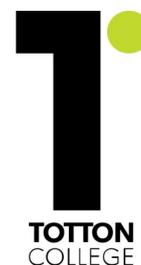


# The Totton College Award for Training and Development



## Shorefield Holidays

Business Contact: Bobbie Lawrence, Sue Lilley and Lotty Arton



Shorefield Holiday Parks have been providing families with unforgettable holidays since 1958. They offer weekend self-catering breaks to camping and touring holidays and receive 40% repeat bookings.

Training and Development is at the forefront of their business strategy and over the past 12 months they have continued to develop their training Academy. The Academy members decide which line of work they would like to follow and are supported in that. So far the Academy members have attended external and internal courses and they have secured two work placements at highly respected companies, Paultons Park and the Mayflower Theatre. Both Academics have undertaken training, which will enhance their skills and qualifications.

From seasonal staff through to the directors all undergo the same training. Shorefield do not have a set budget for the training as they see it as a vital part of the business and something they cannot run the business without. Staff members are encouraged to communicate with their line managers on a monthly basis to build a clear training analysis. This forms the basis of their annual appraisal that effectively assesses any training or developmental needs. Implementation of training will then be determined and delivered as seen fit. Where possible training will be provided in house either by team members or industry experts, failing that external courses are sourced that will give the individual exactly what it is they need.

Shorefields understand that the happier staff are the longer they will stay with the company and by investing time into them the safer feel valued. Creating and maintaining a happy, safe and secure environment for staff whilst delivering exceptional customer service has had a positive effect.

[www.shorefield.co.uk](http://www.shorefield.co.uk)

01590 648306

[holidays@shorefield.co.uk](mailto:holidays@shorefield.co.uk)

Brilliance in Business Awards 2017/18  
#nfbizawards  
[nfbp.org.uk/awards](http://nfbp.org.uk/awards)

New Forest  
Business Partnership

