

Never mind the dodgems – deal with them! Not dodging the issues at a major adventure park



“By giving our team the skills to manage people – not just the business – we can ensure that we are focused on what makes us so successful: the public having a fun, and safe, time with us.”

The challenge

Adventure Island are the foremost tourist attraction in the UK outside of London, receiving thousands of visitors every day, all expecting a fantastic experience with no problems. The challenge for management was to keep service levels at peak performance - even with a transient workforce that increases ten fold in the summer months.

The solution

The People Development Team met with Adventure Island to define the need and expectations of the Senior Management team. After discussion and analysis, the best option which would provide the skills and directly address the challenges faced by the team was the Introductory Certificate in Management. The modules selected were tailored to address the needs of the team who have to manage a diverse workforce. The programme was designed to create a strong management team with the ability to get the best from their people whether they were full time or temporary staff.

The training was delivered one day a week at Adventure Island during the closed season, supported by funding from Business Link. *“We are in a highly seasonal business so we can't afford not to be working at peak performance during the summer,”* said Marc Miller, Operations Director. *“by focusing on our people's skills we are investing in our success – maintaining our people is as important as maintaining our equipment.”*

Benefits

All 20 delegates also completed their own Business Improvement Project that resulted in direct benefits to the park's operation.

The training made such an impact that they have repeated the programme and also delivered a tailored programme to their Team Leaders to help them with managing their ever-changing teams.

Ongoing development

Adventure Island were one of the first to enjoy the benefits of the redesigned level 3 certificate programmes and are committed to continuous development of their people.



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