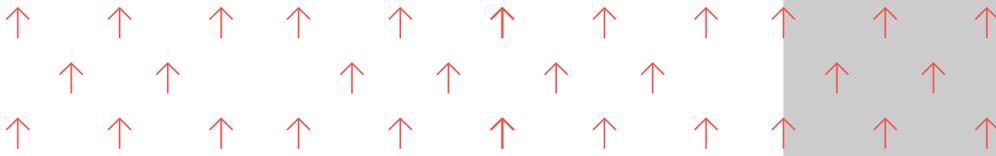


**NCD Recruitment Academies**



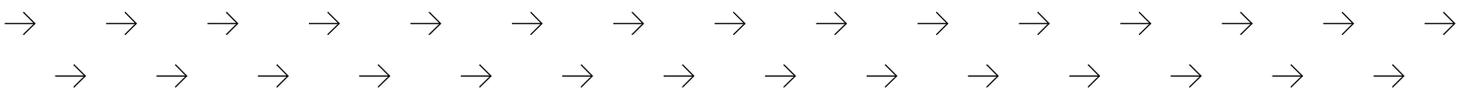
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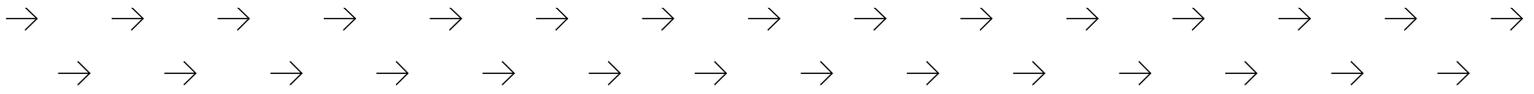
# **CASE STUDY**



## **Bar & Block Steakhouse**

*Whitbread Group PLC*





# CASE STUDY

**Employer: Bar + Block Steak House**

**Date: 16 - 27 May 2022**

## **About Bar + Block Steak House:**

Whitbread PLC is a leading hospitality business and the owner of Bar + Block Steakhouse. The restaurant is housed beside the premier Inn - one of the UK's biggest hotel brands, situated on Durham's new Riverside leisure complex.

## **What Bar + Block Steak House required:**

Bar + Block Steakhouse due to open Summer 2022 were struggling to recruit a workforce with the right skills to sustain and grow their business and looking for new ideas of engaging and attracting applicants.

There were over 45 roles available which included, Front of House, Chefs, Kitchen Staff, Cocktail makers, and Cleaners with various shift patterns available.

## **What we did:**

New College Durham (NCD) worked collaboratively with Bar + Block and Job Centre Plus to tailor a Sector Based Work Academy Programme (SWAP) that would support the employer's requirements and to give the individual learner the skills and confidence to apply for a position with the Whitbread group. A Sector Based Work Academy model (SWAP) is a government initiative to support an employer to create a skilled workforce for their business.

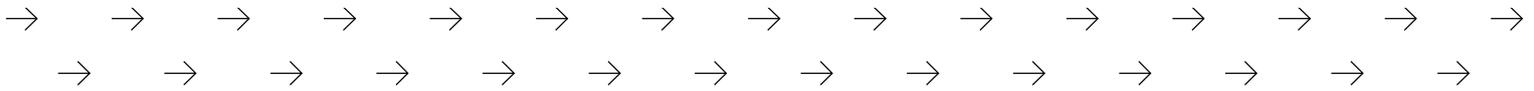
NCD supported Bar + Block with an exciting marketing campaign promoting the Academy on several Social Media Platforms along with marketing material for JCP Customers.

A tailored recruitment service was implemented to screen and support suitable learners for the programme. All learners received joining instructions prior to the course with relevant information regarding the course details and venue.

The 2 week Academy included Customer Service training along with Mental Health Awareness and Employability.

Support from NCD's Student Support Team and National Careers team were on hand to support the learners with additional interview and preparation training.

Candidates received a guaranteed interview with Bar + Block following the Academy.



**Overall outcome:**

**10 learners successfully completed the Academy**

**6 learners were offered a role at Bar + Block**

**Comments:**

**Further opportunities are in the pipeline to support the Whitbread group with their large induction programme including upskilling the team with digital skills and more SWAPS across the region.**

Would you like to find out how we can support your business with our free recruitment and training service? Please contact [lisa.waller@newdur.ac.uk](mailto:lisa.waller@newdur.ac.uk)

