



## Case Study

# RIBBY HALL VILLAGE

Number of employees: 250+

### INTRODUCTION

Ribby Hall Village is a five star holiday village located in the beautiful Lancashire countryside. Whether it is a holiday destination, spa retreat, wedding venue, health club or conference venue you are looking for...the search ends here!

Susan Houseman has been at Ribby Hall Village for over ten years, having joined the family run business in July 2000 as the Head of Personnel and PA to the Managing Director.

Susan worked towards building a core HR team, whilst becoming the champion for Investors in People and striving towards accreditation from 2004 onwards. Susan is now the Director of Business Development and continues to push the organisation forward to ensure the business is constantly improving.

### WHY INVESTORS IN PEOPLE?

It was around 2004 when Ribby Hall Village really started to bring in formal policies and procedures to gain consistency across the organisation. We began working with Investors in People at this time to acquire a benchmark against other organisations.

It quickly became clear that Investors in People was the best way for us to gain honest feedback from our staff whilst working towards the formal recognition. Our first assessment was really to see 'where we are now', 'what we have left to do' and 'which particular areas should we focus on going forward'.

### HOW DID YOU GET STARTED WITH INVESTORS IN PEOPLE?

Initially I worked with Investor in People advisers who visited Ribby Hall Village for regular meetings to guide us through

any key issues. They really acted as a network of support to us at that stage.

Once we felt confident as an organisation that we had everything ready, we went for our first assessment.

### SINCE WORKING WITH THE FRAMEWORK, WHAT TANGIBLE OUTCOMES AND BENEFITS HAS YOUR ORGANISATION SEEN?

Working with the Investors in People framework, we have seen a fantastic improvement in our levels of customer service – although we are constantly striving to further improve this as the recognised foundation of our business.

We strive for excellence by ensuring each and every employee completes our 'Ribby Academy' Customer Service course. The consistency gained as a result has helped towards the achievement of numerous awards including our five star status!

We have also seen an increase in turnover and a vast improvement in the retention of our employees.

In the early days, the various departments tended to work on their own, with a lack of consistency across the village. Investors in People has really helped us to all come together and build one successful business.



### HOW WAS THE ASSESSMENT AND REVIEW PROCESS? DID YOU FIND IT BENEFICIAL?

Our most recent assessment was made very easy as our employees were bought into it and therefore very willing to talk to our assessor. It was also helped along by a very approachable assessor who genuinely seemed interested in our business.



### HOW WILL YOU BE TAKING INVESTORS IN PEOPLE FORWARD IN THE FUTURE?

Go for GOLD!

We will certainly continue to work with the process of Plan – Do – Review in all that we do, ensuring we constantly strive for 100% in the business.



**WOULD YOU RECOMMEND INVESTORS IN PEOPLE TO OTHER ORGANISATIONS?**

Absolutely! If an organisation is looking for a professional business benchmarking tool, then Investors in People is the one to go for.

**IN 5 WORDS, HOW WOULD YOU SUM UP YOUR INVESTORS IN PEOPLE EXPERIENCE SO FAR?**

An ongoing experience of excellence...

**WHERE DO YOU SEE YOUR ORGANISATION'S RELATIONSHIP WITH INVESTORS IN PEOPLE IN THE FUTURE?**

We have developed a strong bond with Investors in People. We will definitely look to maintain this supportive relationship and ensure that we as an organisation do not become complacent.

**WHICH PART OF YOUR INVESTORS IN PEOPLE JOURNEY SO FAR HAS BEEN THE MOST FULFILLING?**

I believe the most fulfilling part has been bringing the organisation together to work towards a common goal.

**WHAT WOULD YOU SAY TO SOMEONE WHO HAS PRE-CONCEPTIONS ABOUT INVESTORS IN PEOPLE AND THINKS THAT IT IS NOT RELEVANT TO THEIR BUSINESS/SCHOOL?**

I would say that Investors in People is definitely worth doing to obtain a benchmark from your staff and against other organisations. It is a great tool and support system that reinforces the knowledge that you are as good as you think you are...or maybe even better!



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Warrington Harrogate Sunderland  
E: [iip@i-dg.co.uk](mailto:iip@i-dg.co.uk) W: [www.i-dg.co.uk](http://www.i-dg.co.uk)