

CASE STUDY

HOLIDAY PARKS & HOSPITALITY · 300 TEAM MEMBERS · FAMILY-OWNED SINCE 1944

Consistent Standards Across Every Park, Every Season.

How Partington's Holiday Parks transformed seasonal onboarding and compliance.

Partington's Holiday Parks has been a family-run business since 1944, operating parks across Lancashire, the Lake District, and the Yorkshire Dales. With around 300 team members and a reputation built on warm, consistent guest experience, the business understands that its people are the product.

But running a seasonal, multi-site hospitality operation creates training pressures that are both predictable and intense. Each spring, a wave of seasonal hires must be inducted quickly: food hygiene, fire safety, guest service standards, site-specific procedures – all before they face their first busy weekend.

Before Cademi, the risk of fragmentation was real. With parks operating semi-independently, 'every park doing it differently' undermined the consistency that underpins the Partington's brand – and created gaps in safety-critical compliance areas including food handling and fire safety.

The People team needed a platform that could move at the speed of the season: **enrolling staff automatically, tracking completion in real time, and giving managers instant visibility of who was ready to work.** Speed and simplicity weren't a luxury – they were a business requirement.



AT A GLANCE

SECTOR

Holiday Parks & Hospitality

TEAM SIZE

~300 Team Members

KEY CHALLENGE

Seasonal onboarding & cross-site consistency

CADEMI FOCUS

Mobile-first induction, automation & custom content

The Solution



Cademi's deployment at Partington's centred on mobile-first, rapid onboarding pathways designed to be completed before or during a new starter's first shift. Seasonal joiners are enrolled automatically the moment they are set up, with smart reminders keeping completions on track without manual intervention.

Managers across all parks now have instant dashboard visibility of each team member's status: who is fully inducted, who has outstanding modules, and which compliance items are approaching expiry. The 'ready to work' view has removed the pre-season anxiety of not knowing where everyone stands.

Partington's paired Cademi's ready-made course library – covering food hygiene, fire safety, health and wellbeing, and customer service – with bespoke modules built using the drag-and-drop course creator. Park-specific content including hot tub rules, cleaning checklists, and guest incident escalation procedures is now standardised, trackable, and up to date across every site.

The multi-language capability also opened up more inclusive access for team members whose first language is not English – something that matters in a diverse, seasonal workforce.

The result is a business that can scale up confidently each season, knowing that every new joiner – wherever they start – receives the same quality of induction that the Partington's name represents.

Cademi has given us one consistent way to welcome and train people across all our parks – especially during the seasonal rush. Staff can learn on their phone, managers can see progress instantly, and we can keep standards high without slowing the operation.

VERONICA WALKER, PARTINGTON'S HOLIDAY PARKS

KEY BENEFITS

01

Automated seasonal onboarding across all sites

New joiners enrolled instantly with mobile-first pathways – from food hygiene to site-specific procedures – completed before the first shift begins.

02

Consistent brand standards backed by bespoke content

Custom modules built in the drag-and-drop creator standardise the Partington's experience across every park, every season.

03

Multi-language access for a diverse workforce

Support in 41 languages ensures inclusive access for seasonal team members and removes barriers that generic platforms can't address.

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