

St Michael's Hotel and Spa, Falmouth

Business Sector: Leisure

Business Size: 50-249

Region: South West

Business Profile: With stunning sea views across the bay, this 4-star hotel has recently undergone a £3.5 million refurbishment programme and boasts superb spa facilities and an award-winning restaurant.



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Peter Holgate
Hotel Manager

The challenge

If a four star rating were just a question of luxurious facilities such as a Spa, an award-winning restaurant, stylish public areas, a great location and relaxed ambience then St Michael's Hotel and Spa at Falmouth would probably already pass with flying colours.

To upgrade from three to four stars St Michael's needs to demonstrate that its 100 staff are also of four star quality – and that means training them to very high standards.

The 61-bedroom hotel has invested substantially in staff training and development over the past two years with approximately two man years of internal investment and around £20,000 spent in external training.

But the hotel has been bombarded by so many training providers all offering different things that it was becoming hard to see the wood for the trees.

The solution

The hotel contacted the Train to Gain service to help to source external accredited training and were put in touch with Business Link Adviser Sam Snowdon.

Sam said: "They wanted to use me as a catalyst for their training programme and help pull everything together. So I compiled a provider group training brief for them which included information about training for NVQs and what funding is available.

"It was a question of helping them to identify appropriate training providers and adding value to what they are already doing. As a result they are now developing a total training plan and we are looking at a number of different NVQ courses which Train to Gain can fund such as practical training in wine tasting."

A training library is being created to support future training standards and consistency in areas such as leadership and management, customer care, marketing, sales and communication

All departments have received training and developed their own training plans, particularly to support the hotel's Investors in People programme and build its standards and customer service capacity in each area.

The Spa has also had extensive training in new product ranges from Espa and Aromatherapy Associates as well as training in specific therapies such as hot stones and mud wraps.

The results

Hotel manager Peter Holgate said: "The increased level of customer satisfaction is evident in our guest feedback forms. Welcome Host courses have promoted a positive approach and enhanced our customer service standards within the whole team." He stressed that all eligible staff have access to NVQ courses and many have completed NVQs

Sam Snowdon added: "There is huge passion and enthusiasm to up-skill the hotel's entire workforce. "From our perspective at Train to Gain, it is really encouraging to see such determination and commitment. It started with proprietor Nigel Carpenter and remains just as strong throughout the entire staff."

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.