

## **CASE STUDY – GREGGS THE BAKERS**

Each month we showcase an existing client and highlight their approach to training and consultancy. If you would like your organisation to be involved in this feature, contact us on the usual number. In this issue we look at Greggs the Bakers.

Prior to 2008, our involvement with Greggs the Bakers had been limited to consumption of their rather splendid bakery products! The upcoming advent of Driver CPC was to change all that. Specialist was one of a number of organisations selected to compete for the contract for Driver CPC training for the drivers of Greggs' substantial fleet of delivery vehicles. The list included Road Transport Industry trade associations and other national training providers. After being successful in the first phase of the competition, Specialist also won the "play off" with the other finalist. We started training the Greggs Drivers soon after and are still delivering this training now.

Greggs has a reputation as a slick, efficient plc and places great emphasis on its staff and their development. Whilst they had an excellent working knowledge of training systems and methodologies, management in the transport side of the business was well aware there were deficiencies in their drivers' knowledge. Accordingly, they were very receptive to Specialist's course design service which constructs training programmes aimed at specific issues within an organisation. The design process involved training needs analysis and a bespoke specification for the subsequent learning experience. Logistically, the training of the drivers was challenging. Greggs national spread of depots meant that trainers were needed at a variety of locations nation wide. Whilst this was not unusual, the weather at the time of the training both in year one and two was! Despite snow, gales and other climatic issues all the trainers got through and all the training was delivered.

The results from the first year's training were extremely encouraging with quantifiable improvements in driver performance. The same approach was tried with similar success in year two and, not surprisingly will be implemented after the year three batch of training which is just about to start.

Like Specialist, Greggs places a strong emphasis on partnership with its suppliers. The end result is not only a more harmonious working relationship, but a far more effective engagement for those who ultimately attend the training programmes. Following the success of the Driver CPC programme, Greggs has also booked staff on to Operator CPC courses and Driving Assessor courses. Specialist is looking forward to the ongoing development of this successful relationship over the coming years.