

Press Release



Unique and exciting opportunity will help job seekers get 'on track' to success

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Photo details:

Up to fourteen unemployed young people from Staffordshire are set to embark on an exciting Prince's Trust course – with a thrilling twist!

Going behind the scenes at Alton Towers Resort, the UK's leading theme park, the participants will take part in a four-week 'Get into Customer Service' programme, supported by The Prince's Trust.

The group, members of which will be from a variety of different backgrounds and aged between 16 to 30 years old, will get to experience a variety of customer-facing and behind-the-scenes roles at the Resort. During the four weeks, they will join a wide variety of departments including park operations, retail, SEA LIFE, hotels, entertainments and food and beverage.

Each individual will also be assigned a 'buddy' for the duration of their course who will provide additional support in specific areas of the Resort. Each buddy is an experienced employee who will coach and mentor them during their placement, as well as showcasing what it's truly like to provide fantastical experiences and memories for guests within each specific area.

As part of their introduction to Alton Towers Resort, the candidates will get to learn vocational and employability skills, as well as experience new ride 'Wicker Man', as they get to grips with the wide range of things on offer to guests at the Resort.

The Get into Customer Service programme, run by the Alton Towers Resort and The Prince's Trust, is now in its fifth year. The programme aims to help youngsters from across Staffordshire to gain vital work experience, enhance their CV, and build a range of employability and vocational skills with a household brand.

Jonathan Turnock, 21, from Cheadle, completed the course in 2016 and now works at the Resort full-time as a Housekeeper. He said: “The course helped me a lot and has changed my life. I have always lacked confidence and social skills. During the experience, I gained so much confidence and I now enjoy speaking to people. Before going on the course I applied for loads of jobs and heard nothing back. I felt worthless and frustrated that no-one would give me a chance to show them what I could do. Now, I feel like I am part of something and this programme has given me that chance. I’ve achieved so much. It’s made me a different person.”

Fellow colleague Jake Reece, 23, from Meir, completed the 2017 programme and is also working at the Resort full-time on a permanent basis. He said: “I’m a night porter at the Alton Towers Hotel. The course was great, it helped me out loads with getting a job, meeting new people and making some good friends along the way. I would recommend the course to anyone - it’s been one of the best things I have ever done.”

The 2018 programme will culminate in a showcase celebration event next month (June), attended by over 300 guests and celebrity ambassadors. The young people will present their four weeks’ experience in front of line managers, work buddies and their families.

The Prince’s Trust Get into programme is designed for young people aged 16 to 30 and provides the experience and training needed to move into a job. Last year, The Prince’s Trust helped over 6,000 young people secure jobs through their Get into courses.

Simon Ratcliffe, Assistant Recruitment & Learning and Development Manager at Alton Towers Resort, said: “This will be our fifth year delivering the Get Into programme with The Prince’s Trust, which we are absolutely delighted about. It is such an amazing programme for us to be involved with and we are extremely pleased that we can help these young people get the experience and skills they need to find employment. The employees we have with us now, following the completion of the course, is testament to what a life-changing and empowering programme this is.

“The next four weeks will be an intense period of learning and training but I can’t wait to see the development the young people will have all undergone when we get to the showcase event. The Get Into scheme is fantastic and beneficial pathway on so many levels, we are very proud to be part of it.”

Anyone wishing to find out more about The Prince's Trust should visit www.princes-trust.org.uk.

More information about career opportunities at Alton Towers Resort can be found at www.altontowersjobs.com.

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For further information please contact Sian Alcock, PR Manager at Alton Towers Resort on 01538 704419 or email sian.alcock@alton-towers.com