

Newbury College Sets a New Standard

Newbury College has achieved a new national standard for its work with businesses. The 'new standard' is awarded by the Learning and Skills Council for providing responsiveness to employer needs.

The new standard has recently been introduced to measure the effectiveness of training delivered to employers and is a voluntary assessment for Training Providers.

It highlights excellence in areas that employers say are most important to them; including responding to their training needs.

The national accreditation scheme is open to both public and privately funded organisations who provide further and higher education and training. To date, more than 50 training providers nationally have applied for the standard and 26 have recently received the accreditation. Newbury College is one of only a small number of providers in the South East to achieve the new standard

Based in West Berkshire, Newbury College is a major provider of education and training in the area. With approximately 500 full and part time staff and over 12,000 students, the College offers a comprehensive range of both academic and vocational courses to meet the needs of a wide range of individuals and businesses. Dr Anne Murdoch, College Principal said, "Newbury College was recognised as a 'Centre of Vocational Excellence' (CoVE) last January for our courses in business, management and finance, so we are delighted that the whole College has been awarded the new standard for the full range of our training solutions for employers. Our overall objective is to ensure the training we provide fully meets the needs of both individuals and employers in the area."

In response to the training needs of employers in West and East Berkshire, The Business Centre in Newbury Town Centre, is proud to offer a series of 'Astounding the Customer' workshops. These are three half day workshops aimed at Management within the Leisure, Tourism and Hospitality industries. They will take your staff away for the minimum of time and return them

enthusied with many ideas to improve customer service in your company. These low cost and high quality events are run to a proven format and offer three linked approaches:

1. Defining new customer standards and establish processes to achieve them.
2. How to lead customer service teams to delight your clients.
3. Establishing processes to measure the quality of service and improve it. The first set of these courses will be running between February and April 2008.

For further details prior to booking please phone Newbury College Business Centre on 01635 569167 or email w-thompson@newbury-college.ac.uk

If you would like to find out more about the training opportunities for your business or about the workshops on offer at Newbury College, call 01635 845000, email info@newbury-college.ac.uk or visit www.newbury-college.ac.uk



Photo: (left to right) Dr Anne Murdoch – College Principal, Andy Donne – Director of Development

www.businessinberkshire.co.uk