



WORLDHOST DESTINATION BLACKPOOL



People 1st

- People 1st is the leading skills/workforce development charity for employers in the hospitality, tourism, leisure, travel, passenger transport and retail industries.
- We represent of 24 industries who contribute over £63 billion in GVA each year, and employ approx 2.9 million people in more than 419,000 establishments
- Approx. 1 in 5 of the UK workforce



What is WorldHost?

- World-class customer service programme developed in Canada, licenced by People 1st in the UK
- 1200 Recognised WorldHost businesses
- More than 700+ licensed WorldHost trainers nationally
- Over 10,000 local ambassadors trained through the WorldHost Ambassador programme for the London 2012 Olympic and Paralympic Games





WorldHost Programmes

Principles of customer service

Principles of supervising customer service performance

Service across cultures

Ambassadors workshop

Customers with disabilities

Sales powered by service



WorldHost Customers



Recognition Awards:

- **Business Recognition:**

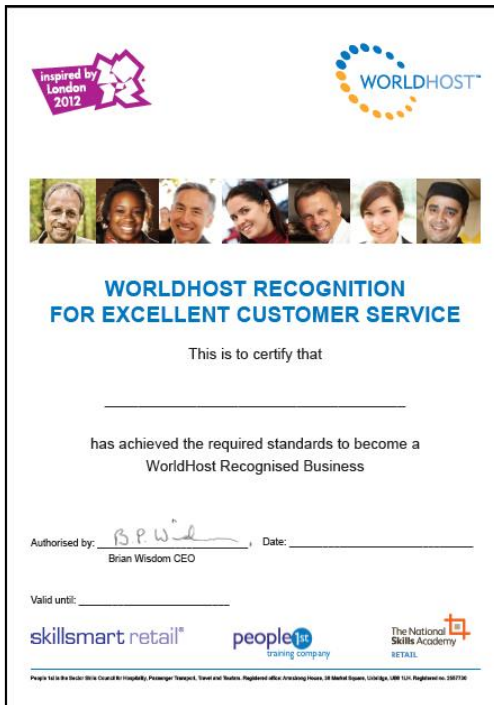
50%+ of customer facing staff within a business need to have completed any WorldHost training.

- **Destination Recognition:**

25%+ of service reliant business within an agreed catchment area must have achieved Business Recognition to trigger Destination Recognition.

WorldHost Recognised Businesses

Certificate



Plaque



Window Sticker



WorldHost in the news



August 18, 2014

ScotRail sees boost in passenger ratings after using WorldHost

Nine out of ten rail passengers in Scotland have declared they are satisfied with their train service. In addition, the score for the attitude and helpfulness of staff rose, demonstrating that ScotRail's investment in dedicated 'World Host' customer service training is making a positive impression staff and passengers. On-train scores in this category rose to 85% - up 9 points – which compares strongly with the national average of 64%.

July 28, 2014

WorldHost City Region Ambition Realised For Liverpool.

As a result of this year's International Festival for Business (IFB), the Liverpool City Region has become the first in Great Britain to achieve the prestigious WorldHost customer service accreditation

Robert Hough, Chair of Liverpool City Region Local Economic Partnership, said: "As a result of this training, visitors will experience even better customer service from our retailers, hospitality and tourism businesses. This in turn encourages more visitors to spread the word and make a return visit, boosting the profitability of our sector."



WorldHost in the news



May 2, 2014

Resort's £1m boost to become world class

Blackpool has landed £1m to set up its new tourism academy which aims to raise the skills of people who work in the resort's visitor economy.

It means the skills of seasonal and year-round tourism workers will be raised to the World Host standard – the level of expertise seen in volunteers at the London Olympics and 100 new apprenticeships will be created.

April 30, 2014

New training will help N. Ireland retail sector raise its game in customer service.

Minister for Employment and Learning, Dr Stephen Farry, said: "This initiative endorses my Department's commitment to retail as one of the priority sectors of the economy"

The WorldHost customer service programme, which has already proved extremely successful across Northern Ireland's tourism sector with over 11,000 people trained, is now being made available to businesses in the retail sector.



WorldHost In Blackpool





Any questions?