

Shorefield Holidays Ltd.

Contact: David Goldsmith

Phone: 01590 648344

E-mail: david.goldsmith@shorefield.co.uk

Website: www.shorefield.co.uk

Shorefield run a series of holiday parks throughout Hampshire and Dorset including the main Shorefield Country Park near Milford on Sea.

As a company they hold regular in house training supplied by the Personnel team, Heads of Department or external training facilitators. Many of the Senior Management Team (SMT) have been with the business for over 20 years and were progressed from starting general roles in the business up through to Senior Manager Level.



As a company Shorefield invest in all levels of staff from their trainee apprentice electrician through to lifeguards, chefs, receptionists and beauty therapists.

From day one when an employee joins they hold regular job chats, first one at 6 weeks, and then a 3 month interim appraisal, 6 month then yearly. The appraisee is



given plenty of notice and appraisal forms to help prepare them. The idea of the appraisals is to look at objectives over the past period and forward objective setting so the employee and manager agree in the direction of the role and the business.

SMT report on a monthly basis to the Board and the rest of SMT. This assists the Heads of Department in drilling down to see where they are achieving well, as well as assisting in highlighting problem areas that need looking at. The SMT then share ideas on how as a team they can find solutions to any problems or underperformance a department is having.