

# The Brockenhurst College Award for Training and Development



Brockenhurst  
College

## Shorefield Holidays

Business Contact: Sue Lilley



Shorefield Holidays regard training and development as one of the top priorities for their business. Their 'Walking on Sunshine Training' was written in house by a member of staff in order that it can be unique to their business. This training is evaluated regularly so that it is kept up to date.

The training gives the staff confidence to be able to deal with situations with the knowledge they have. It empowers them to deliver to a high standard so they can make decisions on their own. Shorefield understand that if staff members don't deliver good customer training their customers are more reluctant to return. Shorefield also welcome and encourage their staff to come forward with any extra training opportunities they wish to undertake and after 8 weeks on any course, it is evaluated.

The business has recently introduced a management training course that isn't just for managers. The idea behind this training is that it gives those who aren't managers the opportunity to see what it means to be in a managers role, to see how other departments run and to learn more skills. Anyone can apply for this training.

In order to receive constructive feedback regarding their extensive training programmes, Shorefield communicate to staff via their appraisals and staff surveys. To date staff have confirmed that through the company taking the time to invest in training for the employee, it has made them feel more valued.



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



01590 648300



enquiries@shorefield.co.uk

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