

INVESTOR IN PEOPLE CASE STUDY: HEADLAND HOTEL



HEADLAND HOTEL PROFILE RAISED

Staff at Cornwall's Headland Hotel are celebrating after receiving special praise for their customer care and quality of service.



INVESTOR IN PEOPLE

The landmark hotel, based in Newquay, is one of a handful of companies in the West Country to attain Profile status from Investors in People.

The acknowledgement recognises the hotel's excellent performance in business management, leadership style and the development of staff who, assessors said, were involved and empowered to make decisions.

The hotel achieved Investors in People in 1993. Profile status is an advanced level of that mark.

Hotel owners John and Carolyn Armstrong said staff were the driving force behind the business's success.

"The standard of the hotel today could not be achieved without our dedicated team," said Mrs Armstrong.

"Over the years, Investors in People has been a fundamental grounding to the development of the hotel. IiP has helped us utilise management approaches which empower the team to work to the best of their ability."

"Profile has challenged us to go that step further and has helped us gauge our performance and identify areas for improvement."

Assessor Clive Tabiner added: "The effectiveness of the hotel management style is visible through the satisfaction expressed by customers and staff."

"As visitors to the hotel we were very impressed by the courteous, welcoming and professional service given by all the team members that we encountered, and by the enthusiasm which is evident both for the team's work and the hotel."

"This is a reflection on the hotel's investment in their workforce, and on the high standards of leadership and management within the current team."

"Staff have a real and genuine sense of pride to be working at this landmark hotel and expressed the view that real improvements have been evident in the way that they are led, managed and developed, through the efforts of the current management team."

Some of the feedback from staff included: "I've been asked to go along to the head of department meeting by my line manager. They really value your opinion." "It's a job I really enjoy." "I can really make a difference."

Malcolm Bell, Chief Executive of South West Tourism, said: "Tourism is a people business. The skills, morale and commitment of staff are key to the industry's success as without a good workforce tourism attraction suffers."

"Good leadership, learning and development strategies and an ownership culture are critical to developing staff who want their organisation to succeed."

"Companies who go down the Investors in People and Profile route will therefore have a significant competitive advantage over those who do not aspire to these business improvement tools."

Mrs Armstrong added: "We are able to confidently take a 'back seat' role these days as the team are more than capable of running the hotel to an exceptional level. This award is a timely thank you to their dedication and professionalism."

Background information

Investors in People is all about recognising that people are at the heart of organisations. Getting the best out of staff has a direct impact on the success of the organisation.

The Investors in People accreditation helps organisations identify and implement proven methods to help staff achieve objectives. Thousands of organisations across the South West continue to recognise the value delivered by Investing in People today.

Quality South West advise and assess organisations against nationally recognised standards. We are the Investors in People Assessment & Recognition Centre for the South West. Contact our team on (01452) 413641 to find out more.