

## Protect Line recognised by HRH The Princess Royal for excellence in training and development in 2021

Tuesday 17 August, 2021

Media:



### 46 businesses across the UK recognised by HRH The Princess Royal for excellence in training and development in 2021

- HRH The Princess Royal, President of City & Guilds, awards employers who have created outstanding training and skills development programmes which have resulted in measurable business impact over the last 12 months
- Recipients include those that have used training to adapt to changing business needs and national skills shortages throughout the pandemic

City & Guilds Group has today announced that [Protect Line](#) will be recognised by the 2021 Princess Royal Training Awards.

Currently in its sixth year, The Princess Royal Training Awards recognise and celebrate organisations across the United Kingdom which have demonstrated exceptional commitment to training and development. Despite facing unprecedented challenges due to Covid-19, the organisations receiving this standard of excellence have created and delivered highly engaging training programmes which have resulted in significant measurable impact.

Organisations receiving the award in 2021 differ in size and include a diverse range of sectors. Large national employers such as Barclays, HMRC and Sky UK through to smaller organisations such as local radio station Diverse FM and children's charity The Mulberry Bush, are among those to have received this year's awards.

The Princess Royal Training Awards website has specifically recognised Protect Line:

*This life insurance brokerage needed to increase the number of new starters from five to fifteen per month to meet its ambitious growth targets. This presented a challenge to provide a cost-effective way to develop trainees whilst ensuring quality was maintained. The Sales Academy programme was developed and 250 staff have been trained to-date. Early attrition has been reduced by 7% and learners who have been through the programme out-perform their counterparts.*

With organisations facing some of the toughest times in history due to the pandemic, many have had to use training to address and adapt to changing business needs.

#### Jo Brewer, Co-Founder and Director said:

*"We're honoured to have received this prestigious award. Our organisation has a deep passion for people including training and development. We pride ourselves in the support we give to all of our employees.*

*While the pandemic created untold amounts of challenges it also presented us with an opportunity. I am exceptionally proud of how we've been able to adapt our organisation not only to cope but to grow in new ways. We're a business that's never content to rest on our laurels, we're always looking for ways to improve. Our recent improvements to our training and induction programme are just one example of this.*

*I'm looking forward to our team celebrating this award later in the year."*

#### Kirstie Donnelly MBE, Chief Executive of the City & Guilds Group said:

*"The last 18 months have caused disruption to the way most organisations operate which has led to major changes for all of us in how we live and work. Despite these challenges, it's fantastic to see so many organisations' continued commitment to training and development as well as the positive and life changing impact learning can have on people.*

*"The introduction of the Covid Commendation highlights some of the brilliant work these organisations have been doing to overcome the challenges and the lasting effects of the pandemic. The applications*

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*have been truly inspiring, and we are really looking forward to bringing award recipients together and celebrating at our annual ceremony later this year."*

Previous recipients of a Princess Royal Training Award have reported clear positive impacts on their business, with 82% saying it has improved recruitment and retention and 62% reporting increased investments into training programmes. This will be paramount when it comes to helping businesses recover post-covid, closing sector skills gaps and promoting a culture of skills development.

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