

Gershwins Hairdressing

Business Sector: Hairdressing

Business Size: 1-49

Region: South West

Business Profile:

Gershwins Hairdressing of Newton Abbot was established more than 20 years ago by husband and wife David and Sue Cayless.



"We strive to give all our employees opportunities to develop their skills in the different aspects of hairdressing. It all helps to create an even stronger team ethos."

David Cayless
Owner

The challenge

Training and education have always been a priority for thriving Newton Abbot business Gershwins Hairdressing, which was established more than 20 years ago by husband and wife David and Sue Cayless.

Gershwins is already an established vocational training centre in association with South Devon College, helping youngsters and external students to gain qualifications at NVQ levels 1 and 2.

"Because of the nature of our industry, I doubt whether we would have survived this long without a properly structured policy to help develop and retain our staff" says David.

The solution



Even now, the company, which employs 30 people, is always willing to accept new staff development opportunities. The Learning & Skills Council's Train to Gain service, which is delivered by Business Link in the South West, has proved particularly useful.

A while ago, Train to Gain provided funding and for three senior stylists to take part in a London management course.

Now, thanks to Train to Gain Business Link Adviser Helen Drinkwater, there is the prospect of more support towards a second batch of management training.

David said "This is particularly valuable at a time when we are keen for members of staff to take more responsibilities – we are grateful for all the support we receive from Business Link and Train to Gain,"

The results

David continued "We strive to give all our employees opportunities to develop their skills in the different aspects of hairdressing. It all helps to create an even stronger team ethos."

Train to Gain demonstrates through its service that investment in employees' skills and development will pay huge dividends in improved productivity and competitiveness. The scheme also boosts staff confidence, competence and motivation as well as raising employee retention rates.

What is Train to Gain?

Train to Gain is a service offering independent advice on improving the skills of your employees. The Service helps employers – of all sizes and in all sectors – to boost their business by training their staff.

Independent Business Link Advisers help you to find the right training and the right providers, and construct a training package tailored to each business.