



Training too expensive? Here is a welcome alternative

The current hotel training venue experience is our best sales tool, says Richard Hinchliffe, Chief Executive of Bradford based City Training Services. Customers who are starting to use City's new training and conference centre come to us with all too familiar complaints having endured the Hotel 'experience'. The recurring issues are; stuffy training rooms with low- level lighting, a limited range of audio-visual equipment and unhelpful hotel staff seemingly unable to smile. However the one big complaint is price. What starts off as a basic room hire charge can end up with a heart-stopping bill. It is not uncommon for final bills to total over £700 when equipment and refreshments are added. Might this explain why the delegate costs for public training courses are so high? City Training offer training room hire and the success of this venture has prompted the Company to schedule Professional Development courses. So what makes the service from this company any different from the tried and tested Hotel option?

The Company have actually been around for 23 years, successfully providing work- based learning programmes to a range of different businesses. City Training took the decision to develop an entire floor of the five-storey head office building in Little Germany, the heritage quarter of Bradford. Here was an opportunity to design a training venue from scratch. The specification was for large well-lit rooms with

high quality comfortable furniture, interactive smart boards and JBL sound systems. All AV equipment is installed permanently with configured laptops in each room.

The differentiators are Price and Customer Support;

- A City training room for up to 20 delegates with all AV equipment, laptop, smart board, LCD projector and unlimited refreshments is available at £150, plus VAT. That is it, no surprises on the final bill. Lunch is optional at £8 per head.
- There are two trained IT support technicians who set up each room prior to the event taking place, and are on hand during the day to make sure the presenter is fully supported.

City is now offering open courses each month. The same high quality value for money approach is taken, with savings of up to 25% compared to competitors. In addition, City have a unique guarantee, if a delegate books onto a course the Company will run it.

'City Training have provided us with first class facilities and excellent customer service all for a remarkably reasonable price.'

Joy Lumb, Drydens Solicitors.

Courses being run during April and May include;

Conflict Resolution	1 day
Negotiation Skills	1 day
Introduction to Supervision	2 days
Time Management	1 day
PRINCE2 Practitioner	5 days
Understanding Employment Law	1 day
Equal Opportunities and Diversity	1 day
Read Faster with Greater Understanding	1 day
Internal Quality Auditing	2 days
Train the Trainer	2 days
H&S Risk Assessment	1 day
Fire Marshall	day
Fire Safety Manager	1 day
Emergency First Aid	1 day
First Aid In The Workplace	4 days
Manual Handling	1 day
Basic Food Hygiene	1 day
Essential Car Maintenance For Women	2 hours
IOSH	4 days



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