

# Creightons of Finaghy Ltd - investing in people

Creightons, a petrol retailer and forecourt convenience store, is a 70-year-old family owned business that has very successfully introduced NVQs into the organisation. Employing some 70 staff in their store in Belfast, Creightons has developed a reputation for their excellent service and creativity.

The entire management team have all grown up with the business. Most started out, as in the case of Andrew Porter, Store Operations Manager, working part time on the tills whilst he completed his degree. Andrew believes that Creightons' commitment to their employees and their development is what has led to the organisation's success.

'We are an Investor in People accredited organisation, one that recognises the importance of training in building staff morale and team spirit. By offering first class training and the opportunity to get ahead we are able to attract and retain good people.'

Creightons' commitment to training will see a further 40 staff put through the Level 2 NVQ in Customer Service this year as it builds on an already commendable record in this area, having won the 2002 and the 2004 Best Nisa -Today's UK store award.

Furthermore, Creightons has taken an active interest in Skillsmart Retail, the sector skills council (SSC) for the retail industry, and will be making its contribution to the skills debate by becoming a member of the SSC's Retailer Reference Group.



Currently Creightons have:

- 8 employees who have completed their NVQ Level 2 in Retail Operations
- 35 employees (50% of the total staff complement) actively engaged in NVQ programmes
- 2 employees are undertaking a Modern Apprenticeship in Retailing through the Wholesale Retail and Training Council (WRTC)
- 6 employees have completed the *Train the Trainer* programme through the WRTC
- the company has developed its own in-house training materials to underpin the NVQ programme and to assist staff with advancing their IT skills.