

White Acres Country Park

Business Sector: Leisure

Business Size: 50-249

Region: South West

Business Profile: Situated near Newquay in Cornwall White Acres Country Park is in a great location to take advantage of all the attractions the UK surf capital has to offer!



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Ann Marie Jameson
Training Manager

The challenge

Newquay's White Acres Holiday Park wanted to train its employees with a view to increasing staff retention and enhancing customer service.

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.

The solution

The company has been investing in staff training with advice and funding from Train to Gain and through Truro College Business Centre.

Twenty employees have benefited from NVQ Level 2 training in either: Customer Services, Team Leading, or Cleaning and Support Services. Two managers have taken the ILM (Institute of Leadership and Management) Introduction Certificate in First Line Management and a number of employees have also taken part in Skills for Life training.

Clare Harris, Train to Gain Business Link Adviser, said: "The Park has worked extremely hard to set up these training programmes and we were delighted to help. Its early days, but already the feedback has been very positive with learners benefiting from their enhanced organisational skills, team leaders gaining more leadership skills to motivate and communicate more effectively and overall staff retention has increased which goes to show how effective training can be."

The results

White Acres Training Manager Ann Marie Jameson, said: "We have been so impressed with the success of the training, the enthusiasm of staff has been fantastic and even those who were reluctant at first to take part in training are now looking forward to doing more. Some staff members have been promoted as a result of their progress and we hope many more will follow. With the funding help from Train to Gain we have been able to train more staff than we previously would have been able to so we are delighted with the outcome."

Some of the training undertaken at White Acres will be rolled out to nineteen other Parkdean holiday sites across the South West due to the park's successful training programme.