

NEWS RELEASE

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GLASGOW WELCOMES HELPS CITY PARTNERS SCOOP BRONZE AWARD FOR LEARNING

Three Glasgow organisations have jointly scooped a bronze award at the 19th annual Learning Awards 2015 in recognition of their preparations for the Glasgow 2014 Commonwealth Games using the Glasgow Welcomes programme.

Glasgow City Council, Cordia LLP and Glasgow Life submitted a joint entry outlining how they used the Glasgow Welcomes programme to ensure their teams were able to deliver excellent customer service to visitors during the busiest summer in Glasgow's history. The programme was delivered to over 3,000 employees across the three organisations through a mix of face to face workshops and the Glasgow Welcomes-Online module.

The Learning and Performance Institute, which runs the awards, recognised their efforts in the 'People Development Programme of the Year' category, which included large brands McDonald's, Tesco Bank and Barclaycard.

Glasgow Welcomes, the city's tourism service initiative, aims to deliver a world class visitor experience through customer service development opportunities for owners, managers and frontline staff at leisure, hospitality and tourism businesses.

Last year, thousands of employees at bars, restaurants, hotels and leisure attractions, as well as around 2,500 Glasgow 2014 Clyde-sider volunteers, engaged with the programme to help ensure Glasgow delivered the "best ever Games".

Leader of Glasgow City Council, Councillor Gordon Matheson said:

"This is fantastic recognition for the hard work put into preparing for the Games and is an indication of the quality of the Glasgow Welcomes programme. Submissions for the awards come from organisations all over the UK, so it is a tremendous achievement to reach the final and pick up an award."

Wendy Stewart, Training, Health and Food Safety manager at Cordia said:

"The Glasgow Welcomes programme was just right for the staff working for us during the Games. Operating within eight of the venues during Games time allowed our staff to create a happy, fun, vibrant and customer focused service to all the visitors, athletes, officials, volunteers and media throughout."

Councillor Archie Graham, Chair of Glasgow Life said:

"The Glasgow Welcomes programme is a great example of collaborative working in the city which thoroughly deserves this recognition from the Learning Awards. More than 1,500 Glasgow Life staff undertook the programme adding to the warm and friendly welcome people received in the city during the Games and creating a real customer service legacy for everyone who accesses the cultural and sporting services Glasgow Life delivers."

Stella Callaghan, Project Manager, Glasgow Welcomes said:

“We are delighted the team has won this prestigious award – it’s testament to the dedication and commitment of those involved and is a well-deserved accolade. It also demonstrates the quality of the Glasgow Welcomes programme. To be able to enter and win awards of this calibre alongside large blue chip organisations underlines the relevance and impact of our training.”

The Glasgow Welcomes initiative is supported by the industry-led Glasgow Tourism & Events Leadership Group (which includes Glasgow City Council, Glasgow City Marketing Bureau, Glasgow Chamber of Commerce, Scottish Enterprise and VisitScotland), and is managed by VisitScotland on behalf of industry and partners. Principal funders are Scottish Enterprise, with additional funding provided by Skills Development Scotland and the Glasgow city partners.

NOTES TO EDITORS

- Issued by Golley Slater on behalf of Glasgow Welcomes, the city’s tourism service initiative.
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- A photograph of the team receiving their award is available.
Contact Stella Callaghan 0141 566 4031 / stella.callaghan@visitscotland.com
- Glasgow Welcomes, the city’s tourism service initiative (previously Glasgow Service with Style) is a unique city-wide initiative designed to support the delivery of a world class visitor experience across the entire customer journey through training and development opportunities for tourism and hospitality businesses. It aims to further the development and regeneration of the city through the expansion of the tourism sector by raising service standards at every touch point of the visitor experience and improving bottom line benefits to businesses.
- The initiative is supported by the industry-led Glasgow Tourism & Events Leadership Group (which includes Glasgow City Council, Glasgow City Marketing Bureau, Glasgow Chamber of Commerce, Scottish Enterprise and VisitScotland), and is managed by VisitScotland on behalf of industry and partners. Principal funders are Scottish Enterprise, with additional funding provided by Skills Development Scotland and the Glasgow city partners.
- To find out more about the Glasgow Welcomes programme go to www.glasgowwelcomes.com