

Title: **Case Study
Travel & Tourism
in Gloucestershire**

Frankie Clifford has a high-flying career as a member of the cabin crew at Monarch Airlines – despite being held back by dyslexia at school.

She says she loves her exciting job, which takes her on short-haul flights from Birmingham to holiday destinations in Europe.

“It’s very rewarding,” she says. “No two days are ever the same and you’re working with different people every day.”

Frankie, aged 22, was a pupil at St Edwards School, Cheltenham, where she gained seven GCSEs.

She began studying ‘A’ levels at Balcarras School, but having dyslexia meant she struggled with exams. Reluctantly she decided to leave school and go to college.

She took a two-year Advanced Vocational Certificate in Education (this has now been replaced by an Applied ‘A’ level) in Travel & Tourism at Gloscat (now Gloucestershire College) where she received extra support with her writing.

In her final term she began applying for cabin crew jobs, and was taken on by Monarch Airlines for a six-month probationary period.

This included a five-week intensive training programme, where she learned about safety and emergency procedures, first aid and cabin service.

Since gaining a permanent contract with the company Frankie has been promoted to senior cabin crew.

What qualities do you need for the job? She says you need confidence, and to be helpful and very patient. Above all the crew need to care about the passengers. And you need a lot of stamina – the crew are on their feet for many hours at a stretch.

“Once you’re in uniform you are ‘in role’ and representing the company all day,” she says. “The hours make a social life difficult sometimes, but you also get a lot of time off. You’re working in a fun atmosphere and the pay is good.

“At times it can be very demanding and stressful. But what’s nice about working on short-haul flights is that if you do have a bad day, it’s soon over.”