

Butlins lead the way in West Sussex

Butlins, Bognor Regis are taking a leading role in a new education initiative which helps school pupils throughout the country understand the growing importance of the hospitality industry. The scheme also encourages young people to adopt more responsible attitudes to alcohol.

Butlins are pleased to sign up as the first partner in West Sussex for such an important initiative, particularly as millions of young people go on to part-time or full-time employment in the hospitality sector. It is therefore vital that they understand how the UK now depends upon tourism, catering and other areas of the industry.

Butlins also support the project's emphasis on good customer service as a key ingredient of success in any hospitality-based enterprise.

Moreover, as a business active in the licensed retail sector, **Butlins** are delighted that the classroom materials distributed free to schools encourage young people to consider the dangers that result from the misuse of alcohol.

The **Schools Project** is delivered in partnership with teachers but is not a government initiative. Its success is due to the support of **BII** members and other licensed retailers across the UK. **BII** is the professional body for the licensed retail sector. With over 17,500 members, it promotes high standards, good employment practice and social responsibility within the hospitality industry.

Cathie Smith, Director of BIIAB said, "We are very grateful to **Butlins** for this support which allows us to help teachers in a practical way while raising awareness of the hospitality sector.

"As the project builds, our aim is to help young people understand that with hard work, a friendly approach and professional training, they can benefit greatly from a wide range of employment opportunities and, if they choose to, go on to build an interesting and rewarding career in a thriving sector of the economy."

Patrick Gaffney, Director of the Schools Project, added his own thanks saying, "We can only make a difference in schools if we gain the support of the wider community. I am delighted that **Butlins, Bognor Regis** have decided to lead the way in this important initiative."

Further information is available from:



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