

Improving the quality of welcome to support the Brent Black Community Action Plan

Summary:

People 1st International was commissioned by London Borough of Brent to develop a tailored customer service programme and business recognition scheme for businesses in the region as part of the council's Black Community Action Plan strategy.

Challenge / Opportunity:

The Brent Black Community Action Plan aims to address inequalities faced by Brent's Black communities. The key focus of the intervention was to raise the profile of the quality of welcome and experience provided by businesses run by the black community in the London Borough of Brent. To support this, we were tasked with developing and delivering training to upskill small businesses and social enterprises to provide a first-class customer experience..

Skills Solution:

Using the People 1st International WorldHost model we implemented three key solutions:

- 1) Development of a customer service charter as a framework for businesses to adhere to, using the existing WorldHost Customer Service Excellence Charter as a framework
- 2) Creation of a tailored version of our WorldHost Principles of Customer Service programme to be delivered by local trainers in the borough over 2 x 3hr sessions
- 3) Business Recognition Quality Mark that could be displayed to customers of businesses who had trained more than 50% of their staff

We engaged with and supported Brent Town Centre Managers and Brent BCAP steering group to promote the Quality Mark and associated training to local businesses and social enterprises. Our work with local 'ambassadors' included stakeholders from:

- Steering group members
- Town Centre Managers team
- Other community groups accessed via the team at Brent Council
- Face to face engagement in the community

Outcome / Impact:

Throughout the project, despite the challenges of engaging local businesses, we successfully trained 27 individuals on the WorldHost Principles of Customer Service programme across the borough. The following businesses also achieved the Business Recognition Quality Mark:

- Bespoke Beauty Organics
- Lin Kam Art
- Mini Minders Childcare and Forest School
- Phoenix Rising
- Pixipod Group Ltd
- Reconnection
- Seeds Hub
- Sidonie's Kamore