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Trafford Centre claims the British Chambers' Commitment to People Development Award

The UK's largest shopping centre that boasts more than 200 stores has been awarded the Commitment to People Development title at the British Chambers of Commerce Chamber Awards.

The Trafford Centre in Manchester, which employs 328 people, beat off competition from hundreds of companies to win the prestigious honour, sponsored by Acua Limited.

It has developed and rolled-out 'The Trafford Centre Way', a world class training programme to improve employee development and customer service across all of its staff and managers.

This has resulted in a host of benefits, with a 17% reduction in the number of complaints last year, 90% customer satisfaction and accreditation to the Investors in People Gold Award.

Over 500 guests were on hand at the Guildhall in London to witness the culmination of the competition, which is the flagship event in the Chamber's 'Business is Good for Britain' campaign.

Joining The Trafford Centre on the podium were eight other organisations, including an eco-friendly hair salon, an entrepreneurial funeral director and an international wholesale exporter.

The winners were:

- Austin's Funeral Directors' Claire Austin (Entrepreneur of the Year)
- Biotec Services International (Achievement in International Business)
- Elan Hair Design (Sustainability)
- Freshney Place Shopping Centre (Marketing Campaign of the Year)
- Prism Total IT Solutions (Excellence in Customer Service)
- Ramsden International (Business of the Year and Outstanding Business Achievement)

- Simply Bows and Chair Covers (Most Promising New Business)
- Thomsons Online Benefits (Excellence in Innovation)

President of the British Chambers of Commerce Martyn Pellew said: “At the start of this year we asked businesses to show us why they are good for Britain and I’m delighted with how they have responded.

“We had a record number of entries from all over the UK, with some excellent tales of innovation, job creation, growth and export success.”

He continued: “The Trafford Centre is a fitting winner of the Commitment to People Development award and shows what can be achieved with a committed management team and a strong vision.”

Jeannine Mortlock, Managing Director of leading organisational development provider Acua Limited, said: “As an organisation which works with businesses across a wide range of sectors to develop employee capability, improve performance and drive business growth we were delighted to sponsor the Commitment to People Development award and we congratulate The Trafford Centre on its success.

“The impact the training programme rolled out by The Trafford Centre has had on employee development and also customer satisfaction is extremely impressive and demonstrates just how instrumental people development programmes can be to business performance.”

Now in its 9th year, the British Chambers of Commerce (BCC) Chamber Awards 2012 are supported by the RBS Group, BT Business, Dell, DHL Express, Westfield Health, Club Wembley and Acua Limited.

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British Chamber Awards

The British Chambers of Commerce (BCC) is the national voice of local business.

The BCC sits at the heart of a powerful nationwide network of Accredited Chambers of Commerce, serving over **100,000 businesses** across the UK, which **employ over five million people**.

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