

WORLD CLASS TRAINING FROM STONEBOW

Businesses in hospitality, leisure, travel and tourism across the UK now have the opportunity to experience the world renowned "7 Habits of Highly Effective People" programme at a special rate, thanks to People 1st's training division, Stonebow.

The programme, delivered by Stonebow in partnership with international training organisation FranklinCovey, uses specific examples from the industry, putting the training into context for maximum business benefits.

The course is based on the best-selling business book of all time by Stephen Covey, and developed further through FranklinCovey's work with millions of people all over the world.

Sharon Glancy, business solutions director for People 1st, said: "7 Habits of Highly Effective People is a widely recognised programme

and we are delighted to be able to bring it to our industries. We know this programme works, and it produces excellent results for individuals and their businesses.

"The course provides hands-on experience, applying timeless principles that yield greater productivity, improved communication, strengthened relationships, increased influence and a laser-like focus on critical priorities.

"It helps to develop vital skills and mindsets, so that businesses are best placed to compete in the current economic climate, and to make the most of the eventual upturn."

Stonebow has negotiated a special rate for people in the hospitality, leisure, travel and tourism sector to go through the course, making the training accessible to a wider range of businesses.

Open, two-day workshops, at the special rate of £725 (including lunch, refreshments and certification) will be running in Uxbridge from January. The workshops will take place on the following dates:

- 19-20 January 2010
- 23-24 February 2010
- 23-24 March 2010

To book a place on one of the courses, or to find out more, contact Annabel Thomson at annabel.thomson@stonebow.co.uk

THE LAST WORD

December is often a time for reflection and, as we conclude the final Talent of 2009, here at People 1st we are reflecting on another 12 months of work to improve skills in the hospitality, leisure, travel and tourism industries.

We have just published our annual report, Communication 1st, which summarises all these activities - available to view online at people1st.co.uk/communication1st - and we look forward to continuing this work over the next 12 months.

SHOUT ABOUT IT

Get in touch and let us know what you're thinking. Whether it's a burning industry issue you want to highlight or you just fancy a rant, let us know. We can't hear you from behind your desk so get typing or get dialling...

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But, while we work towards better skills for the industry in the UK, there are others who are facing quite different challenges across the world.

One such person is Mick Cooper - a former head of department at The Hotel School, City College Norwich and Grimsby Institute of Further and Higher Education - who, after 35 years of working in hospitality and catering, has set up a chef and restaurant school in Novo Selo in Bulgaria, where many families are living below the poverty line.

The school is the first of its kind in Bulgaria, and will not only provide young people with the necessary skills, motivation and opportunities to gain meaningful employment and better lives, but will also help the local economy by creating jobs for local residents - 33 percent of Novo Selo residents are currently unemployed.

In order to comply with Bulgarian regulations, Mick has established Phoenix Inspire - a non-profit non-government organisation registered in Bulgaria - which is also actively engaged in supporting the children's home in Novo Selo.

As those at the children's home and their families do not have the money to pay for education post-16, those who wish to train at the chef and restaurant school receive their training for free. Phoenix Inspire has also organised Christmas presents and winter boots for every child in the children's home.

This industry is all about people, and this heartwarming story is a great example of not only how it can make a positive difference to people's lives, but how we should work together to make the most of the opportunities that are available here in the UK.

You can find out more about Phoenix Inspire, the difference it is making, and how you can support the organisation, at phoenix-inspire.org

Finally, there will be no January issue of Talent, but we will be back, and full of good tidings from the festive period, in February.

To all our readers - a Merry Christmas and a Happy New Year!

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talent

THE MONTHLY UPDATE FROM PEOPLE 1ST • ISSUE N° 22 • DECEMBER 2009

GAMBLING INDUSTRY RAISES ITS GAME

The gambling industry needs to raise its game in customer service, if it is to secure repeat business and appeal to a wider range of clientele, a new industry report from People 1st reveals.

The '2009 Labour Market Review of the Gambling Industry' found that frontline staff are increasingly expected to host, entertain and educate their customers on how to play games, as gambling operators move towards a stronger customer-centric ethos.

Some casino operators have even created brand new posts dedicated to customer support to make clients feel welcome following reports that first-time customers were disappointed with the experience – 12 percent of adults over 18 who had been to a casino said they would never go again. However, they might be encouraged to return if they can benefit from a greater range of leisure facilities. In response, operators are expanding their leisure entertainment offer to include food, a greater choice of games, and even valet parking, to provide the ultimate experience.

Other key findings include:

- A shift from recruiting within the industry to appointing managers from hospitality and retail as operators expand their entertainment offer;
- The labour turnover rate for the gambling industry stands at 22 percent - one of the lowest within the hospitality, leisure, travel and tourism (HLTT) sector;

- Gambling staff are well qualified in comparison to other HLTT sectors – over a third are qualified to level 3 and above, with a further quarter (24 percent) qualified to level 2.

The gambling industry is committed to training and developing its staff – 100 percent of respondents to an industry survey said they provide short induction training, while 62 percent offer formal in-house training.

The report also highlights that the Gambling Act 2005 is placing greater pressure on frontline staff to get to know their customers and their behaviours and ensure that the person they're dealing with is not vulnerable, underage, under the influence of drugs or alcohol and does not have a mental disability.

These obligations are covered in a new qualification developed by People 1st – level 2 'Working with gambling legislation', and has the backing of Business in Sport and Leisure (BISL), the Gambling Commission, and other leading industry bodies which were instrumental in its development. It will be available from January 2010.

The full '2009 Labour Market Review of the Gambling Industry' report can be viewed online at people1st.co.uk/research

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THE LAST WORD

HELPING FEMALE TALENT TO SHINE

People 1st is partnering with the Shine Awards – the only UK awards for female talent in the hospitality, travel and tourism industries – to help recognise the achievements of women in the sector.

Now in their fifth year, the awards aim to raise the profile of women in hospitality, travel and tourism, and therefore provide role models for others working in the sector, create a pool of female mentors, attract new female talent to the sector and improve overall standards.

Award categories include Woman Entrepreneur of the Year, Young Achiever of the Year, Outstanding Mentor of the Year and Homemaker or Owner of a Micro Business of the Year.

People 1st is co-sponsoring the awards for the next three years as part of its Women 1st initiative, which aims to double the number of women in board-level executive positions by 2015.

People 1st's business solutions director Sharon Glancy, who was highly commended in the Young Achiever category at last year's awards, commented: "Despite the fact that 59 percent of the hospitality, leisure, travel and tourism workforce is female, only six percent of company directors are women.

"Women 1st aims to address this, and we are delighted to co-sponsor the Shine Awards, which does a fantastic job of highlighting female achievement in the sector."

The Women 1st initiative has received a great response from industry following its launch in October, with over 200 individuals signed up to date.

The first Women 1st networking event was held at the Sway Bar in London on 4 November, with over 100 women attending, and a speech from business guru Judith Leary-Joyce – author of "Becoming an Employer of Choice," "Inspirational Manager" and "Serial Achiever." Feedback has been extremely positive, with attendees describing it as a "great evening."

Nominations for the Shine Awards are currently open and close 3 January 2010. For more information, visit passport2shine.co.uk. To find out more about the Women 1st initiative, visit people1st.co.uk/women1st

CUSTOMER SERVICE ON THE MENU IN DARLINGTON!

Trainers at Darlington College have become the first to be licensed by the National Skills Academy for Hospitality to deliver its innovative new world class customer service course.

Geoffrey Lawrence, Clare Mitchell and Helen Broadley of Darlington College are the first trainers in the UK accredited to offer the National Skills Academy Customer Service Programme.

Nicola James, director of services at Darlington College, welcomed the news that it would be the first to deliver the course. She commented: "We recognise the critical role that customer service plays in ensuring the continued success of the UK hospitality sector. During the recession, more than at any other time, only those establishments offering superior customer service will survive."

To receive accreditation, Geoffrey and his team went through the programme themselves, received training on how to train hospitality staff on the course and were observed and assessed running a real-life training session.

David McHattie, chief executive of the National Skills Academy for Hospitality, said "Delivering world class customer experiences are critical to the UK and we are proud to celebrate Geoffrey, Claire and Helen as

excellent trainers delivering our world class customer service programme.

"This is the beginning of a network of trainers across the country equipped to deliver the programme, and we look forward to announcing more excellent trainers across the country in the coming weeks and months."

The programme was developed by the National Skills Academy for Hospitality in response to the Skills for Business "World Class Customer Service...for 2012 and Beyond" report, led by People 1st, alongside feedback from hospitality employers. It is based on the two new "world class"

customer service qualifications developed by People 1st, which were accredited by awarding organisations at the end of June.

Individuals completing the course also receive a nationally recognised qualification – a BTEC award in Principles of Customer Service – through awarding organisation Edexcel.

To find out more about the customer service programme, and other Academy programmes, visit excellencefound.co.uk



FREE EMPLOYER MASTERCLASSES IN 2010

People 1st is continuing its series of roadshow events across England, giving employers in the hospitality, leisure, travel and tourism industries the opportunity to find out first-hand how to benefit from Train to Gain funding, and take part in free, industry-focused masterclasses.

Following three successful events in November, seven more will be held across the country in January 2010.

Although the masterclasses are especially useful for small and medium enterprises (SMEs) who have not previously accessed Government funding for training, all employers are welcome.

Employers can choose to attend one of two masterclasses, the first of which is Focus On Marketing for Small Businesses. Combining theory with practical examples, this programme will help SME employers to write cost-effective marketing plans and understand the latest trends to capture and retain new customers.

The second is a world class customer service masterclass, developed following a major consultation with industry experts from within the UK and overseas and over 2,000 businesses of all sizes across the UK visitor economy.

Employers will also have the opportunity to meet their local skills advisors, and find how their business can benefit from Government-funded training and other initiatives from People 1st.

The events will take place on the following dates:

Date	Region	Venue
13 January	North East	Newcastle FC
14 January	North West	Birchwood Park
19 January	West Midlands	Aston Villa FC
21 January	London	Emirates Stadium
26 January	East of England	Norwich FC
27 January	South West	Leigh Court Conference Centre
28 January	Yorkshire and Humber	Sheffield United FC

To book your place at one of these events, visit people1st-events.co.uk



EMPLOYER INVOLVEMENT KEY TO APPRENTICESHIP SUCCESS

Stronger relationships between employers and learning providers are key to increasing completion rates for hospitality and travel and tourism Apprenticeships, a research project by People 1st has found.

The survey, which looked at best practice in Apprenticeship delivery, found that good practice learning providers involve employers in producing their schemes of work to ensure that they are up-to-date, industry relevant and quality driven. They also consult with industry at a wider level, to check that the programme is meeting employers' needs.

Some providers have even proactively involved employers in the delivery of the programme through masterclasses and employer ambassadors and champions which, in turn, has raised the aspirations of apprentices.

The research also highlighted five other key ingredients to good Apprenticeship delivery - rigorous recruitment and selection processes, delivery models which meet learner and employer needs, learning tracking and support, good quality assurance systems, and well developed staff with industry experience.

There are thousands of people taking hospitality and travel and tourism Apprenticeships in the UK. However, whilst the hospitality sector has one of the highest take-ups of Apprenticeships, it also has one of the highest drop-out rates.

People 1st is looking to address this through an in-depth review of the current Apprenticeship frameworks, and is using the research findings to develop models for successful delivery.

An executive summary of the report, including information on the business benefits of Apprenticeships, can be found at people1st.co.uk/research

People 1st is also looking for learning providers who deliver the hospitality and catering Apprenticeship to trial some of the best practice delivery solutions, and to evaluate the impact this has on the quality and completion rates of their programme. The pilot is due to run from January to December 2010.

If you would like to get involved in this trial, please contact preetkiran.sumal@people1st.co.uk for further information.