



A case study **Hull FC and Hull College**

A successful partnership

Hull College Services to Business

Leading the way in learning



To further complement the partnership agreement between two of Hull's most successful organisations Hull FC asked Hull College to review the skills levels of the staff team who work in the two busy retail outlets in the city. Hull FC wanted to ensure a high quality consistent customer service experience to fans and visitors visiting the stores.

If store staff have more advanced retail skills they may also be able to improve business performance by influencing customers for example up-selling to them and increasing the spend of each customer.

Undertaking training also allows the staff at the Hull FC store to demonstrate their retail and customer service abilities as they will have a qualification to prove their skills.



National Training Awards

CENTRE OF VOCATIONAL EXCELLENCE
PORTS AND LOGISTICS | FOOD | MANUFACTURING TECHNOLOGIES

Beacon Awards
2002 - Construction Industry Training Board (CITB) for Construction
2003 - Learning and Skills Council for Engagement with Employers
2005 - The Edexcel Award for Lifelong Learning

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Lee Jenkinson, Retail Manager commented,

“ We wanted to develop our retail skills across the teams to anticipate and deliver customer needs, building on sales and increasing return to the stores in the future. We decided a qualification in retail was the best route to broaden skills and knowledge, helping us bring new ideas to the shop floor. We approached Hull College because of its excellent reputation and as one of our valued sponsorship partners. **”**

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Hull College offer a wide range of training and development solutions to businesses and their employees, including accredited courses, bespoke and tailor made training. Hull FC employees are studying for vocational NVQ courses in Retail, Customer Services and Team Leading to assist them with their retail duties.

Services to Business work with a wide range of organisations and businesses across different sectors to provide advice and support on training, development and related issues. They can provide advice on accessing funding and financial assistance to fund training.

The College helped identify external funding to support the Hull FC training programme, which meant that the club received the training for free.

Services to Business at Hull College can help with any aspect of training, delivered on your premises or at a college site to suit your needs.

Hull FC are continually reviewing the situation, aiming to understand customer's requirements and to satisfy their expectations.



HC UK Hull College
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