

TRAINERS' EXCHANGE

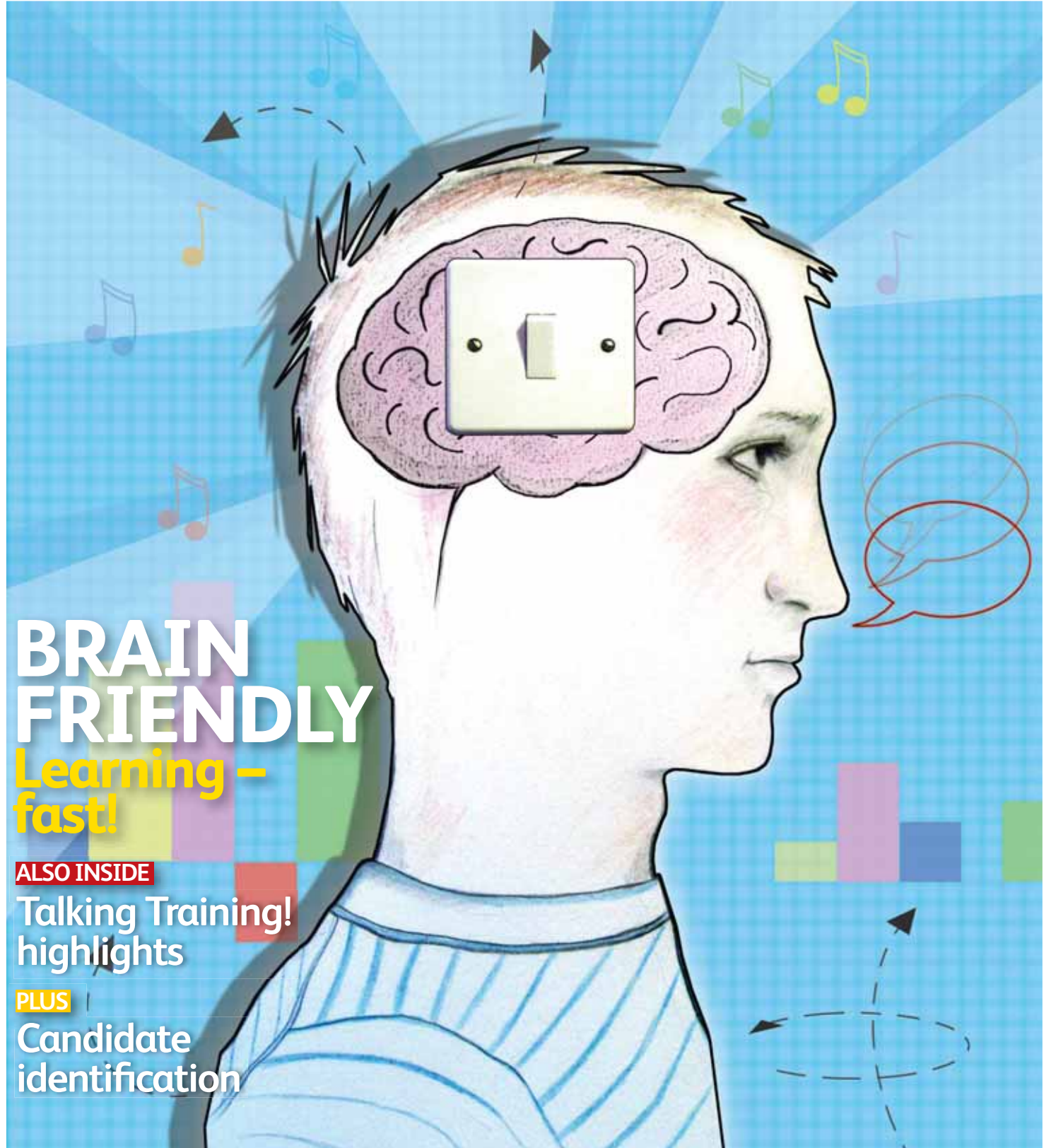
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Chartered  
Institute of  
Environmental  
Health

THE MAGAZINE FOR TRAINERS WHO DELIVER CIEH ACCREDITED QUALIFICATIONS

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## BRAIN FRIENDLY Learning - fast!

**ALSO INSIDE**

Talking Training!  
highlights

**PLUS**

Candidate  
identification

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## Editorial



Maintaining our position as an Ofqual-accredited awarding body requires continual assessment and review – internal and external. We are constantly striving to improve our procedures and, therefore, the quality of the services CIEH provides to centres and trainers. The results of our Ofqual post-accreditation monitoring audit, which took place last year, are due to be published soon and we have just submitted our self-assessment return for this year. We are expecting formal approval of our position as a Component Awarding Body to be given in the summer and this will further add to our status as one of the leading awarding bodies for vocationally-related qualifications.

As well as working hard to maintain and develop our position as an awarding body we have been continuing to develop qualifications – see page 15 for information on the new Level 2 Award in Cleaning in Food Premises.

We understand the pressures that impact on centres and trainers and the tensions that can exist in the dual role many of you perform as educators and business managers. It is always a challenge to reconcile competing demands, perhaps even more so in a recession, but we believe, as Heather Harwell argues on page 3, that excellence in training helps trainers to develop good reputations and, thereby, maintain and develop business.

To support you in developing your training skills, the Events Team (see pages 10–11) are planning a series of events designed to encourage learners to participate actively in the learning process. To find out more about ‘brain friendly’ learning or accelerated learning and our new DVD see pages 13–14.

Simon Gannon offers some marketing tips to steal a march on your competitors (see page 17) and WebWatch identifies a useful book and website to help good trainers become great (see page 18).

In addition to a range of case studies to show you who is investing in training and how training is being delivered, we include an account of last year’s Talking Training! Conference (see pages 8–9). Make sure you put the date of this year’s conference (Tuesday 1 December) in your diary now – it would be great to see you there.

**We are constantly striving to improve our procedures and, therefore, the quality of services CIEH provides**

**Marianne Phillips, Director of Product Development & Delivery**

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### CAMPAIGNS

# Food Safety Week – focus on Listeria



REX FEATURES

This year's Food Safety Week, organised by the Food Standards Agency and supported by CIEH, runs from 15 to 21 June.

The focus is on food hygiene advice for the over 60s, due to the increasing incidence of *Listeria* in this age group.

While many other types of food

poisoning have been decreasing, *Listeria* cases have doubled since 2001.

Although the numbers are relatively low, the death rate is higher than from *Salmonella* and *E. Coli* O157 combined.

The key messages are:

- keep fridges at the right

temperature

- follow storage instructions on the label
- don't eat food past its 'use by' date.

Further information can be found on the FSA website [www.food.gov.uk](http://www.food.gov.uk)

### DIPLOMAS

## Becoming a Component Awarding body

Following the launch of the new 14–19 Diplomas CIEH submitted to QCA to become approved as a Component Awarding Body (CAB).

Initial approval was awarded in November 2007 and full approval will be given in the summer following a number of technical updates to our exam processing systems. These changes are being made so we can communicate effectively with the Diploma Aggregation Service – the service that confirms the award of a Diploma.

CAB status will enable us to add CIEH qualifications to the Additional and Specialist Learning (ASL) catalogues for each relevant Diploma.

This will mean that Diploma candidates can choose to take one or more CIEH qualification and put the credit gained towards their overall Diploma.

For further information please visit [www.qca.org.uk](http://www.qca.org.uk)

### FEEDBACK

## Ofqual self-assessment return

As part of our regulatory monitoring we are required to submit a self-assessment return each year, which has just been submitted.

Part of our annual self-assessment is to review various types of feedback from our centres and trainers, from comments about the registration process through to feedback on exam questions.

We actively encourage you, therefore, to provide us with regular comment, both good and bad, on all aspects of our service and products.

### REGULATION

# Ofqual post accreditation monitoring audit report

At the time of writing we are still awaiting the final report on our post accreditation monitoring audit that took place last year.

It has, however, now been checked for factual accuracy and further discussions have taken place to agree the final outcome.

It appears that the final report will contain seven (fortunately very minor) conditions that we will need to address through an agreed action plan.

One of these conditions relates to an issue that has prompted a lot of feedback from centres and

trainers – that is, candidate ID.

PLEASE NOTE – this is a requirement of ALL awarding bodies and so, contrary to the claims of one new awarding

body, all must put measures in place to confirm and record the identification of candidates before they take examinations. (See p. 16 for further information.)

### Your view counts

Do you have something to say about *Trainers' Exchange*?

Do you have any ideas for articles that you would like to appear in a future issue?

If so, we'd love to hear from

you. We want to make *Trainers' Exchange* work for you.

Do please email your comments and/or suggestions to the Editor, Anna Howells: [a.howells@cieh.org](mailto:a.howells@cieh.org)

**TRIALS**

# An end to bad hand days



PHOTOFUSION

**Non-latex gloves can reduce hairdressers' risk of skin conditions**

A trial commissioned by the Health and Safety Executive (HSE) has shown that hairdressers can reduce the risks of developing dermatitis and other skin conditions by wearing non-latex gloves during their work.

The glove trials were carried out in 750 hair salons across 38 local authorities. They were organised on the back of HSE's well-known 'Bad Hand Day' campaign and in

partnership with Local Authorities and Habia (the government appointed standards setting body of the hair and beauty industry).

The campaign encourages more hairdressers to wear non-latex gloves.

**For further information about the glove trial and the Bad Hand Day campaign see [www.hse.gov.uk/hairdressing/](http://www.hse.gov.uk/hairdressing/)**

**QUALIFICATIONS**

## European Qualifications Framework

CIEH was invited to consult on the proposed plans to cross reference the new QCF levels with the European Qualifications Framework (EQF).

As soon as this work is completed it will add value to the CIEH qualifications you offer by supporting recognition of the qualifications across European

countries. This, in turn, will make the attainment of a CIEH qualification even more valuable to the individual if they are normally a resident of another EU country or a UK resident planning to work in Europe.

**For further information please visit [www.qca.org.uk](http://www.qca.org.uk)**

The effective trainer	The ineffective trainer
Large experience base	Small experience base
Encouraging	No encouragement given
Facilitator of learning	Uncertain of role
Resourceful	Not resourceful
Committed to the candidate	No interest in the candidate
Multi-disciplinary	Expert in a narrow field
Directed by candidate's needs	Driven by self-needs
Highly organised	Highly disorganised
Intelligent	Ill-equipped
Supportive	Judgemental



**Examination and assessment**  
Heather Hartwell

### Being a trainer – rewards and challenges

Many trainers have dual roles: as educators and as business managers. Sometimes the concerns of the former are overtaken by the concerns of the latter. It is, of course, important that trainers are able to maintain and develop their business, but efforts to do so should be considered in tandem with efforts to achieve high standards in training.

Learners differ in terms of their intellectual abilities and motivation and this variation brings challenges. Good training depends on a good relationship between trainer and learner – there should be respect on both sides.

As trainers we take on the role of mentoring in the short term, responsible for the development of each learner's capabilities. Mentoring requires trainers to guide and nurture learners while simultaneously exercising discipline. Although the trainer's role can be seen to parallel that of a manager there are some significant differences. The learner is more autonomous and less dependent (monetarily) than an employee and the trainer has less formal authority than a manager. Skill is required to achieve the right balance in the learner/trainer relationship.

**We must be flexible and dynamic**

Research shows that HR professionals place a high value on training staff whatever the economic situation, which is extremely encouraging. In times of economic uncertainty and increased competition it is essential to have a competent, skilled workforce. What is worrying, however, is that training budgets are often the first to be cut when streamlining a business operation. Our clients will be looking for efficiency and effectiveness from staff training. We must therefore be flexible and dynamic in our approach to training delivery (see the box on the left).

In summary, the success of training depends on a trainer who has the necessary experience and resources to facilitate, encourage and support learners whatever level of skills and abilities they have, providing the individuals are willing to participate in the learning process. Each training session will bring something new.

Excellence in training practice helps learners to fulfil their potential and helps trainers to develop good reputations and, thereby, maintain and develop business.

For further information see 'Staff training during an economic downturn – opportunities and threats' <http://www.im-c.co.uk/en/help/resource-center/research-reports/>

**Heather Hartwell is Chief External Examiner**

In Arabic, in the gym and in the health service – find out more about who is investing in health and safety training and how CIEH qualifications are being delivered

## Say ‘Salamaa’ to health and safety training in Arabic

**Chartered Institute of Environmental Health launches first qualification in Arabic**

In December last year the CIEH announced a partnership with Safety Training and Consultancy Services Limited (STCS) to offer the CIEH Level 2 Award in Health and Safety in the Workplace entirely in Arabic. The partnership has been forged due to strong demand for health and safety training from Britain’s 500,000-plus Arabic speakers, as well as Middle Eastern businesses keen to adopt the CIEH’s internationally-recognised qualifications.

STCS Health and Safety Trainer, Mabrouk Shtewi, who successfully trained the first group of Arabic speaking professionals said: ‘The availability of CIEH qualifications in Arabic is an exciting development for all Arabic-speaking people in the UK and across the Middle East as they can gain recognised CIEH qualifications in their own language. This ensures a full understanding in the area is achieved and it will help businesses to succeed in the long term.’

The CIEH Level 2 Award in Health and Safety in the Workplace is designed to ensure front line, shopfloor and production employees understand and champion compliance with UK health and safety law, as well as helping them understand the main areas of risk to themselves and others.

The CIEH is already experiencing strong demand for its qualifications from Middle Eastern firms in construction and tourism looking to abide by international best practice in health and safety.

In addition to health and safety qualifications, CIEH food safety qualifications are also

# Investing in health and safety



## The availability of CIEH qualifications in Arabic is an exciting development

available in Arabic for caterers and food retailers and manufacturers across the UK to assist in compliance with food safety law and in protecting consumers from the risks associated with the contamination of food.

Kris Murali, Managing Director of the CIEH said: ‘I am delighted and proud that the CIEH is working with STCS to ensure our qualifications are available to as many in the workforce as possible.’

‘We have a clear commitment to improving standards of health and safety and food safety and by offering a wider choice of languages in which the qualifications can be completed, we are helping businesses to ensure all employees reach a good level of understanding of key safety issues.’

STCS is part of the SHEilds Group and has offices in Hull, Dubai and Doha.

## Ensuring a safe workout

The Training Co. has been working with Servicesport, a Bolton-based company which services, repairs and supplies leisure sports equipment.

Colin Marriott, Managing Director of Servicesport, has taken the business from an idea back in 1996 to a company that services leisure equipment from John O’Groats to Land’s End employing 30 staff plus other associate workers. Colin understands the benefits of keeping people safe and is concerned to maintain the company’s own health and safety arrangements:

‘Leisure equipment takes a real pounding from those keeping in shape. As my company grew, I recognised the need to keep the workforce in shape and safe and therefore selected a training company to help. The CIEH Level 1 Award in Health and Safety in the Workplace has helped structure our training

**I recognised the need to keep the workforce in shape and safe**



**Above: All Servicesport's full-time staff have passed the CIEH Level 1 Award in Health and Safety in the Workplace. Above right: SureTeam's Barry Robinson (left) and Peter Hodgson**

by giving us a base to work from. All full-time employees have now passed the exam and we are putting supervisors through the Level 2 Award. Because The Training Co. was able to run two courses on one day I saved money on the training costs and reduced the number of staff hours and, therefore, business lost.'

Servicesport's Health and Safety, Manager,



Geoff Smith said: 'The CIEH Level 1 in Health and Safety in the Workplace course provided a suitable introduction to health and safety for all our staff, from engineer to director. We hope that improving our own health and safety arrangements will help us to secure larger contracts in the future.'

The Training Co. has continued to work closely with Geoff to ensure key points of health and safety are embedded in all Servicesports' work processes and procedures to minimise the risks and, therefore, costs associated with poor health and safety standards.

## Waltham Forest PCT puts health and safety first

Employees at Waltham Forest Primary Care Trust have been furthering their commitment to the health and safety of themselves and those they care for by completing the CIEH Level 3 Award in Health and Safety in the Workplace qualification.

Waltham Forest Primary Care Trust is responsible for working in partnership with the London Borough of Waltham Forest and the voluntary sector to ensure that the health needs of Waltham Forest residents are met. The Primary Care Trust serves 257,431 people registered with GP practices in the area.

Altogether, 12 line managers within the organisation participated in the training, with 18 more booked on a second course.

Other qualifications, such as the recently updated CIEH Level 2 Award in the Principles of Control of Substances Hazardous to Health and the CIEH Level 2 Award in Principles of Risk Assessment, are also due to be delivered.

The training was carried out by SureTeam, a health and safety consultancy based in Tetbury, Gloucestershire. It was delivered as a bespoke course, tailored to the specific learner needs and environment of Waltham Forest Primary Care Trust.

The qualification, which is aimed at supervisors, business owners, team leaders or managers responsible for health and safety, is particularly relevant for people working within the health sector.

It is an ideal course for organisations wishing to uphold the moral and legal obligations to look after the health and safety of employees. The qualification, as well as the others offered by the CIEH, aims to reduce the 34 million days lost overall due to work-related ill health and workplace injury in the UK last year.

Barry Robinson, Operations Director at SureTeam, said: 'We are delighted to have been working with Waltham Forest Primary Care Trust to provide CIEH health and safety training to the line managers.'

The supervisory role that they will now play is very important in ensuring that employees at the organisation stay healthy while at work. The Primary Care Trust does an admirable job of meeting the health needs of local residents, and it is important that its employees are also looked after.'

Educating children on the nutritional value of good food has long-lasting benefits, writes **Christine Clark** of Merseyside Workplace Training

# School winners

**W**ith knowledge, enthusiasm and confidence, school caterers can inspire and educate children to make better food choices. Everyone has something to say about school meals. Some people reminisce fondly about jam roly-poly pudding, others cringe at the memory of lumpy custard, but in recent years school dinners have become a focus for national debate – more so than at any other time in the 100-year history of the service.

## Making a difference

Although the spotlight has sometimes been challenging to those who work hard to provide school meals, it has illustrated just how important quality food is to physical and mental development and how the health and wellbeing of children impacts on their future health and wellbeing.

After decades of deskilling, school caterers are being given the opportunity to develop their skills base to demonstrate the positive contribution the schools meals service can have on the diets of children and young people.

Knowsley Council's Directorate of Neighbourhood Services (DNS) has embarked on a programme of training to underpin the inspirational plans they have for catering services in their schools.

In 2007 every cook and assistant cook (90 in total) took part in a training programme

that combined the CIEH Level 3 Award in Implementing Food Safety Management Procedures with the Level 3 Award in Supervising Food Safety in Catering.

The introduction of new nutritional standards for school meals means school meals are now subject to menu planning with nutritional content carefully calculated. All ingredients are locally sourced, purchased and cooked daily.

To continue the professional development of the DNS's cooks and assistant cooks, they have all now completed the CIEH Level 2 Award in Healthier Foods and Special Diets. This award has helped staff to understand how to retain the nutritional value of food, from purchasing ingredients through to service and to provide balanced meals that appeal to children.

School catering staff have a key motivational and mentoring role to play in:

- creating innovative ways to present foods
- engaging with children to make better food choices
- educating children on the positive health benefits of the nutrients in the

food they eat.

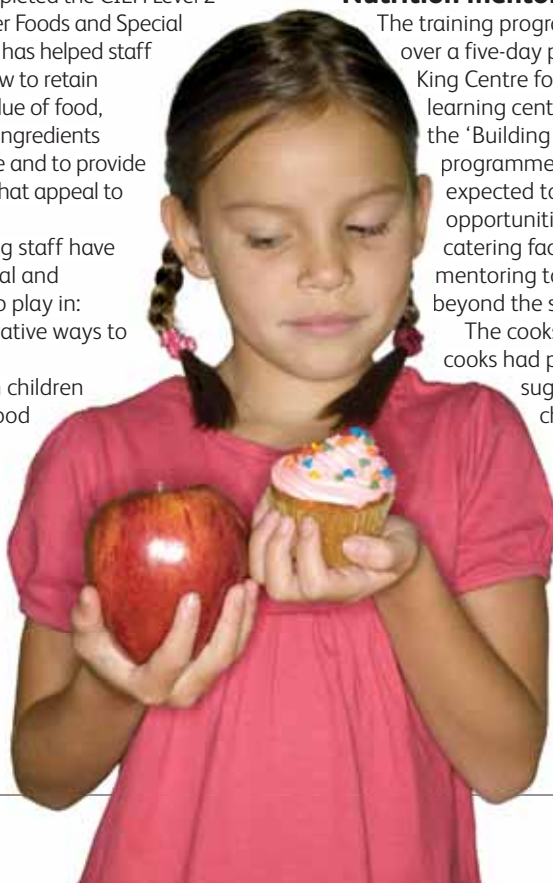
During the training programme, staff participated in a range of activities designed to boost confidence and develop knowledge in key areas – for example, practical solutions for dealing with food allergies/intolerances or special dietary requirements. Fresh Direct, a DNS supplier, generously donated fresh fruit and vegetables used as visual prompts in some activities and edible prizes in the quiz.

## Nutrition mentoring

The training programme took place over a five-day period in Christ the King Centre for Learning, a flagship learning centre, which is part of the 'Building schools for the future' programme. Such schools are expected to deliver learning opportunities and to supply catering facilities and nutrition mentoring to the community beyond the school gates.

The cooks and assistant cooks had plenty of excellent suggestions to encourage children to try new food and all agreed they derived an enormous sense of satisfaction when they achieved this aim.

Many parents have been inspired to buy and to try different food at the request of their children, which has been positive for the wider community.



**‘The training programme took place over a five-day period at one of Knowsley's flagship learning centres**



In-house training pays off for one restaurant group

# Recipe for success

**T**he Proto Restaurant Group always stays ahead of the game and this time has gone the extra mile by being ready for the new Scores on the Doors inspection and point system from Worthing Borough Council. After dedicating last year to the piloting of a scheme aimed at improving the levels of professionalism and safety in the catering trade, the Proto Restaurant Group, owners of two of Worthing's top restaurants, Food and The Fish Factory, is now running its own in-house training school for restaurant staff.

## Professional trainers

The curriculum includes food hygiene, health and safety in the workplace, lifesaving and first aid, fire evacuation and management training.

All courses are delivered by independent consultants such as Chichester Safety Solutions, a CIEH-registered training centre.

As Andrew Sparsis, Managing Director for Proto Restaurant Group explains: 'We only use professional trainers such as Chichester Safety Solutions, who can offer accredited CIEH awards in food safety and health and safety, and the staff who gain the qualifications are very proud of their success – and rightly so!'

All 50 employees at the two restaurants have passed the examinations for their chosen subjects, an achievement made all the more remarkable by the fact that 13 different nationalities are represented within the group.

Louise James, Food Restaurant Manager, said: 'Our staff really appreciate the training and investment we make. Many do not have English as their first language and are very

proud when they pass an exam and receive a nationally-accredited certificate such as the CIEH Level 2 Award in Food Safety in Catering.'

The result of all this training means the two Worthing restaurants are true examples of commitment to staff development, setting high standards for the rest of the country to follow.

Andrew Sparsis is committed to having one of the best-trained and committed teams in the country:

'In the current climate customers want even greater value for money and only those who deliver will survive.

We believe with a trained team we can offer a cleaner, safer and more efficient service. We understand customer loyalty is built on trust, and with our extensive training our customers

## **The two Worthing restaurants are true examples of commitment to staff development, setting high standards**

can feel confident every effort has been made for their dining experience.'

Such is the commitment of the Proto Restaurant Group that Andrew Sparsis went a step further and arranged a certificate ceremony to show his team how proud he was of their achievements.

Worthing Town Centre Manager, Sharon Clarke, attended to present the certificates and prizes to the employees. She said: 'I was asked

to present the certificates, which was a real honour for me because it is great for Worthing to have businesses that are leading the way in staff development.'

After the presentation the staff were treated to a reception banquet.

The effort the Proto Restaurant Group has put into training and investing in its staff has already paid off, to the great satisfaction of Andrew Sparsis: 'Our customers tell us they are impressed with how well our staff look after them and how knowledgeable and courteous they are. Because they keep coming back the business keeps improving.'

## Thrilled to win

In addition to the highly valuable customer satisfaction, the group has also won three Worthing Business Awards. Food was awarded Restaurant of the Year, while the group as a whole received the Business in the Community Award and the much-deserved Education and Training Development Award.

Andrew Sparsis commented: 'We were thrilled to win the awards and it is all down to our staff.'

Louise James added: 'Since we won the awards we have had a significant increase in the public becoming members of our restaurant club. This clearly shows that investment in staff training really does increase business.'

All in all, in the restaurant industry, the secret of a successful cocktail is as easy as a shot of staff training mixed with a dash of management investment and a zest of team commitment – the whole topped with CIEH-accredited qualifications. Enjoy!

Far away from her homeland of France, **Valerie de Kergorlay** casts a Gallic eye over...

# Talking Tra

**D**ecember 2008, Marble Arch. Winter has definitely settled over London and, far away from home, in my head I am singing, 'I'm an alien, I'm a legal alien, I am a French girl in London...'

Walking from Regent Street and its famous Christmas decorations, I know the CIEH events team will be buzzing with excitement. It is my first time at Talking Training! and, having worked for months on the promotion of this event, I am looking forward to seeing everyone in action.

## Elegant and spacious

This year's event is once again up to the CIEH's high standards. A beautifully refurbished venue, the Victory Services Club, offers a relaxed yet functional setting. The elegant and spacious theatre-style conference hall helps delegates to focus on the main presentations while the lovely decorated dining room, with its own bar and round tables, brings a joyful Christmas spirit to the social evening.

The latter is starting with welcome drinks while everyone mingles, exchanging news about their training experiences and the bargains to be had on Oxford Street. Only the call to dinner seems a good enough reason for the conversations to pause temporarily.

Sitting down to dinner, before I know it, I am part of a team. Professional entertainer, Paul Farris, announces the programme for the evening – each table is to participate in a series of games. I instantly feel sorry for the guests at my table since I am useless at quizzes

(unless they involve shoes, rugby or CIEH qualifications...).

The games kick off with the ever-popular TV quiz and its many trick questions and even trickier answers. It goes right over my head, but since I've decided to settle in the UK, I make a mental note to watch more TV so I might fit in better at future social events.

The main course is served, promptly followed by a celebrity impersonation challenge revealing the hitherto hidden talents of some colleagues to impersonate Spider-Man and Margaret Thatcher, to name just two.

## An informative, action-packed day with good opportunities to network with other trainers

The evening mixes food and fun, wine and games, the mood is light and the laughter loud and I can't help but wonder what state everyone will be in the morning.

The ultimate team game of the evening is the much-feared 'Against the clock' round. Tension reaches a peak when each team chooses a representative to face Paul and his dreaded watch. Mouths are dry, tongues tangled, words jumbled up. The human brain works in mysterious ways under pressure as evidenced by some unusual answers. But hey – that's the point, isn't it?

As it turns out, I haven't been as much of

a weak link as I thought as our team, Santa's Elves, win the quiz. We collect the highly valued prizes, including a series of food safety and health and safety books, brand new activity-based workbooks and a particularly popular tin of sweets, which is very swiftly emptied.

## Busy day to come

Dinner is coming to an end with the raffle, sponsored by British Egg Information Services with profits going to the charity Water for Kids. The lucky winners leave with champagne, scented candles and boxes of chocolates while Water for Kids will receive a donation of £133.

The evening is slowly winding down and guests and organisers start making their way out, with thoughts on the busy day to come.

In the morning, after a swift cup of tea, we all join CIEH Director of Product Development & Delivery, Marianne Phillips, for her welcoming speech and short introduction to the rest of the day.

Having seen the master networker and all-round socialite in action the previous night, I learn very quickly that Marianne's professional and friendly touch has become a defining feature of Talking Training! and I can see why.

The first plenary session of the day relates to the 'Success for All' targets and their impact on the training and teaching sectors. Following an overview of the current situation in the UK, **Rebecca Rhodes** outlines the challenges to overcome and the objectives set for 2020. There is a lot of ground to be covered but the



# Training 2008

opportunities presented are clear for delegates to consider and discuss during the refreshment break.

I mingle and meet trainers who are always happy to chat, gathering valuable feedback. Everyone I talk to confirms my impression – the event has started off really well. Everyone has their own objectives when attending Talking Training! and most have already selected their next session from the two to choose from.

I am curious to see which of the food safety and health and safety updates sessions will win the popularity contest. Once both sessions have started I note that the spread is quite even so neither **Jenny Morris** from CIEH or **Geoffrey Podger** from the HSE win over the other, but both certainly win over their audiences.

Forty minutes later a very enthusiastic, updated group of trainers is enjoying another refreshment break. Talk is dominated by speculation about the meaning of 'social marketing'. I think this session is going to be very popular and, having met **Ken and Sue Peattie** from Cardiff University earlier on, I am really looking forward to it, too.

After a comprehensive overview of the fundamentals of social marketing, it is much clearer to see how to apply it to training.

**Jane Farrell** from Equality Works demonstrates how equality and diversity issues extend beyond legal compliance and human resource management and can impact on all areas of an organisation. Jane presents a range of training materials and methods to provide interest, involvement, pace and texture as well

as addressing a variety of learning styles.

Over lunch, feedback from delegates on the morning presentations is positive although, with such an exciting programme, the main regret is not being able to attend all the sessions on offer.

On, then, to the afternoon sessions...

**David Denton** and his colleagues from the CIEH Business Development team talk us through the latest developments in e-learning and its future possibilities for trainers.

**Jooli Atkins** entertains us with a highly interactive session. Being put in the shoes of a learner helps us all to see training in a different light.

## Warm reception

**Marianne Phillips** presents new CIEH qualification and product development, which receives a warm reception from the audience.

**Neal Stone** introduces the concept of Corporate Social Responsibility (CSR), covering three pressing issues: environmental protection, globalisation and business and social standards.

The day finishes with **Stella Collins** and her valuable training tips. Centred around brain-

friendly or accelerated learning, this session has been much awaited. I begin to realise that training requires more than just extensive subject knowledge: excellent people and communication skills are, in fact, what makes a good trainer great.

And then the conference is over, delegates are on their way back home all over the country and, in the hall, the set is being removed and made ready for the next event.

I am getting ready to leave as well. It has been a long day, but Talking Training! 2008 presented a fantastic opportunity to find out more about training and, more importantly, about CIEH trainers, their expectations, their needs and their requirements.

It was a truly memorable experience and I am very much looking forward to Talking Training! 2009 – by when my specialist subject will be 'The history of British Television 1953 to the present day'!

**Talking Training! 2009 will be held on Tuesday 1 December at The Lowry Hotel in Manchester.**

**The social evening will take place on Monday 30 November.**



The events team develops and deliver more than 70 conferences and workshops a year for CIEH trainers and CIEH Environmental Health Practitioner (EHP) members. The majority of these events are aimed at providing trainers with essential tools to deliver CIEH qualifications and provide opportunities for trainers to expand their qualification portfolios.

The team works closely with the CIEH policy department and alongside the product development team to make sure the events programme covers key issues and delegates' needs are met. All the conferences and workshops offer essential Continuous Professional Development (CPD) points on topic areas as diverse as food safety, conflict resolution and manual handling as well as for the annual conference for trainers, Talking Training!

### **Nikki Pearson** **Events Manager**

Nikki joined the CIEH events team in 2005 after setting up and managing the events team at Campden Publishing Ltd, specialising in conferences and exhibitions for the Practice Nurse community.

As well as being responsible for the smooth running of the events team, Nikki develops new event ideas and looks for opportunities to

provide legislative updates and professional development courses for both the CIEH trainers and EHPs to ensure both these audiences remain at the forefront of their professions.

#### **Likes:**

good food – whether its eating in or out and growing her own vegetables  
travelling and diving in sunny climates.

#### **Dislikes:**

airport check-in queues (any queues really) and low-flying pigeons.

### **Emelie Bratt** **Events Organiser**

Emelie joined the CIEH events team in January 2008 and quickly immersed herself in her role as the Events Organiser. Most of her professional life has been dedicated to the events industry, having most recently worked as a conference producer for London Business Conferences, producing public sector events.

Emelie's responsibilities at the CIEH include developing original programmes to reach new audiences as well as producing conferences and workshops tailored to best meet the needs of the CIEH trainers and CIEH EHPs.

#### **Likes:**

exploring the wilderness, mountain ranges, forests, dancing – especially enjoyed time in

Singapore working both on stage and behind the scenes as a stage manager.

#### **Dislikes:**

irresponsible behaviour, intolerance of others, and grey squirrels.

### **Tinssae Yirtaw** **Events Administrator**

After travelling and living abroad in cities such as Addis Ababa, Nairobi, Washington DC, Tinssae finally settled in London. After working in the events division of Cancer Research UK, Tinssae discovered her passion for the fast-paced environment of events.

Tinssae joined the CIEH events team six months ago and provides the essential administrative support for all the events the CIEH produces. From processing booking forms, to ensuring delegates get all the necessary information including badges and handouts, Tinssae is also responsible for making sure all delegates receive refreshments and as well as their delicious lunch.

#### **Likes:**

travelling, going to the gym, Audi TT coupe and Ethiopian food.

#### **Dislikes:**

rude people, the Victoria line tube during rush hour, spiders.

Meet the talented trio who make up our Events team. Photograph **Andy Butterson**

# EVENING

**ALL**

CIEH EVENTS ARE  
ACCREDITED WITH  
CIEH CPD POINTS

VISIT

[WWW.CIEH.ORG/EVENTS](http://WWW.CIEH.ORG/EVENTS)

TO FIND OUT  
MORE AND  
BOOK ONLINE

'We are a small and efficient team which continually strives to produce informative, relevant and engaging events to ensure our trainers are provided with essential professional development opportunities and at the same time best value for money.'

**Nikki**

'I love my job in part because of the great team I work with, but also I really enjoy meeting delegates who come from such varied backgrounds.'

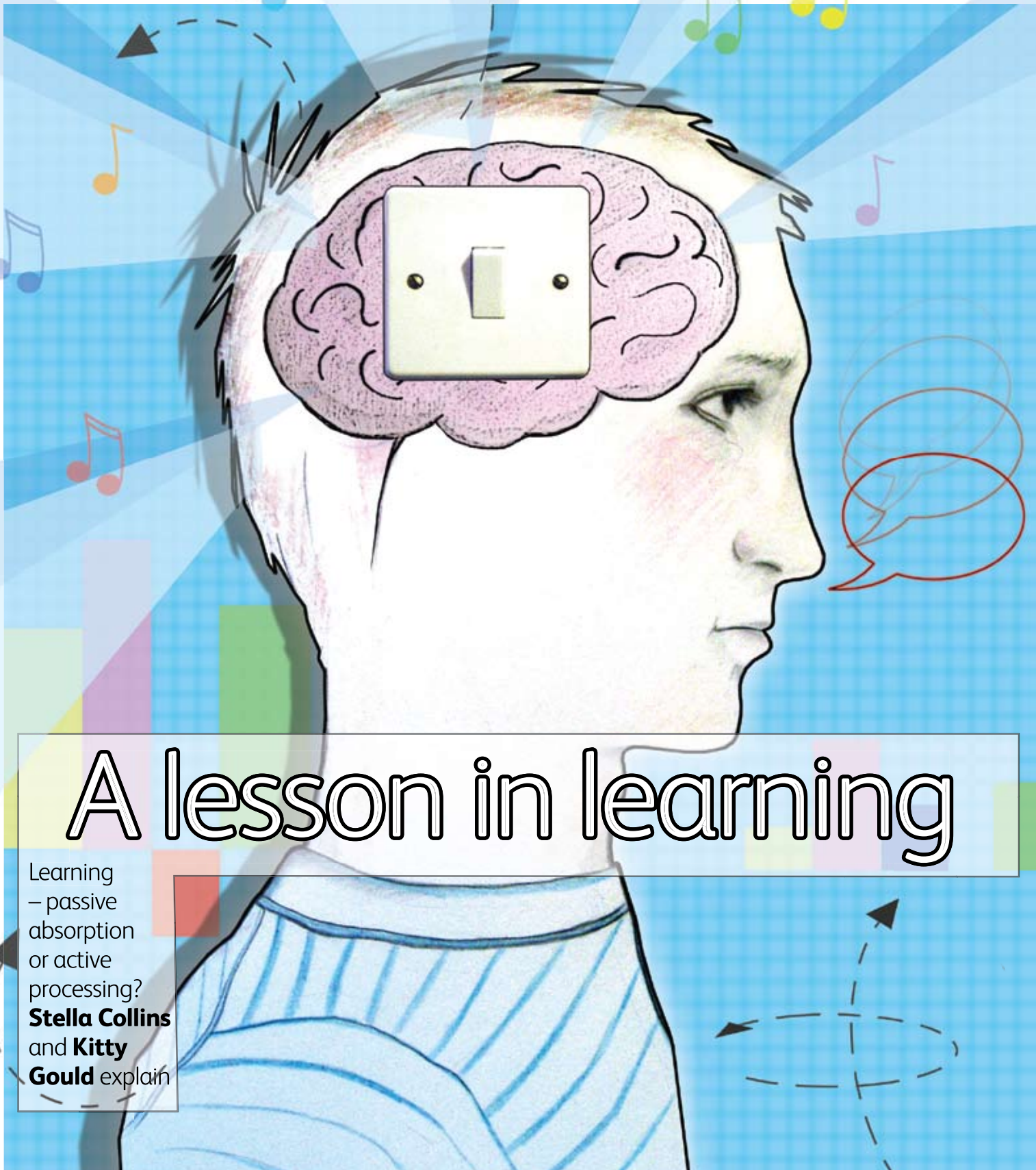
**Tinsae**

'Since joining the CIEH team I have not only been given the opportunity to build on a wide range of well-established events, but also to develop new events in such a variety of topic areas.'

**Emelie**



**ITS**



# A lesson in learning

Learning – passive absorption or active processing?  
**Stella Collins** and **Kitty Gould** explain

GAVIN HERRINGTON

**A**s a CIEH registered trainer, how did you learn what you teach to other people? I expect most of it wasn't from lectures or 'death by PowerPoint'. Those who help others learn often say teaching is the quickest way to learn something, because it requires you to process information actively to produce an output – knowledge. This is

the essence of brain-friendly learning (a development from accelerated learning) – a system designed to help people to learn and retain more by using the whole of the brain.

Much research has been conducted into how people learn and what supports and inhibits this process. VAK theory is popular in the accelerated learning community. The acronym describes three ways of receiving information:

**Visual** (seeing and reading)  
**Auditory** (listening and speaking)  
**Kinaesthetic** (touching and doing)

The theory is that most people have a dominant or preferred learning style and, when these are identified, it is possible to design learning methods and experiences that match their preferences. So for example:

**Visual** learners will be engaged by the use of

flipcharts, demonstrations, films, etc.

**Auditory** learners will be engaged by discussions, sounds, noises, etc.

**Kinaesthetic** learners will be engaged by practical hands-on experiences.

In practice, most of us use a combination of the three learning styles to learn.

Brain-friendly learning emphasises the active processing of information rather than passive absorption. In its simplest form it is about:

- creating a learner-centred environment – physical and psychological
- applying knowledge of brain functions
- using a well-honed learning design and delivery process
- inspiring innovation and participation in learning.

### Professional development

The Brain Friendly Learning Group is a professional development group with a mission to transform training, particularly if it is tough, technical or tortuous. We recently compared the outcomes of a technical training session for trainers based on a conventional didactic approach with a brain-friendly learning approach. What we found surprised even the experienced trainers who took part.

While sitting and listening, even though interested and taking notes, the trainers reported slipping into passive mode, accepting what they heard and asking few questions. When tested, the trainers recalled most of the information, but weren't confident they would remember the information in the long term, or that they could apply it in practice. The trainers realised this is how many of their learners probably experience 'learning'.

In the brain-friendly learning sessions, the trainers actively and physically explored the same technical information and, this time, reported feeling motivated, inspired and eager to discover more.

The quantity and quality of questions increased dramatically, demonstrating that the trainers were applying the learning to their own situations. They were so involved in learning they realised they'd had little time to reflect on how they'd learnt, but were far more confident they would remember what they'd learnt, and had multiple ideas about how it could be applied.

### Brain-friendly learning

So, what are the benefits of introducing brain-friendly learning into your training programmes? Let's start by looking at some of the consequences of not adopting brain-friendly learning – these are:

- learners adopt a passive role so learning takes place at a superficial level and is rapidly forgotten
- trainers and learners can get bored and feel jaded
- learners continue to regard topics as too difficult – so you fail to attract customers for your training programmes and 'no shows' and cancellations are more common
- learners are either apathetic or challenging, particularly when courses are mandatory
- trainers lose confidence in their abilities as

learners appear 'turned off', disengaged or 'difficult'.

The benefits of adopting brain-friendly learning are simply the reverse:

- learners adopt an active role so learning takes place at a deep level and is retained
- trainers and learners are engaged and inspired
- learners are ready to tackle any topic – so you attract more custom for your training programmes and your courses are full
- learners are energised and willing to engage
- trainers develop confidence in their abilities as learners are demonstrably satisfied.

### Training aids

So brain-friendly learning can do wonders for learning, but delivering training based on this approach may not come naturally to everyone. The thought of trying out alternative means of delivery can seem daunting when faced with the relentless pressures of preparing a variety of learners of all abilities for an exam in a short space of time. The main barrier to implementing brain-friendly learning often lies in the trainer's confidence in his/her own ability to create interesting, relevant and practical ways to engage learners.

## Learners are ready to tackle any topic – so you attract more custom for your training programmes

For this reason, the CIEH has been developing a set of new training aids and events to support trainers in encouraging active participation in the learning process.

The training aids being developed include activity-based workbooks, DVDs and card games. The training aids offer a means of developing a more interactive, learner-centred delivery. The items can be used in conjunction with each other or independently to support learner's needs.

The range takes into account the fact that CIEH trainers have to impart vast amounts of detailed, technical knowledge in a short space of time and that groups can include learners from a wide variety of backgrounds and with a wide range of abilities.

**To purchase CIEH training aids visit the shop at CIEH. The CIEH events team is working with the Brain Friendly Learning Group to create bespoke events for CIEH trainers. This series of one-day training seminars will unravel brain-friendly learning concepts and equip you with the essential tools to use to reinvigorate your training.**

**If you would like further information about these events, or would like to register your interest in these events, please contact [n.pearson@cieh.org](mailto:n.pearson@cieh.org)**

**To find out more about brain friendly learning visit [www.braininbusiness.com](http://www.braininbusiness.com)**



Chartered  
Institute of  
Environmental  
Health

## Food Safety Shorts DVD

This DVD provides you with six short films and animations to insert into your training programmes. Designed for flexible use in a variety of contexts and developed to aid all types of learner, each film consolidates key points of food safety.

DVD ONLY  
**£39**  
(excl. VAT)

New DVD



**SIMPLY CLICK AND PLAY**

Six bite-sized films and animations:

- Hand washing
- Clean as you go
- The six stages of wet cleaning
- Binary fission
- Danger zone
- Fridge loading

Instructional and entertaining, CIEH Food Safety Shorts provides high quality content and sound that is compatible with most DVD formats.



**To order this DVD call 020 7827 5900**

## RECRUITMENT



Chartered  
Institute of  
Environmental  
Health

### CIEH Level 3 Award in Preparing to Teach in the Lifelong Learning Sector Moderators and second markers

The CIEH needs to recruit moderators and second markers for the assignments to be submitted as part of the new CIEH PTLLS award.

**To request further information about either role, please email [Gavin Herrington g.herrington@cieh.org](mailto:Gavin.Herrington@cieh.org)**

## Profiles Jooli Atkins & David Bryant

Meet Jooli, who has a unique approach to training trainers and consultant David, whose experience and expertise has made him an influential figure in the world of health and safety



**Jooli Atkins** will become a familiar face to health and safety trainers this year as she will be co-delivering

our series of 'Health and safety: inspiration through interaction' workshops. With more than 25 years of experience under her belt working as a trainer, the last 10 being focused on training trainers, Jooli is the founder and MD of Matrix FortyTwo Ltd.

Jooli's passion for developing trainers culminated in the development and delivery of Matrix FortyTwo's innovative

**Her training style is a unique blend of pragmatism and creativity**

trainer training programme, Excellent Learning Facilitation, which incorporates the best of accelerated learning techniques in a structure that allows performance to be enhanced whilst learning is made enjoyable and effective. Excellent Learning Facilitation techniques have been used to great effect in a wide range of organisations from Dubai Ports in Southampton to Yahoo! in London transforming the way training is delivered in 'dry' subjects, such as IT and health and safety to any audience.

Those of you who attended Jooli's session at Talking Training! 2008 will, no doubt, recall how her creative flare added to the delivery and learning process. Her training style is based on 'structured pragmatism', a unique blend of pragmatism and creativity within a structured event, which forms the basis of this year's CIEH health and safety workshops.



**David Bryant** is an independent occupational health and safety consultant having spent

over 25 years working in health, safety and well-being in local and central government and the private sector.

He has established himself as a trusted advisor for many reputable organisations including the CIEH, NEBOSH, Edexcel and others in developing their training courses. David has specialised for the past 15 years in education, training and learning. In 2004 David was

**David has a particular interest in the effectiveness and impact of training**

awarded a MA in Health and Safety Law and Environmental Law. Much of his career has been dedicated to the continued development of various tools to assist in delivery of health and safety courses. The latest project David is producing is an online, interactive health, safety and well-being learning tool for the new vocational Diplomas.

When it comes to health and safety David is widely recognised as an influential figure as well as a highly-skilled trainer who has worked throughout the UK, delivering a wide range of bespoke training.

He has a particular interest in the effectiveness and impact of training and methods to achieve the best results. Attendees at this year's CIEH 'Health and safety: inspiration through interaction' workshops will have the opportunity to learn from his experiences and expertise.

# Practice makes perfect – transforming the delivery of manual handling qualifications

New one-day workshop was a big success say those who attended

In autumn 2008 the CIEH launched a new qualification, the CIEH Level 2 Award in Manual Handling – Principles and Practice. This full-day programme allows learners to get to grips with the theory and then to be taught and tested on the practical elements of manual handling.

**'Thank you very much. I have learned a lot more than expected. I really enjoyed the day and it was one of the best courses I have been on.'**  
March 09 delegate

The major change to the qualification is the practical element – for example, techniques

covered in the programme include how to lift, carry, pull and push objects safely – designed to help prevent workplace injuries and deliver good practice guidance to your clients.

Due to the new practical training and assessment elements we acknowledged that our CIEH trainers might require training on the additional skills needed in order to qualify to deliver the new qualification. Working together, the product development and event teams researched and produced a series of workshops especially designed to support trainers.

**'The course is exactly what is being requested by our clients.'**  
Jan 09 delegate

By attending a one-day workshop delegates start off by refreshing their knowledge on safer handling

principles and the challenges involved. The majority of the day is spent identifying and correcting poor handling practice and acquiring the methods needed to teach practical techniques effectively. The training pack for the CIEH Level 2 Award in Manual Handling – Principles and Practice is used throughout the day as delegates work through the assessment activities, ensuring that they can leave the workshop with all the essential knowledge and skills required to train for the award.

### Who are our trainers?

Orla O'Reilly is an experienced and accomplished trainer who has developed and delivered various handling sessions for a wide variety of sectors. She was also heavily involved in the development of the new CIEH Level 2 Award in Manual Handling

– Principles and Practice and is therefore ideally placed to deliver the training workshops. Matthew Trigg, a senior ergonomist with over 17 years of practical experience designing and implementing manual handling solutions, works alongside Orla to ensure delegates receive as much practical experience as possible on the day.

**'A dynamic team presentation where the trainers clearly conveyed the practicalities of manual handling techniques.'**  
Jan 09 delegate

Demand for these workshops has been so great, we have added more dates later in the year (see [www.ciegh.org/events](http://www.ciegh.org/events)).

**If you have any ideas for events, please email Nikki Pearson [n.pearson@cieh.org](mailto:n.pearson@cieh.org)**

# TRAINING TODAY

## New cleaning qualification

We are proud to announce the launch of the new CIEH Level 2 Award in Cleaning in Food Premises.

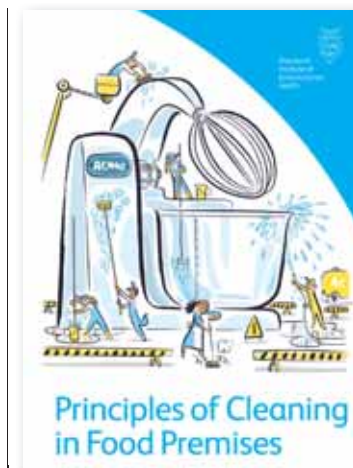
Under Regulation (EC) No. 852/2004 on the hygiene of food stuffs Annex II, food business operators are required to:

- keep food premises clean and maintained in good repair and condition
- ensure that any articles, fittings and equipment that come into contact with food are effectively cleaned and, where necessary, disinfected with sufficient frequency to avoid any risk of

contamination.

Of the 4Cs, cooking and chilling are more within the control of food handlers, but cleaners in food premises can contribute significantly to controlling food safety hazards and risks associated with cross-contamination and cleaning.

Cross-contamination is one of the most common risk factors reported in outbreaks of food poisoning. Recent research has shown that cleaning in food premises often fails to meet acceptable standards and poor cleaning is linked to an increased



risk of cross-contamination and the incidence of food poisoning (particularly that caused by *Campylobacter*, Norovirus and *E. coli* O157, all of which have low infective doses). As evidenced in 'The Public Inquiry into the September 2005 Outbreak of *E. coli* O157 in South Wales' (<http://wales.gov.uk/ecoliinquiry/?lang=en>), effective cleaning is essential to get rid of harmful bacteria and stop them spreading to food.

The CIEH Level 2 Award in Cleaning in Food Premises is designed for anyone whose job it is to clean food premises. It is based on a one-day training programme covering the following topics:

- the importance of cleaning in food premises
- preparation for cleaning
- cleaning methods and processes
- cleaning standards and impacts.

Candidates will be assessed by a 30-MCQ exam paper and the award has been Ofqual accredited. There is a training pack and course booklet to support training delivery.

To find out more about this new award contact Customer Services on 020 7827 5800 or visit our website [www.cieh.org/training](http://www.cieh.org/training)

## Frequently asked questions

**How do I find out if I am qualified to register as a CIEH trainer?**

Trainers need to register with us for each subject they wish to deliver, in order to ensure that all trainers meet the same criteria for CIEH qualifications. Details of our trainer registration requirements and the trainer registration form are available at [www.cieh.org/customerservices](http://www.cieh.org/customerservices).

To register, simply send us a completed registration form, any copies of relevant certificates and the applicable registration fees.

**Do you offer examination papers in foreign languages?**

The CIEH offers many examination papers in

various foreign languages. If you require multiple choice exam papers in a language we do not currently offer, you can take advantage of our on-demand foreign language service. For a minimum order of 100 papers we will translate any Level 1 or Level 2 multiple choice examination papers into any language you require. For Level 3 the minimum order is 200 exam papers.

If you would like to place an order or require any more information on foreign papers, please call Sales on 020 7827 5900 or check our website on [www.cieh.org/languagepapers](http://www.cieh.org/languagepapers)

**Can I hold stocks of CIEH examination materials?**

Centres may retain stock securely of all CIEH examination materials except Level 4 examination papers, which are changed at intervals to preserve the integrity of the qualification.

**How should results be submitted?**

All Answer Information Sheets or Candidate Assessment Records should be sent by registered post to the CIEH together with the relevant summary/results sheets. Mark the envelope 'Examinations Results'.

Please photocopy all examination support documents before sending to the CIEH and keep these until the results have been received.

### INSIDE †

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# Is someone who they say they are? Your questions answered on this 'hot' topic Candidate identification

The requirement for trainers/centres to confirm and record the identification of candidates before they take examinations was first communicated in TX 18 (3) and has generated much discussion and many queries since. I hope this article will clarify how trainers/centres can best comply with this requirement.

### The requirement

Trainers/centres must take the necessary action to be able to confirm to the awarding body that the candidate being awarded a qualification and receiving a certificate as proof of this award, is who they say they are. Trainers/centres need to make a record of how they have done this for each candidate/course. These records need to be retained for a minimum of three years.

### How to comply

Trainers/centres need to ask how they can ensure that candidates are who they say they are.

If the trainer has never met the candidate before, he/she will have to provide photo identification.

If the candidate is, however, personally known to the trainer, the trainer can confirm the candidate's identity for the record – for example as 'candidate's ID confirmed by the trainer'. If the candidate is not known by the trainer but is introduced to the trainer personally by a client – for example the candidate's employer, school, etc. – then the trainer can choose to take the word of the 'client' and confirm the identity of the candidate for the record – for example as 'candidate's ID confirmed by the client'.

Ultimately, the trainer/centre remains responsible for confirming the candidate's identity and must take all reasonable steps to be

**The identification must be made in person on the day of the examination**



assured of this.

Here are some frequently answered questions about the candidate ID requirement:

### Why do CIEH have a candidate ID requirement?

It is an Ofqual requirement imposed on all Ofqual accredited awarding bodies regardless of claims of some awarding bodies to the contrary.

### Where is the CIEH procedure for this requirement?

The new measures came into effect in October 2008 and are in two of the procedures in the CIEH Procedures Manual (a copy can be downloaded from [www.cieh.org](http://www.cieh.org)):

### Procedure for Training Delivery 4.2.2

Candidates should be informed that proof of identity (for example a passport or full UK driving license) is required to take the examination.

### Procedure for Examination and Assessment 3.2.1

Prior to the start of examination/assessment invigilators must ensure that they carry out adequate checks to confirm the identity of all candidates (a record of the proof of identity provided by each candidate for each examination must be kept for three years).

### What actions should centres take?

All centres should:

- revise joining instructions to make clear the requirement for candidate ID and to state if this is not supplied, the candidate will not be able to sit the examination
- inform invigilators of their responsibilities
- provide forms to record the identification seen
- store records for a minimum of three years.

Evidence of these actions now form part of the audit process.

### What is the responsibility of the invigilator?

We require that identity of candidates can be checked on the day of the examination by the invigilator referring either to some form of photographic ID, or a 'person in charge' (trainer or client) who vouches for the candidate's identity.

The identification must be made in person on the day of the examination. The invigilator should make a contemporaneous record of the means of identification.

### What types of photographic ID can be accepted?

Some examples of the types of acceptable photographic identification are as follows:

- passport – UK or EU or other
- driving license

- foreign identification card
- work identification
- rail card
- student union card
- EU card
- proof of age card
- disability card.

### How should the invigilator record the ID?

Centres can decide how they wish to record the candidate ID presented and should provide a form for the invigilator to record this information. It is not required to keep a copy or particular details from the photographic ID presented, but invigilators should record the name of the candidate and type of photographic ID seen (e.g. passport) or make a record of the name and status of the person who identified the candidate.

The invigilator must make a record of the means of identification on the day of the examination, not before or after, and sign to confirm that the candidate's ID has been checked. It is the invigilator's responsibility to guard against the possibility of identity theft or examination by proxy.

Please note: the CIEH is planning to provide space for candidate ID information to be included on answer information sheets and candidate assessment records.

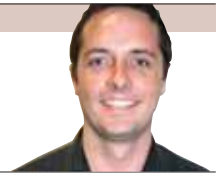
### What happens if candidate identification cannot be confirmed?

The procedure for candidate ID is designed to be flexible while at the same time ensuring invigilators have taken all reasonable steps to ensure candidates are who they say they are on the day of the examination.

If it is not possible to confirm candidate ID on the day of the examination the candidate cannot be permitted to sit the exam.

### Answer any further queries?

If you have any further queries about candidate identification, please email [customerservices@cieh.org](mailto:customerservices@cieh.org)



The CIEH's strategic marketing manager with advice on marketing in challenging times

# How to market in a recession



In an economic downturn, some will batten down the hatches to ride out the storm, but others will take the opportunity to be commercially bold in response to the challenge. Whatever your approach, here are some tips.

### Don't stop marketing

The London Business School have proved that companies that cut promotional spend in the short term end up losing out in the long run. Evidence suggests that organisations that maintain marketing spend during a recession increase market share at the expense of those that cut spend. Maximise the potential that a downturn offers by using more responsive marketing techniques such as e-mail, direct mail and the web so you can monitor the results of your spend and then justify investing more (or less) with some conviction. The costs of these methods are easier to control, allowing you to switch tactics accordingly.

### Refocus your marketing

In a recession, many organisations

will concentrate efforts on customer retention rather than on gaining new customers. This less risky strategy will also result in greater efficiencies in your spend. It has been well documented that customer acquisition typically costs five times more than maintaining an existing customer base. Another factor to remember is that the higher your retention rate, the less you have to spend on acquiring customers. With an 80% retention rate, your customer base needs to be replaced every five years and with a 90% retention rate new customers only need to be found every ten years.

### Take careful aim

As well as focusing on existing clients, you should also consider targeting your best customers. You can define 'best' by most loyal, most profitable, those with the most potential or simply those that spend the most money with you annually. Reward these customers with bespoke discounts that the rest of your customers don't get.

## Don't carry on as usual – the recession demands your attention

### Keep talking

Buyers are taking longer to make decisions about their purchases at the moment. This might be because they are exercising more caution, finding it more difficult to get approval from senior management or they are just waiting for a better deal. Get on the phone, set up a meeting or even send an e-mail – anything to keep you and your services in the front of their minds. When you do speak to the buyer, find out how business is going, what constraints they are under and whether company policy is changing. If you can, adapt your offer to meet these new expectations and reinforce the value you were able to offer when times were good.

### Stay friendly

Big consumer brands are reacting

to the recession by reinforcing elements of their brand like trust, tradition and a personal touch to reassure customers who might be losing faith with large companies.

Businesses that rely on face-to-face contact (like training organisations) have a great opportunity to reinforce trust, too.

Remind customers of the quality of your services with testimonials, show them you can adapt to changing circumstances to demonstrate your flexibility and explain what value you can bring to their business.

### Follow the money

Getting paid on time is always important, but never more so than in a downturn. It may seem harsh to consider not selling to customers who don't pay, but in the long run this could save your business. If your business can offer improved credit terms, this might help certain customers to continue buying from you in the short term and engender long-term loyalty.

### Above all, stay positive

When asked what he thought of a previous recession, Walmart's founder Sam Walton said: 'I thought about it and decided not to participate'.

### Dos and don'ts

- Do draw up a detailed marketing plan based on lower budgets
- Do word your plan so that it makes financial sense
- Do cut out vanity projects that have no perceptible return
- Do negotiate for a better deal
- Do calculate what delivers the best return. Focus your efforts on it
- Don't panic or get angry
- Don't forget why commercial marketing exists – to make money
- Don't carry on as usual – the recession demands your attention
- Don't base success on how well your campaign is received in media circles
- Don't flog dead horses – be prepared to change quickly if you're not getting the right results.

## Trainers' noticeboard Tracy Beardwell



Our Customer Services staff are keen to provide you with the support, information and advice that you need to deliver training for CIEH qualifications. Here are some points to note.

### eXchange

eXchange e-newsletter provides you with relevant and topical stories, to help you in your business as well as in the training room, and important CIEH updates. eXchange is e-mailed out twice a month – one issue focusing on food safety and the other on health and safety.

To subscribe (free of charge) visit [www.cieh.org/training/exchange](http://www.cieh.org/training/exchange)

### Old-style manual handling papers

A reminder that CIEH no longer supplies the old-style, trainer-marked 20-MCQ exam papers, for the CIEH Principles of Manual Handling Certificate and will stop processing results and issuing



Here to help: the sales team can advise on the best deals available

certificates for this qualification after 31 July 2009.

### Credit crunch

We are pleased to announce that we have reduced the price of all UK deliveries of CIEH training materials as follows:

- 1–3 business days £10 (saving £30 per delivery)
- 4–14 business days

£5 (saving £15 per delivery)  
**+14 business days**  
FREE

### New payment terms

We now offer CIEH registered trainers and centres 60 days (rather than 30) to settle invoices.

### Placing an order

Calling the CIEH Sales team on

0207 827 5900 is the best way to place your order and arrange a delivery date and time in one go. You will also find out about the latest money-saving deals that are on offer.

Faxed orders often fail to come through clearly enough, so please orders by phone.

### Photocopied assessment documents

Photocopied assessment documents are prohibited except where prior authorisation has been granted and confirmed in writing. Authorisation is subject to approval and will not be given to accommodate short-notice courses or to allow for additional candidates. A copy of the written authorisation, quoting the authorisation number, must be submitted with results.

The CIEH reserves the right to not process photocopied assessment documents submitted without authorisation.

## WebWatch

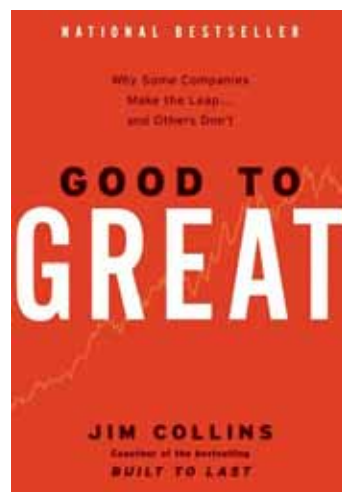
The ideas that have helped the world's biggest companies could help you too

# Five principles to turn good to great

As well as surfing the net for information WebWatch also likes to read books. Recently WebWatch bought a copy of *Good to Great* by Jim Collins. This book explores why some companies make the leap to greatness and consistently outperform their competitors and why others don't. The book and its author have such a following in the business world there is a dedicated website to the title which will give you valuable insights into what these companies do that is different and how you can apply them to your business.

The website [jimcollins.com](http://jimcollins.com) is nicely laid out and you can easily access the free articles, sections from the book and audio clips of lectures, making it a fantastic resource for all businesses.

You may wonder what massive corporations such as Gillette and Pitney Bowes have got to do with



Collins shares business secrets

your training business. Well, the principles laid out from the research can be applied to the smallest company or even on a personal level.

The website's laboratory section explores the five key principles of Collins' theory:

**Building a vision** – a core ideology that stimulates change. It is an understanding of the difference between what should never change and what should be open for change.

**Your hedgehog concept** – gaining an understanding of the one thing you can be the best at 'The fox knows many things, but the hedgehog knows one big thing.'

**Confronting the brutal facts** – facing head-on the hard truths about your business, and finding a way to prevail.

**First who then what** – get rid of the wrong people, find the right ones and then use them to figure out the best path.

**Level 5 leadership** – Level 5 leaders channel their ego needs away from themselves and into

the larger goal of building a great company.

To help you get a deeper understanding of the principles outlined you can download a three-page guide. From there, if you like what you see and think you can start to apply some of the ideas to your company, you can use a diagnostic tool to analyse your current business position and work out how to start implementing the principles that will help you generate more revenue.

The book and the principles were the product of many years' research conducted at Stanford University. The sheer thoroughness and fact-based content makes this one of the best business guides around. The website has some really interesting and useful information you can easily apply to yourself and your business.

Log on and have a look.

## Trainers' forums

### Herts & Beds

16 October

Welwyn Garden City  
Contact: Sue Foster  
[Sue.Foster@stevenage.gov.uk](mailto:Sue.Foster@stevenage.gov.uk)

### West Yorks

21 October

Middleton Railway, Hunslet  
Contact: Cedric Wood  
[cfs@furniturestore.freereserve.co.uk](mailto:cfs@furniturestore.freereserve.co.uk)  
*enter wyforum in subject line*

### South East

11 November

Kings Hill, West Malling  
Contact: Linda Deppe  
[Linda.deppe@tmbc.gov.uk](mailto:Linda.deppe@tmbc.gov.uk)  
or Jane Heeley  
[jane.heeley@tmbc.gov.uk](mailto:jane.heeley@tmbc.gov.uk)

### Northern Ireland

3 November

Prison Service College,  
Co. Down  
Contact David Mulholland  
[david.mulholland@nio.x.gsi.gov.uk](mailto:david.mulholland@nio.x.gsi.gov.uk)

### Eastern

12 November

Norwich City College  
Contact: Simon Johnson-Cook  
[sjohnson@ccn.ac.uk](mailto:sjohnson@ccn.ac.uk)

### North/East Yorks

28 May

East Riding College  
Contact: Jaqui Graham  
[Jaqui.graham@eastridingcollege.ac.uk](mailto:Jaqui.graham@eastridingcollege.ac.uk)

### East Midlands

18 November

Nottingham  
Contact: Kevin Ward  
[k.b.ward.1@ntlworld.com](mailto:k.b.ward.1@ntlworld.com)

### South Wales

18 June & 23 October

Valleys Innovation Centre,  
Rhondda Cynon Taf  
Contact: Ann Williams  
[Ann.williams@rhondda-cynon-taff.gov.uk](mailto:Ann.williams@rhondda-cynon-taff.gov.uk)  
Or Geoff Tookey  
[Geoff.tookey@safefoodsolutions.co.uk](http://www.safefoodsolutions.co.uk)

### North East

15 October

Gateshead CC  
Contact: Amanda Cable  
[amandacable@gateshead.gov.uk](mailto:amandacable@gateshead.gov.uk)

### North West

27 October

Mere Hall, Bolton  
Contact: Sarah Keating  
[sarah@merehall.co.uk](mailto:sarah@merehall.co.uk)

### London

9 December

London South Bank  
University  
Contact: Alison Jones  
[info.esu@lsbu.ac.uk](mailto:info.esu@lsbu.ac.uk)

### Exhibition

9 June

Safety Health & Environment  
Hilton Hotel Blackpool

YOUR  
TRAINERS'  
FORUM  
NEEDS  
YOU

### New interactive web page

If you are interested in working with CIEH to organise a regional event, please visit the new interactive web page for trainers' forums at [www.cieh.org/forums](http://www.cieh.org/forums).

### A change to forum notification

From July 2009 programmes for forums will be sent by email and not by post.

Please ensure that we have your email address so that you do not miss out the opportunity to attend these free events. Visit [www.cieh.org/forums](http://www.cieh.org/forums) for full details.

## CIEH Level 2 Awards in Food Safety Refresher

Practical and essential updates for your candidates



### Qualification

It is recommended that all candidates who have taken the CIEH Level 2 Awards in Food Safety (catering, manufacturing or retail) should take a refresher course three years after completion. The new CIEH Level 2 Awards in Food Safety Refresher enable all candidates to update their food safety knowledge quickly and easily.



- Refresh your candidates' knowledge of food safety
- Deliver the complete CIEH Level 2 Food Safety qualification portfolio
- Continue your long-term customer relationships by adding value to your current offering

The new CIEH Level 2 Awards in Food Safety Refresher can be delivered in two ways. Visit [www.cieh.org/training](http://www.cieh.org/training) to find out how you can deliver this qualification to best suit your candidates' needs.

These NEW activity-based workbooks can be used as one of the delivery methods for the CIEH Level 2 Awards in Food Safety Refresher.



Visit [www.cieh.org/training](http://www.cieh.org/training) or call the CIEH Customer Services team on 020 7827 5800 to learn more about the qualifications.

## Trainer's life Barry Robinson



He likes a challenge, that's why Barry has got his sights set on America's finest  
**'I want a slice of The Big Apple!'**



One of Barry's ambitions is to work with the world's largest store, Macy's in New York

Barry Robinson is the Operations Director of Sureteam Limited, a health and safety and training consultancy based in Tetbury, Gloucestershire. As a health and safety professional, Barry offers practical advice and support. Barry has been a registered CIEH trainer for seven years and very much enjoys his interactions with learners, from whom he learns a lot.

### What's the most overused word in training?

The typical responses I receive from learners when training are: 'it's common sense', 'it's not rocket science' and 'Why me?' but their mindset changes when they realise why they are actually on the course.

### What's the biggest challenge facing professional trainers at the moment?

I think in the current downturn clients cutting back on spending money for staff training, although for some reason we are currently experiencing an increased demand for training.

### What's the biggest opportunity in the next couple of years?

I think it will be to exploit the

**Customer services provide an efficient service, answering queries very promptly**

European markets and to continue working with our corporate clients, to maintain an ongoing relationship, to help them make their businesses more efficient.

### How do you find new customers?

Through repeat business, by cross-selling courses and by our current clients recommending us to their clients – an ideal way of finding new customers.

### Do you have a 'dream customer'?

I think working with some of the large retailers (such as Harrods or Macy's) or sporting establishments (such as football stadia) would be a great experience – shopping

and sport are particular interests of mine!

### Who (real or fictional) would you most like to have in a training session, and why?

Gordon Ramsay or one of the Dragons from Dragons' Den. I do like a challenge!

### Who would you least like to have attending a training session, and why?

My mother in law. It would be difficult to teach her anything new as she knows it all (obviously this is said in jest – she's great really).

### What is the most amusing thing that has ever happened in a training session?

It was one of my first courses. I was talking through the importance of keeping work areas tidy to prevent slips, trips and falls when I actually tripped over. After a few seconds – it seemed like minutes – some of the candidates were saying, 'Come on you can get up now'. I couldn't actually get up as I had twisted my ankle. I felt a bit of a fool, although it proved a point and at least it was at the end of the day.

### Tell us one thing (person product or service) you like about the CIEH?

I think the customer services team provide a very efficient service, answering any enquiries you have very promptly.

### Finally, what is the one thing you wish you'd known when you started?

That time spent preparing a course is time well spent.