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Glenn Hutchinson, Customer Experience Manager

Firebrand, a prominent international training company specialising in accelerated IT learning, resumed face-to-face training at Wyboston Lakes Resort in July. Here is how it was made Covid-safe.

For more than 13 years, Firebrand has been delivering accelerated IT learning for 12 hours a day, seven days a week at Wyboston Lakes Resort. In fact, Firebrand has a fully branded and dedicated venue on the 380-acre conference, training and leisure complex in Bedfordshire. The company needed a permanent home because of the popularity, frequency and intensity of its training programmes, as well as the seniority of course attendees.



When the UK went into a national lockdown in March to tackle the Covid-19 pandemic, face-to-face training came to a standstill. In response, Firebrand launched Online Instructor-Led (OIL) Training, a programme that delivered in-person training virtually for more than a thousand learners unable to leave their homes.

When restrictions eased in July, Firebrand was excited to return to Wyboston Lakes Resort with an in-person training programme to complement its online solution.

The Solution: COVID Secure Events.

To make the events Covid-secure, maximum classroom sizes were reduced from 34 people to 17 to allow for social distancing and, with the support of Wyboston Lakes Resort's events team, Firebrand hired additional space across the resort to meet demand.

The venue team also presented Firebrand with its tried and tested Safe Events plan, which was developed to ensure all events at the Resort can operate safely, in accordance with government guidelines, for both guests and team members.



The policy includes the rearrangement of layouts and reduced maximum capacities to allow for social distancing, new one-way systems, staggered breaks, as well as the introduction of thermal temperature check technology. Other measures are an online food ordering portal for use in the bar and bedrooms, intensified cleaning regimes, hand sanitising stations and in-room guest information portal.

These Covid-safe measures have been recognised with prestigious accreditations from the AA, the Meetings Industry Association and Quality in Tourism.



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Glenn Hutchinson, Customer Experience Manager at Firebrand, said: "The Covid-secure measures that Wyboston Lakes Resort took allowed us to confidently re-open our building while feeling safe and secure onsite. We know that the Resort's team has everything covered and we even built our policy around what we had seen, utilising content, cross learning and also using the same risk assessment company."

He added: "Wyboston Lakes Resort is a perfect solution for our immersive courses. Delegates can eat, sleep, drink and gain education in an environment that is ideal for learning. The support that the team has given us over the years has been second to none and our working relationship is a fantastic one. We feel very much at home at Wyboston Lakes Resort."

