews, BAA CEO



Celebrating Success

Impact to the Business

Each learner on the programme will be visited by their vocational assessor once every three weeks. These appointments will be booked in advance and agreed with all parties concerned. All training is delivered in the workplace.

Activity	Time
Initial Assessment	1.5 - 2 hours off the rota but still at Heathrow Airport
3 weekly visits including remote assessment	60% observation 40% 1:2:1 with vocational assessor
8-12 week reviews with learner, vocational assessor and mentor	30mins - 1 hour off the rota but still at Heathrow Airport
Key skills – online test	2 tests, 1 hour each off rota
Technical certificate – online tests	30 mins - 1 hour on line tests, off the rota
Bite-size workshops to support underpinning knowledge	2-3 hours delivered on-site at Heathrow Airport

Method and Assessment

The assessment is delivered via 1:2:1 coaching sessions with a vocational assessor all within Heathrow and the workplace. The qualifications are achieved by demonstrating performance against nationally recognised standards. A variety of methods are used to gather evidence to show performance i.e. observations, professional discussions, including dedicated two hour work shops providing underpinning knowledge to support learners, case studies and witness testimony. This evidence is presented to a qualified vocational assessor in the form of a paper-based portfolio, or in electronic format from September 2011 using ETRAC.

Quality Assurance

We are monitored by the numerous bodies including;

- The Skills Funding Agency and the European Social Fund who co-fund the programmes
- Awarding bodies EDI & ILM, who set and regulate the qualifications
- Ofsted, conduct inspections to ensure the quality of provision
- Skillsmart, the sector skills council for Retail who support and develop schemes with the industry

Each vocational assessor is monitored, supported and continually trained by an Internal Verifier to ensure the quality and consistency of assessment meets the national standards. The Internal Verifier is also audited externally by an External Verifier independently monitored by the awarding bodies.

It is the policy of the Retail Academy to strive for continuous improvement in quality throughout the company, and within those of its suppliers, through monitoring, audits, contract reviews and evaluations.

To ensure we meet all the quality criteria, the Retail Academy adheres to comprehensive policies and procedure for ensuring we operate consistently. We also ensure we meet the standards set by conducting internal audits. This will be done by internal auditors, therefore, there may be times when you see other staff monitoring the Vocational Assessor.



Coaching and Training

The Retail Academy have designed airport and industry specific workbooks along with training materials particular to each qualification. The workbooks have been mapped against their corresponding Vocational Qualification and technical certificate, to ensure that learners are equipped with the correct legal, regulatory and industry knowledge needed to perform their job role to the highest standard.

Evaluation

The Retail Academy is constantly striving for continuous Improvement, therefore feedback and evaluation is very important to us.

We will regularly ask you for your views and feedback to enable us to improve and maintain a successful quality training provision.

Equality of Opportunity

The Retail Academy is fully committed to equality of opportunity. We welcome applications from all sections of the community regardless of sex, age, ethnicity, sexual orientation, religion or belief.

Health & Safety

The Retail Academy is fully committed to the safe employee model and will only work with employers who embrace this concept and promote health, safety and the welfare of all learners.

Appeals Process

If you are dissatisfied with an assessment decision regarding your qualification, you have the right to appeal to the awarding bodies. All learners are provided with a copy of the Appeals Procedure at induction. A copy of this is held on their portfolio.

Compliments and Complaints

All compliments and complaints will be dealt with by the Retail Academy Manager and will be treated in the strictest of confidence. All complaints will be actioned and investigated as and when necessary.





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