

talent

THE MONTHLY UPDATE FROM PEOPLE 1ST • ISSUE N° 21 • NOVEMBER 2009

DEFINITIVE REPORT ON LICENSED HOSPITALITY

People 1st's latest research report has been published, providing a definitive overview of the UK's licensed hospitality trade.

Produced with the support of the British Institute of Innkeeping (BII), 'Licensed Hospitality 2009 – A Labour Market Review of the Pub, Bar and Nightclub Industry' explores the industry's contribution to the UK economy, its ownership structure, the main drivers of change, current operating conditions and the characteristics of the workforce, as well as trends in recruitment and skills development. The primary focus of the report is on the main element of the licensed hospitality industry - pubs, bars and nightclubs.

The research suggests that the key 'people' issues for the industry are:

- The need to improve business management skills, particularly amongst lessees, tenants and owner/managers of freehold premises
- The potential to improve customer service skills
- Difficulties in recruiting chefs
- The need to improve marketing skills (including using IT to its maximum potential) to attract and retain customers
- The need to continue to professionalise and improve the image of the industry to attract talented personnel for the future.

On a positive note, most pubs, bars and nightclubs do not find it difficult to fill bar and waiting staff vacancies and training opportunities for staff are increasing year on year. Nearly three-quarters (71%) of pubs, bars and nightclubs now provide or arrange training for their staff.

The report also found that the industry is well qualified. Nearly three-quarters (70 percent) of the workforce are qualified to level 2, whilst 42 percent have a level 3 qualification.

Employers' views on qualifications are fairly mixed. The research highlights that although employers do not generally view qualifications as essential, they acknowledge that they can help to professionalise the industry.

Despite contracting, the industry remains a substantial generator of wealth and employment, contributing £28 billion to the UK's economic output (approximately three percent). 1,245,800 people are employed in the industry.

The report concluded that while many licensed hospitality businesses have suffered over the last decade, compounded by the recession, those who innovate, diversify and match their offer to customer demand can do well. Examples of diversification include expanding food offers, adding accommodation, incorporating a shop, deli or post office and hosting events.

The full report and executive summary are available to view online at www.people1st.co.uk/research. For further information contact Caroline Perkins on 01895 817026.

CONTENTS

DEFINITIVE REPORT ON LICENSED HOSPITALITY

CHERIE BLAIR SUPPORTS WOMEN 1ST

SUPPORT FOR DIPLOMA TAKES OFF!

FREE EMPLOYER MASTERCLASSES

PROFESSIONAL COOKERY DIPLOMA SCOOPS TOP TRAINING AWARD

YOUR CHANCE TO SET THE STANDARDS!

THE LAST WORD

CHERIE BLAIR SUPPORTS WOMEN 1ST



(From L-R) Rhonda Floyd, customer services manager for McDonald's, Sharon Glancy, business solutions director for People 1st, Brian Wisdom, chief executive of People 1st, and Cherie Blair.

People 1st launched a new initiative last month to address the significant under-representation of women in senior management positions within hospitality, leisure, travel and tourism businesses, with the support of Cherie Blair.

The Women 1st programme - supported by leading employers including McDonald's, Sodexo and Whitbread - has a long term aim to double the number of women in board-level executive positions by 2015.

It was developed in response to findings that the sector is lagging behind from a gender balance perspective. Despite the fact that 59 percent of the workforce is female, only six percent of company directors are women, compared with an average of 12 percent across all industries.

Women 1st concentrates on four distinct elements - a programme of continuous professional development (CPD), mentor/mentee support, networking opportunities and industry awards.

Its remit is to bring together employers, women managers and entrepreneurs to share best practice, support the sector's brightest female junior managers in fulfilling their potential through government-funded mentoring and training - supported by the Women and Work Sector Pathway initiative - and recognise the achievements of up and coming female industry leaders through the sector-focused Shine Awards.

The launch event - held at London hotel the Lanesborough on 14 October - was attended by over 100 industry representatives, and featured presentations from keynote speakers

Cherie Blair, Brian Wisdom, chief executive of People 1st, Sharon Glancy, business solutions director for People 1st, and Rhonda Floyd, customer services manager for McDonald's.

In her keynote speech, Cherie Blair commented that the hospitality, leisure, travel and tourism sector is "crucial to our health and happiness", and that industry needs to embrace diversity to become more creative. The Women 1st initiative, she said, is doing this "in a practical, and even feminine, way".

More information on the Women 1st programme is available online at www.people1st.co.uk/women1st. If you are interested in signing up to the programme or becoming a mentor, please email women1st@people1st.co.uk

SUPPORT FOR DIPLOMA TAKES OFF!

London City Airport has pledged its support to the Diploma in Travel and Tourism, and announced plans to support London boroughs within its local area in delivering the qualification.

The Diploma, which is being developed by People 1st and GoSkills - the sector skills council for passenger transport - combines theory with practical learning for 14 to 19 year-olds, and is due to be delivered in schools and colleges from September 2010.

The airport plans to offer a half-day module or guided assignment for travel and tourism learners. This will involve inviting them to the airport, having a full tour of the facilities and services and then a Diploma-related task or

project to undertake with the expert guidance of airport staff members.

Elizabeth Hegarty, community relations manager from London City Airport, commented: "Engaging with Diploma in Travel and Tourism students will allow London City Airport to give young people a realistic insight into working in the business tourism industry.

"With the upcoming London 2012 Olympic and Paralympic Games being hosted in venues within three miles of the airport, we are excited about recruiting local students with an interest in and knowledge of our industry".

'Ripley's Believe it or Not!' at the Trocadero Centre in London is also working with the

Diploma team to develop a series of applied learning modules that learners can take on educational visits.

Hannah Humphreys, education officer for 'Ripley's Believe It or Not!', commented: "We are very pleased to be an active partner in the Diploma in Travel and Tourism. We look forward to helping students and teachers alike with our knowledge of the industry to ensure that the course is a success for all".

For more information on the Diploma in Travel and Tourism, and to sign up for regular news updates, visit www.tandtdiploma.co.uk



People 1st's Phil Raynsford (second from right) accepts the National Training Award, with (from L-R) Matt Lardi, City & Guilds, Lord Young, minister for business, innovation and skills, Geoff Booth, Professional Association of Catering Educators, Sally Messenger, City & Guilds, and newsreader Faye Barker.

PROFESSIONAL COOKERY DIPLOMA SCOOPS TOP TRAINING AWARD

The Professional Cookery Diploma – a national qualification that is developing excellent chefs and revolutionising the way that cooking is taught in colleges across the UK – has been given a National Training Award for its outstanding contribution and commitment to training in the workplace.

The award was received by People 1st and City & Guilds, who developed the qualification jointly in response to a pressing need for 'work-ready' chefs who could hit the ground running in their first catering jobs and not require remedial training.

Based on extensive research with hospitality employers, the course is much more practical providing budding chefs with a solid foundation of culinary techniques. It offers clear progression by introducing different types of cuisine, ingredients and food hygiene as well as an insight into the intense pressures of working in a professional kitchen.

Over 50 institutions now offer the qualification and feedback from learning providers and employers has been extremely positive, with reports that students are finding the course both rewarding and challenging.

Fareham-based head chef, Clive Wright said: "Colleges are now producing chefs with recognisable skills, fewer knowledge gaps and a first rate work ethic. I can therefore invest time in helping them build knowledge and develop their skills even further".

Welcoming the award, Phil Raynsford, strategic development director at People 1st, said: "This award recognises the effort and commitment that has gone into not only shaping the education system to meet employer needs, but also persuading government to change its funding policy and give more money to the hospitality, leisure, travel and tourism sector.

"It is a huge achievement and the most important development in chef training in the last decade".

People 1st aims to make the Professional Cookery Diploma the qualification of choice in colleges nationwide by 2012, by which time tens of thousands of better qualified chefs will be ready for the millions of visitors expected at the 2012 Olympic and Paralympic Games.

FREE EMPLOYER MASTERCLASSES

Employers in the hospitality, leisure, travel and tourism industries will have the opportunity to find out first-hand how to benefit from Train to Gain funding, and take part in free, industry-focused masterclasses, as People 1st launches a series of roadshow events across England this month.

One-day events will be held in each region, and will be especially useful for small and medium enterprises (SMEs) who have not previously accessed Government funding for training, although all employers are welcome.

Each event will include two free 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 Train to Gain/ 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
17 November	East Midlands	Derby Conference Centre
18 November	South East	Ramada Jarvis Brighton
19 November	London	Emirates Stadium
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 www.people1st-events.co.uk

YOUR CHANCE TO SET THE STANDARDS!

People 1st is inviting hospitality employers to join it in reviewing National Occupational Standards (NOS), helping to ensure that they can recruit individuals with the consistent standards and skills they need.

A series of 'expert working group' events is being held across the UK to gather employers' views on proposed changes to NOS, particularly in food and drink service, front office, housekeeping, and professional cookery.

NOS are industry benchmarks of good practice which are used as the basis for qualifications such as National and Scottish Vocational Qualifications (NVQ and S/NVQs) which, in turn, form a significant part of Apprenticeship education and training programmes.

They are the standard to which thousands of people in the hospitality, leisure, travel and tourism industries are trained every year.

It is essential to regularly review NOS as industry faces ongoing changes – new products emerging, changing customer expectations, and more complex forms of service being offered - which need to be reflected in the occupational standards and resulting qualifications.

All employers are welcome to attend the expert working group events, the details of which are as follows:

Date	Location
2 November	Llandrindod Wells (Metropole Hotel)
3 November	Exeter (City Gate Hotel)
4 November	Birmingham (Holiday Inn City Centre)
5 November	London (Westminster Kingsway College)
9 November	Manchester (City Inn)
10 November	Newcastle (Jurys Inn)
12 November	Northern Ireland (Belfast)

To find out more or to take part in one of the expert working groups, email sophia.nicola@people1st.co.uk or marc.weissenberger@people1st.co.uk or call 01895 817045.

THE LAST WORD

Women in leadership is something that has been high on the political agenda over the past few months, with minister for women Harriet Harman calling for more women in the boardroom.

Although some may question whether this is political correctness gone a step too far, it raises some interesting questions for the hospitality, leisure, travel and tourism industries.

For an industry that depends on the huge contribution made by its largely female workforce, the sector is lagging behind from a gender balance perspective.

Only six percent of company directors in the sector are women, while it also struggles to attract large numbers of female undergraduates, who work in it casually while studying, into viewing the industry as a career choice on graduation.

People 1st's new Women 1st initiative, launched last month, aims to address this problem. Whilst it is not in favour of positive discrimination, it does aim to support women who want to progress in their careers through mentoring and sharing best practice examples, helping to increase their confidence.

There has already been an extremely positive response to the initiative - with almost 200 women signed up at the time of writing - demonstrating that there is a large number of women who are committed to building a career within the sector, with the right support and opportunities.

Businesses in our sector need the right combination of complementary skills and talent within their senior teams - by being more flexible and aware of the barriers that women face, and providing better support to help women fulfil their career potential, organisations can tap into a wealth of diversity of views and experience that could make the difference between success and failure.

To find out how you and your business can be a part of the Women 1st programme, call 01895 817000 or email: women1st@people1st.co.uk

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...

01895 817000
marketingteam@people1st.co.uk
www.people1st.co.uk

people1st