



## THE WINE GUILD CHARITABLE TRUST

Wine Guild Charitable Trust  
Charity number 1105374  
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9<sup>th</sup> February, 2015

We are pleased to present this report of our first year during which we have:

- From May to September 2014 developed and prepared our new introductory course for front of house staff, aimed primarily for staff in the 18-25 age range, although it has also already proved popular with older staff and with managers studying alongside their teams;
- Piloted the course through four trials, one spread over four sessions at weekly intervals and the other via three separate intensive one-day courses;
- Run these pilot sessions each month from September to December 2014;
- Made the initial preparations to run the course in at least three and hopefully more locations outside London in 2015 to ensure the course gains a national spread.

We can confirm The Lord Forte Foundation funds have been held in a restricted reserve to be used solely for bursaries for young trainees in the 18-25 year range, which is proving enormously popular with both young staff and their employers. The structure we have adopted favours the one-day intensive course, which employers prefer as it is actually less disruptive and, with the variety of course content and delivery, including a significant element of practical work, attention levels and learning achieved has been high.

Feedback has been very positive from those attending and their employers. One employer in particular has requested repeat courses so all their staff are trained, since they experienced an immediate uplift in staff appreciation of wine, and confidence to engage with clients, leading to immediate improvement in sales performance.

Our panel of tutors are in some respects heavily over-qualified to run these courses, (two are currently running the Guild's tutoring of students for the Institute of Masters of Wine practical tasting examination) but it is precisely this level of knowledge and appreciation which imparts enthusiasm to the young trainees.

We are enormously grateful for the support from the Foundation, without which it would have been vastly more difficult to attract interest in this course. By using the full grant for bursaries we have appealed to employers, without which it would be hard to gain traction with employees and individuals across the country. Furthermore, by demonstrating the value of the course to employers we are confident that after the initial three years we will see ongoing demand, making this course sustainable for the longer term.

With best wishes  
Yours sincerely

Mike Hildesley  
Chairman, Wine Guild of the UK

**The Wine Guild Charitable Trust:** Charity number 1105374

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