Hatching success with the help of NVQs
Moy Park

The Business Benefits

Moy Park attribute the following benefits to the implementation of their NVQ programme:

Staff better informed, higher skilled, more flexible, increasingly efficient and more aware of cost effectiveness

Reduction in notifiable accidents which reduced accident claims and insurance premiums

Reduction in “sick leave” and poor time keeping within the NVQ group

Reduction in labour turnover

Contributed to IiP attainment

First poultry company in Northern Ireland whose employees achieved NVQ level 2

First poultry company in the UK whose employees achieved NVQ levels 3 & 4

The full story inside

Trefor Campbell C.B.E & Anthony Ferran

"Moy Park aims to support employees to develop skills and attain qualifications which make them more effective in the workplace and both encourages and supports their personal development."

Moy Park

Moy Park is Northern Ireland's leading food company with sales across Europe and employs over 3000 people. Moy Park ranks as one of the top UK poultry processors. The company is fully integrated with over 180 growers contracted into the rearing cycle and it has 2 hatcheries in Northern Ireland producing over ³/₄ million chicks per week.

The newly developed operation at the Dungannon factory is the most hi-tech primary processing plant in Great Britain, incorporating many different cutting and packing operations.

The Craigavon plant, which is the company headquarters, is a further processing operation with 2 factories on one site, producing their own specialised products ranging from fresh kievs and frozen nuggets to a full range of ready to eat roast poultry.

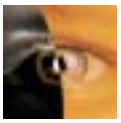
From its marketing headquarters in Crewe, the company is strategically placed to serve the Great Britain food market, and has already made significant progress in the vast European market with the help of 2 factories in France.

In 1996 Moy Park joined OSI industries, an international network based in Chicago and in the years ahead it is committed to moving even further forward in terms of products and staff development.

The recent opening of a new training and education suite (housing a new adult learning centre) within the technical and development centre, is evidence of the company's faith in the future.

The company has achieved IiP recognition and individuals within the organisation have achieved National Training awards in 1997, 1998 and 1999.

The NVQ Programme



Moy Park carried out a training needs analysis which identified the main reasons why the NVQ system should be introduced into their organisation.

Due to external pressure for increased target dates, customers throughout Europe were demanding an improvement in quality and delivery times. With the poultry industry facing closures throughout the UK it was necessary to provide employees with the necessary training to enable them to work smarter to make savings, reduce mistakes and prevent wastage.

Unqualified line leaders and supervisors were uninformed regarding man management and practical leadership skills. This resulted in lengthy machine down time and trivial labour disputes.

Moy Park formed a partnership with the Meat Training Council who provided them with an NVQ tailored exactly to their needs.

In 1995 the organisation became an approved centre through the Meat Training Council. Trainers from each shift became assessors, carrying out assessments on all shifts using all the facilities available both on site and in the NVQ training rooms. An internal verifier was also appointed within the factory.

A pilot programme commenced with 17 volunteers from the shop floor and 8 Jobskill trainees. The organisation initially found that because NVQ training was new to the candidates and the trainers each unit needed to be thoroughly analysed and explained to each individual. A target of one unit per month was set and adhered to. Special classes and lectures were set up to accommodate candidates of different academic abilities. Although there were many hiccups the first candidate reached certification on 28 May 1996, the first in the Northern Ireland poultry sector to do so.

The second group of candidates benefited from the evaluation of the first group. The NVQ process has now been de-jargonised, it is more factory orientated rather than a paper exercise, and portfolios have been stripped of many non-essential papers. Employees facing literacy problems are offered the use of a scribe or audio or video tape for assessment.

Evaluation of trainees' work performance was through managers' references, feedback sheets and Jobskill evaluation on a monthly basis over a period of 16 months.

The Managing Director and Board show their support of the NVQ process with updates of employees' success and their photographs being featured in the company magazine. Full NVQ certificates are framed and presented by a Director within the organisation with special awards such as cups and plaques being presented to the candidates who are first to complete an award in a particular vocational area.

The advantages of employees having an NVQ are now fully recognised by the organisation with the NVQ being included in the company's interview score sheet and this improves promotion possibilities.

"The NVQ programme sharpens staff skills, improves motivation, demonstrates our compliance with legislation and builds on our product quality while meeting the needs of our customers."

Employee Benefits

Enhanced employability, promotion prospects and job security.

Formalised qualification recognised throughout the industry

Better working relationships and team spirit

Created an interest in personal development

Employees have ownership and awareness of standard operational procedures within their job roles

Motivation and self esteem increased

Employees with special needs are developed through the innovative adult learning plan

The Future

Moy Park have experienced the many benefits of NVQs and see them as an integral part of its employee development programme. The key development issues for the future will be:

NVQ level 3 programme – 40 employees interested

Continue to encourage and promote adult learning

Introduce Poultry Manufacturing NVQ

For further information on NVQ implementation and general NVQ information please contact:

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