

# talent

THE MONTHLY UPDATE FROM PEOPLE 1ST • ISSUE N° 20 • OCTOBER 2009

## TOP ACCOLADE FOR PEOPLE 1ST

People 1st has won the supplier category in the 'Best Places to Work in Hospitality Awards' run by leading trade magazine, Caterer and Hotelkeeper. The awards celebrate outstanding employment practice in the hospitality sector; and the employers doing most to attract, train, retain and motivate teams and ensure they are well-equipped to offer world-class standards of customer service.

Brian Wisdom, chief executive of People 1st, commented: "I am absolutely delighted that we have been recognised for our employment practices by these awards.

As the sector skills council for the industry, our mission is to transform skills in the sector. We fundamentally believe that the programmes, strategy and qualifications we ask industry employers to participate in apply equally to our own organisation. We cannot champion skills development and training if we don't live and breathe those values within the company.

"Our quarterly Learning & Information days bring the whole company together to work and train as a team, while bespoke training, mentoring and other programmes are put in place

to support the development of all individuals, whatever stage in their career. Many people work on a flexible basis within the organisation - in terms of hours worked and location - in order to meet their work-life balance. We try and offer the best benefits package we can, within public sector resources, and look for innovative ways or working with industry employers and other partnership organisations to extend benefits and opportunities to our people."

Caterer group editor Mark Lewis said:

"A highly skilled, highly motivated workforce is the keystone of a profitable and truly customer-focused business. With so many other industry sectors competing with us for the best talent in the country, building employer reputation has never been more critical. All of our winners have proved that they are employers of choice."

Also recognised in the awards were McDonald's, whose senior vice-president, chief people officer, UK & Northern Europe, David Fairhurst, has just been appointed as People 1st's new chairman, as well as Red Carnation and Adobe Hotels, both recognised as Good Employers on People 1st's unique online resource [www.uksp.co.uk](http://www.uksp.co.uk) for their commitment to training and development.

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# TWO NEW MEMBERS FOR TRAVEL AND TOURISM STEERING GROUP

The steering group for the Diploma in Travel and Tourism has further strengthened its membership with the addition of Dave Rogers, head of operator training at Servisair, and Chris Wales, chief executive of the Coach Tourism Council (CTC).

The Diploma in Travel and Tourism is being developed by People 1st, in partnership with passenger transport skill council GoSkills, and is due to be taught in schools and colleges from September 2010. The qualification will combine practice and theory for 14-19 year olds, to ensure they get the skills employers really need.

The steering group is responsible for guiding the development of the Diploma in Travel and Tourism, and ensuring that its vision and intent is delivered right through to the learners' experience. Both Dave and Chris will be able

to offer valuable advice in the development of specialist learning modules for the Diploma – which students can choose from according to their own interests and ambitions – especially in the area of passenger transport.

John Humphreys, People 1st's project lead for the Diploma in Travel and Tourism, said: "We are delighted to welcome Dave and Chris to the steering group. Their considerable knowledge and understanding of the needs and expectations of employers will be critical.

"The Coach Tourism Council has links with a wide range of industries, such as visitor attractions, hotels, and group organisers, as well as the Confederation of Passenger Transport, and Dave already works closely with a number of schools and colleges linked to the airports from which Servisair operates.

"Employer engagement is key to the successful take up and delivery of the Diploma, and their experience of working with a wide range of education providers and trainers will be invaluable to the project team."

To find out more about the Diploma in Travel and Tourism, or to register for regular email updates, visit [www.tandtdiploma.co.uk](http://www.tandtdiploma.co.uk)

Ofqual has given OCR, Edexcel and AQA/City & Guilds the official go-ahead to offer the Diploma in Travel and Tourism at all three levels. This has been added to the NDAQ list of accredited qualifications and details of Principal Learning is now appearing on all three awarding body websites.

## HARRISON BOSS TO CHAIR STEERING GROUP

Geoffrey Harrison, managing director of Harrison Catering Services, has been appointed chair of the steering group for the new Diploma in Hospitality.

Geoffrey will lead the steering group in supporting schools, colleges, employers and other agencies involved in the delivery of the Diploma. He succeeds Mike Stapleton, former UK corporate affairs director at Compass UK, in the role.

The Diploma in Hospitality was launched in schools and colleges this September, and combines theory with practical learning for 14 to 19 year-olds.

On his appointment, Geoffrey commented: "The catering industry serves a broad spectrum of customers who, due to the rapid growth in interest in food and cooking, have never been more discerning. Therefore, a highly trained workforce is key to maximising our potential in this area and, most critically, encouraging the next generation to consider catering as a career.

"The Diploma in Hospitality provides an excellent, dynamic learning vehicle for young people, as well as opening their eyes to the wealth of career opportunities that are available to them in hospitality. My aim is for Diploma

students to see hospitality as their career of choice."

Heather Taylor, Hospitality Diploma manager for People 1st, commented: "I am delighted that Geoffrey has agreed to chair the Diploma steering group. He brings with him a wealth of knowledge and industry experience, having initially worked as a chef in a range of commercial restaurants before moving onto contract catering, and is committed to ensuring that the vision and intent of the Diploma is followed through to the learners' experience.

"I would also like to thank Mike Stapleton for his continued commitment and support of the qualification from its very early days. The Diploma is a great example of joint co-operation and commitment between industry and education, and Mike's input has been extremely valuable throughout the process."

To find out more about the Diploma in Hospitality, or to register for regular email updates, visit [www.hospitalitydiploma.co.uk](http://www.hospitalitydiploma.co.uk)





Team UK scoop medals

# FUNDING POTENTIAL FOR PROFESSIONAL COOKERY DIPLOMA

Funding for the level 3 Advanced Professional Cookery Diploma is closer in sight following a breakthrough in consultations with industry and chefs' guilds.

Until recently, it has not been possible to condense the qualification below the funding cap without unanimous agreement on the revised course content from industry, training providers, the main chef guilds and industry associations.

Ongoing consultations with chef guilds and close collaboration with City & Guilds, have resulted in recommendations for changes to the qualification so that they are deliverable and still maintain the rigour that they are seeking.

Having scrutinised the proposed timelines for each learning outcome and ensured the right balance of skills and competencies at level 3, we are recommending that this qualification is reduced to 785 guided learning hours, which would be eligible for funding.

The six core craft units covering preparation and cooking techniques in producing vegetables, vegetarian and meat dishes, poultry and game, fish and shellfish, patisseries and fermented products, and desserts, petits fours and decorative products will not change. Theory units around supervisory skills in the hospitality industry and supervising food safety in catering, should also remain the same.

We propose that the unit on food product development is removed from the Diploma and offered as an additional unit alongside it as it is specific to a certain part of industry.

There is a need for a new unit covering gastronomy, food culture and the sourcing of local produce to be created from two existing units in those areas. A further unit that explores the influences on eating and drinking cultures from the chef's perspective, and investigates the supply and use of commodities is suggested.

The creation of a monitoring group that feeds back to the six UK chef guilds will ensure that course changes and delivery are effectively monitored over the next year.

## HOSPITALITY CONTESTANTS IMPRESS IN CALGARY!

The UK's hospitality contestants bagged two medals at last month's WorldSkills in Calgary, Canada, as Team UK recorded its best ever results at the competition.

22 year-old Adam Smith, from The Ritz hotel in London, won gold in the cooking competition, while 21 year-old Katie Watson from the Gleneagles hotel was awarded a bronze medal in the restaurant service category.

21 year-old Alistair Birt from Thames Valley University was also awarded a medallion of excellence in the confectioner and pastry cook category.

WorldSkills is the largest skills-based competition ever, with over 900 competitors from 46 countries demonstrating skills from bricklaying to landscape gardening, cooking and floristry.

On receiving his gold medal, Adam said: "This is the most fantastic feeling. To have competed against the best young chefs in the world was an amazing experience in itself but to win a gold medal in the trade I love is just incredible. I really do feel on top of the world."

Bronze medal-winner Katie commented: "To have been given the chance to learn what I'm capable of, to train with some of the best in the industry and to be part of such a great team has been unbelievable".

The next WorldSkills competition will be held in London in 2011, and this year's contestants have set the benchmark high. Team UK won a total of three gold and six bronze medals - its best achievement in the competition to date.

Brian Wisdom, chief executive of People 1st, commented: "The performance of the 2009 UK hospitality contestants has been fantastic, despite the relatively low profile of the WorldSkills competition in the industry. It will be to the benefit of industry for businesses and further education to start working and planning together now to further improve this performance.

"The 2011 competition coming to London, on the eve of the 2012 Olympics and Paralympic Games, provides a wonderful opportunity for us to showcase our highly skilled professions and people to the British public, and to blow poor international perceptions of our hospitality offering out of the water."



# GETTING AROUND THE QUALIFICATIONS MAZE

Understanding the maze of qualifications that are relevant to the hospitality, leisure, travel and tourism sector, has now become much simpler with the launch of the "Good Qualifications Guide" on [www.uksp.co.uk](http://www.uksp.co.uk) – People 1st's one-stop online resource for employers and individuals working in or considering entering the industry.

Following an extensive review by People 1st of more than 400 qualifications being offered across the sector, the "Good Qualifications Guide" lists only those 'fit for purpose' qualifications that employers have identified that they want to see provided in the future

and the ones that are really valued in terms of delivering the right skills for business.

Employers and individuals are able to search online either for the name of a known qualification or under a job role, which will then display all the relevant qualifications. Each qualification shows the expected career progression, the content, whether public funding is available to study or undertake the training, and which training providers are delivering each qualification.

It's a simple and user-friendly resource which combines various sources of information

in one system, offering a complete picture of industry-valued qualifications, funding provision and training. Log on to [www.uksp.co.uk](http://www.uksp.co.uk) to access the Guide.

The research also identified qualifications gaps where current training provision is not meeting the needs of industry. As a result, People 1st will be launching a new apprenticeship framework in travel and tourism in spring next year, followed by its first tour guiding qualification in summer 2010.

## THE LAST WORD

Given the financial challenges facing the UK, government will inevitably scrutinise public expenditure on skills and employment agencies, and look at ways to simplify the system.

People 1st responded to a recent UK Commission for Employment and Skills consultation on this subject and, while we recognise that there is ample scope for reducing the complexity of the current system, it is vital that employers do not lose their voice in this process.

Employers - the ultimate arbiters of whether the skills system is working - have constantly complained of the different and confusing funding regimes in different regions,

the plethora of qualifications and training programmes on offer, and the different number and roles of regional bodies they need to deal with.

Across the sector skills council network, there are hundreds of examples of the strength of an industry-focused approach. For instance, People 1st recently united employers to support the government's drive to prepare and motivate unemployed individuals to build careers in our sector. Government's target was to generate 100,000 job roles – our employers have pledged to provide 30,000 of this total and have been working with us to develop a sector-specific pre-employment training programme.

We have also engaged industry to develop a new qualification to replace the failing NVQ for chefs in colleges and influenced government to fund it appropriately.

Following research with over 5,000 employers which identified their confusion with the skills system, we have developed [www.uksp.co.uk](http://www.uksp.co.uk) – which recognises best practice employers and links them with talented individuals.

Over 600 employers and 36,000 individuals, are currently registered.

People 1st has engaged nearly 30 percent of the sector's workforce through its governance structure alone – this is well beyond the ability of individual regional agencies.

We need to create national products, articulated by employer-led bodies, and provide the sector-specific advice and solutions that businesses require. Regional agencies then have a role to play in ensuring those solutions are appropriately implemented across their area of governance, and respond to really local needs – for example, the upcoming Olympic Games in London.

Employers have been confused by constant changes about who looks after their needs. Having spent four years adjusting to, and engaging with, their sector skills councils, they are faced with more changes that they don't want.

People 1st has spent the past four years building an employer voice. We need to continue building to make that voice louder - not quieter.

## 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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