CASE STUDY

INVESTORS IN PEOPLE

G1 Group

"We found the process for accreditation very quick, we initially thought it would take us about 12-18 months to go through but we achieved Gold status in a matter of months. Investors in people ensured the whole process for us was very smooth and has encouraged us to work closely with them in the future."

Julie Cassidy, HR Manager

BACKGROUND

Size: 1,400 employees

Sector: Tenancy

Location: 40 units across Scotland

Status: Recognised in 2009

THE ORGANISATION

Launched in 1990, G1 Group has become one of Scotland's leading licensed trading groups. Now operating 180 properties across the country it has become recognised for its niche market innovation and has grown its managed house to more than 40 unique venues that include restaurants, clubs, cinemas, hotels and bars that can cater for a range of events from weddings celebrations and parties.

G1 Groups main focus is maintaining the highest standards in comfort and design and strives to offer the highest levels of outstanding experience for customers. Recognised with many celebrated accolades for its commitment to excellence including a number of Regeneration of Scotland Awards and the Best Restaurant, Best Bar and Best Club award categories at some of the UK's most prestigious ceremonies. G1 Group has been highly commended for its training programmes, they have been accredited in the Eat Scotland excellence in food and service scheme, twice named Independent Multiple Operator of the Year at the Scottish Licensed Trade News Awards and won 16 Best Bar None awards.

- **Emphasis is placed on recognising talent within the staff and this is nurtured**
- **Created a culture of training and development where individuals can excel within the forward thinking**
- **Recognised they needed a continuous training and procedural process in place that could match their business approach.**

THE CHALLENGE

G1 Group objectives is to maintain quality, service and attention to detail are at the forefront of the company ethos and the Group believes the team are the number one asset in upholding this. There has always been a strong culture of people development. The Group has tried to develop focus on people, service and standards with further initiatives in training. Offering such a high level of comfort, internal atmosphere and excellent service to its customers, the same elements of awareness for its staff must be instilled to follow through with maintaining the services offered to their patrons.

The management team has had opportunities in the past to progress in their careers through the company, some moving through from unit level. After failing to reach the Standard three years ago the Group strongly felt that policies and procedures had to be reviewed. Investors in People were chosen to benchmark the company against a reputable and recognised accreditation. As G1 Group had time from their previous attempt to evaluate their systems and procedures they felt the Investors in People new approach would work better for their needs.

THE STRATEGY

Senior management assessed the Investors in People criteria, working with the Investors in People assessor, the HR Manager and Head of Training to establish what areas needed to be improved and the possibility of achieving this. It was important to the Group that the criteria was explained and the benefits were clearly demonstrated. G1 Group's approach to the review helped to uncover key findings as they fully embraced Investors in People.

Pressures on disposable income, food, beverage and utility costs have not dampened in the current financial climate, so it was important for the Group to consider the fact that they needed to invest in a quality standard to ascertain the company are exercising best practice processes and also ensure they are first choice in every market place that operates in 2009. G1 Group pride themselves on being different, they consider themselves leaders in their sector, ensuring they remain at the forefront of innovation and development in all aspects of business. As they are an entrepreneurial leadership organisation their business style is quite fast paced and dynamic, guaranteeing their position of market leader is maintained. They recognised they needed a continuous training and procedural process in place that could match their business approach.

It was key during the accreditation process to not only evaluate better training processes for staff but also focus on its customer mission of 'an outstanding experience on every occasion'. This has mapped the company's determination to follow through with objectives and maintain training for staff to help this. had and the new approach added value to this.

THE RESULTS

The G1 Group team are passionate about achieving excellence in every aspect of the companies operation. Awards won and the quality, service and attention to detail delivered are an example of the policies and procedures in place to assure the distribution of the company objectives. Emphasis is placed on recognising talent within the staff and is nurtured; outstanding staff are rewarded using the company's egalitarian approach.

G1 plans to continue its expansion strategy and aims to become the largest independent operator in Scotland. G1 Group has been awarded the highest level of accreditation in the renowned Investors in People scheme. This prestige of award is limited to only the leading companies in the UK who create a culture of training and development where individuals can excel within the forward thinking and dynamic environment created by G1 Group.

INVESTORS IN PEOPLE ASSESSOR COMMENTS

"G1 pride themselves in being different. They are not followers but leaders in their sector, ensuring they remain at the forefront of innovation and development in all aspects of business.

G1 is an entrepreneurial leadership organisation. It is dynamic and fast paced guaranteeing their position of market leader is maintained.

Outstanding staff are quickly spotted and nurtured driving them through the company with an egalitarian approach where hard work is rewarded.

If G1 could capture the enthusiasm and drive of its people and sell this they would make a fortune."