



ALTOGETHER G's

Cambridge 
Regional College
first for training & skills

English for Speakers of Other Languages (ESOL) **CASE STUDY**

G's Marketing

Improved Language Skills and Communications. Confident, Motivated Staff.

The company, based near Ely in Cambridgeshire, has always been committed to managing the entire process from growing through to production and marketing. G's serve all sectors of the food business in the UK. Customers include a number of the leading quality supermarkets in the UK, for whom G's supply a range of own-label salads and vegetables. The company is a family business with very strong values for its people, its customers and its suppliers as well as enormous respect for the environment and nature.

Why train?

The company will continue to source staff from the local community; however over the past few years due to Fenland migration this has become increasingly difficult. In order to adequately staff operations G's has looked towards our European neighbours to fulfil staffing needs.

Whilst this has proved very fruitful in recruitment terms, G's has recognised the need to ensure that these staffs benefit from the best possible start in their new positions by offering a range of different levels of ESOL courses on site and after an initial trial with Cambridge Regional College (CRC) an agreement for them to provide this teaching provision was signed and is now in its third year of operation.

With support from CRC, G's designed, constructed and fitted a purpose-built

classroom, exclusively for the ESOL provision.

Staffs from CRC operate at G's every working day delivering the complete range of ESOL qualifications. Employees work through the various sections of listening, speaking, reading and writing at their assessed level before progressing on to the next level.

Over the past few years, hundreds of ESOL qualifications have been achieved via the G's route and senior management of the company continue to support both the programme and the yearly celebration of awards.

The impact on the company shines through in improved communications and hence efficiency of working and a drive for progressive and continuous improvement through training.

Training Impact

Improved Communications and Operational Efficiency – Confident Staff, Motivated to Progress

"We have seen a clear progressive improvement in communication skills across the company.

Speaking and writing English is a key skill for many of our staffs to achieve, it is especially important from a Health & Safety viewpoint.

G's Marketing is committed to providing a learning environment that provides a direct benefit both to the staff and the company.

We are pleased to make this investment and watch our staff grow in confidence and to celebrate with them their personal satisfaction of achievement."

Paul Waller
Group Learning and Development Manager

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