

## Culture For Success Award

BL Hairdressing Training have worked hard for the past 24 years to build a 'Culture for Success' in all areas of the company.

The award applied for focused on four aspects such as your people, customer service, winning business and contribution to the region.

BL Hairdressing have developed safer staff recruitment policies. Taking into account all government directives relating to safeguarding and equality and diversity to ensure staff and learner welfare is at the heart of all procedures. Recently, we have developed a new 'home working' initiative to support and encourage staff to gain, maintain employment and to help the business develop further within the North East Region.

The organisation and its staff are all committed to giving the best customer service we can within our sector. Our commitment to offering businesses flexible training and bespoke packages has led us to sustain and increase this clientèle base over the years. BL Hairdressing activity support government 14 -19 reforms and local LSC priorities. These are integrated into our company business plan and strategic development plans. We currently have contracts with schools, community agencies, E2E providers and disengaged NEET groups in various projects throughout the North East of England.

BL Hairdressing have an effective Technology in learning strategy and have been selected by BECTA to be an Exemplar provider this year. As an exemplar provider we are responsible for facilitating a network of colleges and providers across the country showcasing our work with learners and our technological advances in training.

In addition, we have also supported many community groups not associated with the hairdressing sectors. These include Middlesbrough Amateur boxing club and North East Football Association. These institutions are predominately male and we have tried to reach out to these groups to show them hairdressing is not only for girls. Many of our salon managers are men and they often contribute to success stories in our company marketing materials.

The Awards were open to all companies irrespective of size and sector across the North East of England. The Awards aimed to acknowledge and reward the expertise, talent and passion that drive forward regional business in these challenging times. The event took place on Thursday 10<sup>th</sup> June 2010 at the Northern Stage in Newcastle Upon Tyne.

Gail Dalton, a Director of BL Hairdressing said "I am so proud BL Hairdressing has achieved the Outstanding Contribution Award. It is a real success story for all our staff to be recognized for the hard work they do within the North East Hairdressing community".

Neil Warwick, chairman of Service Network said: "These are great awards; they are about the people who make companies work. In such difficult economic times it is those companies who recognise the impact that good employees have on customer service and profitability, that will not only survive the recession but accelerate out of it. The companies shortlisted have demonstrated the key ingredients required for a successful culture and we should be extremely proud to have them on our doorstep."

