



Retail Academy Newsletter



Retail Academy Training and Recruitment Team

152 new graduates celebrate at award ceremony

There was more to celebrate than ever this year at the Heathrow Retail Academy's 6th Annual Graduation Ceremony, as 152 new graduates joined the ranks of those already benefiting from gaining Apprenticeships and Apprenticeship Qualifications in retail and customer service related subjects thanks to the Retail Academy training backed by The Skills Funding Agency.

Marking the occasion in the appropriate style, the graduation evening was attended by inspirational personalities, including British athlete and Television sports commentator, Roger Black MBE and Clare Arnold, The Skills Funding Agency Relationship Team Director. The Heathrow's Commercial Director, John Holland-Kaye and Colin Matthews, BAA's CEO - both long time supporters of the Retail Academy, also attended. A night celebrating motivation, achievement and well deserved successes was enjoyed by all.

And the winners are...

All of the learners celebrated success in gaining Apprenticeships and Apprenticeship 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...

Learner Special Recognition Awards sponsored by the EDI awarding body:

Outstanding Commitment

Puhalaya Baskaran **Travellex**

Overcoming Challenges

Leroy Hills **Dixons Travel**

Outstanding Quality

Shabana Khan **BAA Security**

**Mentor Special
Recognition Awards**

Most supportive

Hilary Power **Burberry**

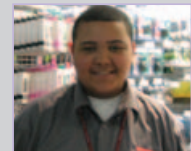
Diane Kearsley **Travellex**

Employer of the Year
Travellex



Colin Matthews, CEO,
BAA Airports Limited

Tragically, the Retail Academy team and Dixons Travel received devastating news earlier this year, when one of our learners – Aaron Joseph passed away from a brain tumour.



He was nominated for a special award last year in the category of Learner Outstanding Commitment.

In honour of Aaron Joseph, donations were collected at the graduation awards evening, with all proceeds being given to Brain Tumour UK. The Retail Academy would like to thank everyone who donated. £461 was raised during the ceremony and matched by BAA.

Our successes so far

- The Retail Academy was founded in 2004, and since launching we have been proud to see over 700 graduates pass through our doors.
- The Retail Academy has also been recognised once again for its contribution to social responsibility, after beating hundreds of entries to be awarded with a 'Big Tick by Business in the Community' for the 2nd year in a row.

The Retail Academy is delighted to announce that 2011 has been one of its busiest years

- Last year we had 216 job starts with 75% sustained jobs at 6 months, but this year we surpassed that figure by August, with 235 job starts and a sustained figure at 6 months of 89%.
- The training team currently has 145 learners in training, and over 130 graduates who have already achieved an apprenticeship.

Heathrow Graduation and Award Ceremony, a night to remember

The 6th Heathrow Graduation Ceremony, hosted by the Retail Academy, and for their 3rd year, Heathrow Engineering training team and their graduates.



Meet some of the evenings award winners...

All adding up

Puhalya Baskaran
Travelx
Winner of a Learner Special Recognition Award for Outstanding Commitment



Puhalya has been an exceptional learner from the beginning, completing her Advanced Apprenticeship in customer service and she has now completed Management Advanced Apprenticeship.

Her commitment helped her to achieve her qualification 2 months early which is a real achievement. Her dedication and commitment has paid off and she has progressed onto the company's development programme to become a Terminal Manager. She has also become a mentor for learners on the programme.

A brighter future

Leroy Hills
Dixons Travel
Winner of a Learner Special Recognition for Overcoming Challenges



Leroy found the qualification to be a challenge but with determination and commitment has worked hard to complete his apprenticeship.

He overcame learning difficulties with simple adaptations to his qualification and successfully went on to complete all requirements, including case studies. This achievement gave him more confidence to further his career.

Leroy is now keen to be a Mentor and as a great role model he wants to utilise his new found knowledge and skills within his Retail Apprenticeship qualification.

Securing success

Shabana Khan
BAA Security
Winner of a Learner Special Recognition for Outstanding Quality



Shabana has worked to an extremely high standard, and this has been achieved by her commitment and her immense enthusiasm for the qualification that she had undertaken. Her portfolio is always in a meticulous order, which is referenced in numerical order very clearly.

The high standard and quality presentation of her work is often shared with other learners, as the prime exemplary standard of how the project should be defined. Her work being flawless and of superior standard. Her portfolio has been rated as "Simply the Best".

Fashion forward

Hilary Power
Burberry
Mentor Special Recognition Awards Most Supportive



Hilary displays her natural 'Girl Power' in her position as a Burberry Store Manager. It's a quality she's certainly brought to her latest role as a Mentor, supporting and guiding learners. Here she's also been inspirational in communicating the real value of Vocational Training, having previously completed an apprenticeship herself.

"I have really enjoyed working with the Retail Academy who have been a great support to the team at Burberry," Hilary explains. "I'm also very proud of what the Burberry team have achieved - and I'm really thrilled to have won this award."

Hilary has proved herself a truly 'hands-on' manager, always ensuring she's there to offer support and advice.

Active exchange

Diane Kearsley
Travelx
Mentor Special Recognition Awards Most Supportive



Diane has exceptional empathy and guidance to learners that she has been looking after. She will always arrange and book in times and dates for visits of all learners not just ones she is mentoring. Diane will always go the extra mile to support her team, making time to sit down and coach learners to achieve their objectives. She actively arranges meetings with the Vocational Assessor to the check learner's progress and see if there is anything that she or the other Sales Managers can do to assist.

Her line manager, Marieanne Lloyd – Location Manager T5 said: "She is very passionate and believes firmly in the development of people, this is how she became successful in her role."

Employing a great people strategy for growth



Travelx, Employer of the Year 2011

The winner of this award is an employer that has actively championed the Retail Academy services. Travelx embed all

elements of support into their people strategy for both recruitment and training services. They have recruited over 80 people through the Retail Academy in the last two years and trained over 50. This aligned approach has impacted positively on both customer service standards and sales.

All the Management and Mentors are enthusiastically involved and committed in every step of the way. They have successfully engaged all levels of their team and are excellent proof of how to achieve success by working together.

David Wright Head of Operations Travelx said:

"I am absolutely delighted Travelx won the "Employer of the year" award. It recognises the extremely rewarding and collaborative relationship we have built with the Retail Academy to both recruit and develop out teams. Being able to offer our teams the opportunity to grow and develop in their roles is critical to our success and is an integral part of our people strategy.

Our people are our most important asset and by investing in them we have been able to create an environment that people want to work in and that delivers outstanding service to our customers.

This award is testament to the hard work and commitment from all the team at Heathrow working in partnership with the Retail Academy and I look forward to us continuing to work together."

New Foundation Degree

A new qualification goes live in February 2012 replacing the Foundation Degree previously offered through West London University. If you are a manager, or have completed a Management Apprenticeship, and would be interested in undertaking a higher management qualification please email your contact details to the Retail Academy.

In 2007, the Retail Academy worked closely with University of West London (formerly Thames University) to create a Foundation Degree in Retail Operations and People Management. This year, our second cohort has completed this degree and were welcomed on stage at the Retail Academy Graduation and Award Ceremony by Colin Matthews, BAA CEO and Roger Black MBE.

From 2012, the Retail Academy will continue to offer a higher-level qualification, in the form of the higher level qualification in Management, which is to replace the Foundation Degree.

This qualification equips retailers with skills for modern management roles involving the demand for constant change in a fast-paced environment.

The one-year course is offered on-site and enables students to work and learn in a unique way. 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 for building on strategic development.

If you are interested in obtaining a higher management qualification or would like further information please email your enquiries to retail_academy@baa.com. Costs are subsidised, but for the higher level qualification a contribution is required, approximately £1500. Please bear this in mind when applying. This is a huge discount in comparison to other educational institute's fees. The Retail Academy continues to strive to offer learning at a minimal cost.

Foundation Degree graduates

Theresa Blackford
World Duty Free

Edita Sebova
Burberry

Stuart Jones
Thomas Cook

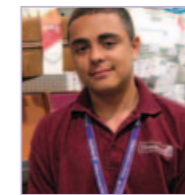
Ewa Kowalska
Costa

Catherine Jenkins
Heathrow Airport Limited



Retail Business Diploma

Jordan Malcolm, Dixons Travel
Retail Business Diploma Student



Jordan first featured in the Retail Academy's newsletter in May, when he became one of the students involved in the Retail Business Diploma at Uxbridge High School, which allows students to spend a day a week with a Heathrow Airport Retailer, participating in the Retail Academy programme.

The course gives a chance to explore the retail business sector and while participating, Jordan successfully secured a work experience placement with Dixons Travel. Jordan then secured part-time employment with Dixons Travel, and he has since gone on to study a BTEC qualification in Business at Uxbridge High School.

Jordan found the Retail Business Diploma course and his placement with Dixons Travel a huge boost to his development, explaining, "Not only have I improved my confidence, but the knowledge I have gained about the retail and airport environment has been unbelievable. I'm lucky to have secured employment, especially in such a competitive market".

Equally pleased with Jordan's circumstances is Sam Abdus, the Branch Manager at Dixon's Travel T1. "Jordan has been real success story. From the start of the course, Jordan demonstrated he had the right attributes and credentials to work in a retail environment. So I was delighted when I was able to offer him an exiting operation role a few months ago".

Pre-Employment Training

The five-day pre-employment training workshop is another service offered by the Retail Academy Recruitment team to support candidates into work at Heathrow Airport. The workshop is delivered by the Pre-Employment Trainer Sandra Riches.

The key benefits include:

- Developing interpersonal skills, alongside team building skills and communication
- Customer service benefits
- Body language
- Time management
- Heathrow's environment and customers
- Understanding Heathrow's brand commitment to "making every journey better"
- Store standards and visual merchandising
- CV writing and interview skills
- Airport orientation
- Health & Safety and security in the airport



The Retail Academy Pre-Employment Trainer and recruitment team work very closely together in assessing the candidates attending the workshop, so that together we can develop candidates to be 'interview-ready' for securing employment within Heathrow Airport.

Dudley Masters, Director of the Shoeshine Co. in Terminal 5, believes the programme has been beneficial to his business, as he explains; "We have experienced exceptional service from the team. We recruited a candidate directly through the Retail Academy pre-employment course, and he came prepared and aware of the extreme circumstances of working at Heathrow, particularly airside.

The Retail Academy are particularly skilled at combining the Heathrow environment job criteria with our own job description - and in the process saving us time and resources. I have no hesitation in recommending the service".

Joshua Sirey attended the course before securing his position as Shoeshine Operative, Shoeshine Co.

"I attended the pre-employment course, this helped me immensely, as the course covered customer service skills, which I have found very useful. The course also helped me secure the role with Shoeshine Co, as I felt more confident and aware of what my job entailed. I felt I was fully prepared for my new role and I can now deliver a good service to my clients".

Brands Heathrow Retail Academy supports with pre-employment training include: Travelx, Starbucks, Caffé Nero, Ted Baker, L.K.Bennett and The Nuance Group, to name but a few.

A healthy check-up



After our most recent Ofsted inspection, the Retail Academy was pleased to receive a grade 2 award from the Office of Standards Training and Education Department.

Organisations involved with the training of young people are inspected on a regular basis to ensure that they offer a high quality training programme. This grade 2 award recognises the Retail Academy's thorough provision of Leadership and Management, Safeguarding, Quality of provision, Equality and Diversity and Outcomes for its learners.

We also received positive feedback from Ofsted on the quality of work produced by our learners and the support received by their retail teams. Ofsted commented on the impact Retail Academy programmes have had on staff motivation and performance, saying: *"Employer engagement and partnerships in the local area are outstanding, good teaching and learning, excellent peer and manager relationships and effective in-store mentors for learners"*.

The Retail Academy's 2011 Ofsted report also discovered that learners were "outstandingly enthusiastic" about their qualifications. The Retail Academy would like to thank all the retailers and learners who participated in the Ofsted inspection.

The Retail Academy holds a contract with the Skills Funding Agency, so we're able to provide complete funded* training programmes to employees.

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

Helping others shine



Mentoring Workshops have been underway since 2009, and were recently revised in 2011 to include an assessment. On successful completion of the 12-week assessment a pin badge and certificate accrediting mentors is issued.

The three hour workshop is designed to provide mentors with a greater understanding of Vocational Qualifications and the way in which they are delivered on site at Heathrow, while also explaining the expectations of their role by exploring the skills and competencies required for them to mentor to the best of their ability.

If you are interested in becoming a mentor, then please speak to your manager and discuss this opportunity. If you are already a Retail Academy accredited mentor and have not attended a Mentor Workshop in the past 12 months please contact the Retail Academy for more details retail_academy@baa.com quoting 'Mentor Workshops' in your subject header. The Mentor Workshops are delivered from the Heathrow Academy building every second month.

Mentor Workshop 2011 dates are: 29/11, 13/12.

Mentor Workshop 2012 dates are: 14/02, 10/04, 12/06, 14/08, 09/10, 11/12.

New team member

The Retail Academy welcomes Natalie Boyes-Korkis to the Training team as Vocational Assessor. Having worked for a logistics company as Team Leader for seven years, Natalie's role evolved into training, and she has now been assessing for six years. Specialising in Customer Service, Retail, Hospitality Operations and Team Leading Apprenticeship training, Natalie is eager to begin her new role, as she explains: *"I'm excited to join the Retail Academy Training team at Heathrow Airport and I'm looking forward to working in such a dynamic and diverse environment"*.



New trainer role

The Retail Academy is delighted to announce the new trainer role into the training team. This has been introduced to complement the learning delivery and support all learners in gaining an apprenticeship qualification.

There will be 12 bite-size workshops in total covering:

- Literacy
- Numeracy
- Problem Solving
- Communication Skills
- Customer Service
- World Host
- Team leading
- Management

Your Vocational Assessor will liaise with both learners and mentors to book learners onto the bite-size workshops which will be delivered in and around the terminals from November 2011.

Michael Page
RETAIL

The Retail Academy is delighted to announce a new recruitment partner for the Retail Academy – Michael Page.

Since 2007 we have been working with Hays Retail to support retailers with specialist and management roles at Heathrow. We would like to thank Hays Retail for their support over the last few years.

Michael Page will be our new provider from January 2012, working with the Retail Academy to support retailers with specialist and management roles. They have a dedicated Account Manager and specialist team that will deal with vacancies. Look out for them out and about in the terminals introducing themselves to you.

For any support in the interim please contact Karima Sakhi, Retail Academy Manager retail_academy@baa.com.

General enquiries contact: Email: retail_academy@baa.com
heathrow.com/retailacademy

© Heathrow Airport Limited. 2011 CRH v1 10.11

Heathrow

Making every journey better.



Funded by
Skills Funding Agency

