



S.A Brains & Co exceeds all their initial expectations of e-learning within the space of a year

Overview

SA Brains & Co is leading the Welsh drinks and Hospitality market. It has just over 250 public houses across South Wales, the West Country and central Cardiff.

The Challenge

Compliance training is critical in safeguarding the company's operational standards and the safety of all staff and customers. It is vital for SA Brains & Co to demonstrate that all their public houses are legally compliant and ensure that all new employees and existing staff successfully complete the relevant training.

Aim: to deliver Foundation Food Safety, Foundation Health and Safety training to all front line workers in their 250 public houses across South Wales, the West Country and central Cardiff.

The Solution

In January 2006 SA Brains & Co purchased:

- Foundation Food Safety
- Foundation Health and Safety.
- 20 el-boxes (Introduced the concept of the 'roaming el-box')
- Within less than a year the e-learning programme was developed further by adding two more courses – DDA and LLBP.
- Later introduced AIMS

Implementation

The 'roaming el-box' schedule was put in place in order to bring effective training in a cost-effective way. This involved a 12-week cyclical journey over a total of 6 Public houses for each of the 20 el-boxes - one el-box would be loaned out to 6 Public houses for a 12 week period.

The company appointed 4 recruitment and Training Coaches and trained Managers as area 'Champions' for each of the 20 el-boxes.

They wanted to ensure that all new employees would successfully complete the relevant training within the first 12 weeks of commencing work.

The training would be delivered to new hires as part of their induction programme. The aim was to train 600 staff in 108 managed houses over a three month period.

Results

S.A Brains & Co has met and exceeded all their initial expectations of e-learning.

Within the space of a year:

- Cost savings have exceeded £73,000 (in reduced training costs)
- Further savings are guaranteed as money no longer needs to be spent on:
 - ❖ running courses
 - ❖ appointing external tutors
 - ❖ paying both the delegate and their pubs to cover a full day's wages
- Refresher courses can also be taken at any time at no additional cost.
- 1,000 employees achieved 100% compliance in Food Safety and Health Safety within the first three months of e-learning (at previous levels it would have taken up to 9.75 years to run just 117 courses).
- They have issued up to 1400 certificates
- Mystery diner visitor scores have risen from 87.6% to 91.6% (since 2003)
- Staff skills have risen from 81.9% to 88% (6.1%)
- Manager Key Performance Indicators (KPI's) have risen by 8%.
- Kitchen audits increased from 66% to 82% (According to External audits from November 2004 to Spring 2006)
- Reduction in learning time (on average learners spend a total of 3-4 hours on each course versus the one day intensive and costly classroom training.)
- Improved knowledge retention (proven by consistently higher Standards in all Public Houses across the entire estate)

User Testimonials

Heather Fish, Learning and Development Manager, SA Brains & Co Ltd: "We are confident that these scores will continue to rise, as we have created a sustainable and effective learning platform to regenerate our workforce and their skills. We can demonstrate legal

compliance and have significantly reduced the risk of prosecution. Our staff morale and retention has improved and they universally embrace the entire learning experience. Effective training has transformed the outlook of our company, by opening up a future of possibilities for us all.”

Nick Jones – Manager of Terra Nova in Cardiff Bay: “As a Manager, to me a key benefit of the el-box™ is the exceptional time-saving ability it offers. I can now set a Team Member up in the corner with a box and off they go! No question about it, they absolutely love this no pressure, fun training!”

Kirkland Davies, Retail Operations Manager for the Venues and Occasions Estate: “The el-box™ has not only provided a opportunity for the Champions to develop their communication skills as part of exposure to a wider part of the business, their IT skills have also been enhanced in the role of trouble-shooters and coaches”.