

Win-Win for Star City Casino and for Birmingham residents - with a little help from North West City Jobs

North West City Jobs is working with one of Europe's largest casinos to recruit staff from the local community. It all adds up to highly motivated employees for Star City and new local jobs and training opportunities, focused on an area of high unemployment. A win/win solution.



Nicky Clements, General Manager Star City Casino, at the table

Star City Casino was launched in 2003 and is already one of Europe's largest casinos (and largest in the UK), where gaming and entertainment meet in a Las Vegas atmosphere, giving everyone a night out to remember. It also brings jobs to nearly 200 local residents and is still growing.

North West City Jobs is working closely with Star City to help with this expansion. "We offer a whole range of games," says Nicky



NWCJ found, screened and filtered potential recruits. They put them through orientation and customer care training, delivering us motivated, suitable candidates. All at no cost. And they still keep close to us. A fantastic partnership.



**Nicky Clements,
General Manager, Star City Casino**

Clements, Star City Casino General Manager. "Everything from Roulette to Blackjack. Recently, of course, Poker has become incredibly popular so we decided to launch a Poker Academy, which needs dedicated staff. North West City Jobs came up with a unique recruitment package that eliminates a lot of the hassle, particularly in the early screening process."

Working in the leisure industry can be very demanding and in the gaming environment it



28 people are currently going through Star City's eight week training programme. At the end, they will have earned their Gaming Commission license. They come from an area of high unemployment and for many it will be their first chance of joining the workplace.

means working nights and weekends. "It's important that potential staff recruits have realistic expectations," explains Nicky. "It can be a considerable culture shock, particularly for someone who has not been in employment before."

As part of the programme, North West City Jobs goes through a proactive process of promoting the vacancies within the local community. They sift and filter potential recruits to find those who can demonstrate the right levels of motivation. Then they provide a tailored customer care course, designed specifically around the special demands of the leisure industry and the gaming environment in particular. There is no charge for this service.

"Potential recruits get a real orientation into the pressures of



Our role isn't simply to fill vacancies, regardless. We are here to add value, finding and preparing local people who really *want* to move into work and who are willing to go through a rigorous process. But people need support and a little self-belief, and we give them that.



Ambrin Chauhan,
NWCJ Team Leader

working at night with customers who are out to enjoy themselves," says Ambrin Chauhan, North West City Jobs Team Leader. "It's very hands-on and those who complete the session have already demonstrated a level of commitment. In fact they are not paid during the customer service training."

Nicky takes up the story: "We currently have 28 people, pre-selected by North West City Jobs, going through our own 8 week training sessions. At the end of that period, each recruit will have gained their Gaming Commission license and will be ready to take to the live tables as a dealer. These are real jobs that take skill and tact. Over time, dealers may want to progress to becoming a croupier or move into management. A career, in fact."



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