

# BaxterStorey celebrates graduation of 20 colleagues from Service Academy

2 months ago



[BaxterStorey](#) has marked the graduation of 20 colleagues from its Reimagined Service Academy, following a ceremony held for learners representing locations across the UK.

The Academy, which supports front-of-house teams, has been redesigned to make the programme more inclusive and accessible.

Previously delivered in high-end locations with set entry requirements, it is now open to anyone in a front-of-house role who wishes to develop their hospitality leadership skills. All places on the programme are fully funded.

The refreshed Academy reflects its wider Equity, Diversity & Inclusion ambitions, ensuring that development opportunities are available across different regions, job levels and locationtypes.

As part of the updated curriculum, participants explored BaxterStorey's Hospitality 360 Manifesto and the company's 'Experience Five' framework.

This focuses on five non-negotiables of hospitality delivery: starting strong with effective first impressions; staging spaces with clarity and impact; engaging guests with energy and warmth; enhancing the experience through attention to detail; and ensuring interactions end as meaningfully as they begin.

Speaking at the event, Sean Marcs, Learning and Development Manager said:

"Reimagining the Service Academy has opened the door for even more of our brilliant colleagues to grow and shine. By breaking down barriers, we've created development that's accessible, practical, and rooted

in the everyday realities of exceptional hospitality. This cohort has embraced the journey with real passion, and the feedback from their managers shows how powerfully the programme is already elevating performance across our business."

The graduation event brought together learners, senior managers and trainers to recognise the completion of the programme and to outline how the revised approach will continue to be offered more widely across the business.

The Service Academy is part of BaxterStorey's continued investment in growing the skills and confidence of front-of-house teams, to deliver consistently exceptional hospitality; whilst supporting every individual on their career journey.