

talent

The monthly update from People 1st Issue no.19. September 09



NEW CHAIRMAN FOR PEOPLE 1ST

People 1st has appointed its vice-chairman, David Fairhurst, recently voted Human Resources magazine's most influential HR practitioner, as its new chairman.

David is senior vice president, chief people officer at McDonald's Restaurants Ltd, UK & Northern Europe, with responsibility for the delivery of HR, training, education, customer services and environmental strategy at McDonald's. During his time at McDonald's, David has pioneered innovative new people programmes, offering employees nationally recognised transferable qualifications, culminating in the introduction of apprenticeships in 2009.

David will succeed Don Davenport who becomes president of People 1st, in recognition of his significant commitment to the organisation over many years and his continuing dedication to improving skills, training and education in the hospitality, leisure, travel and tourism sector.

Commenting on the appointment, Brian Wisdom, chief executive of People 1st, said: "David's succession to the position of chairman of People 1st, after two years as vice-chairman, sets a new focus on our ambitious development programme to transform skills as we approach the 2012 Olympic and Paralympic Games. He has impeccable credentials and significant experience in developing people-focused agendas and is passionate in his commitment to the development of qualifications and training. His leadership will be of enormous benefit to People 1st."

David Fairhurst said: "As chairman of People 1st, I will use my experience to accelerate and increase the qualifications available to entrants to the sector so that individuals benefit from the considerable opportunities it offers. A more skilled workforce will be essential to take advantage of the growth opportunity offered by London 2012 and to ensure hospitality and tourism continues to be a huge driver of our economy."

Paying tribute to Don who hands over the reins as chairman in September, Brian Wisdom said: "Don's expertise, knowledge and contacts helped to establish People 1st with a clear strategic focus to deliver solutions for employers in the organisation's formative years. He also played a crucial role in guiding us through our relicensing process earlier this year and we will all continue to welcome his involvement in his new role as president."



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TOUCH OF DISNEY EXCELLENCE FOR UK HOSPITALITY

Hospitality professionals can experience the business success behind Disney and learn from one of the world's most respected brands, thanks to the National Skills Academy for Hospitality.

The Academy is bringing the Disney Institute to London to run a week long programme of service and leadership seminars around its world renowned professional development programme, the 'Disney Keys to Excellence.'

The full day sessions will run consecutively from 14-18 September and give hospitality professionals an opportunity to learn about the proven strategies that have made Disney a great success story and adapt them to their own organisations.

14-15 September: Leadership Excellence

This will focus on how effective leadership has been the catalyst driving Disney's employee and customer satisfaction and bottom line results.

16-17 September: Quality Excellence

Participants will explore the world famous Disney principles for delivering service excellence.

18 September: Business Excellence

Delegates can discover how effective leadership across the key disciplines of leadership, people management, service delivery and brand loyalty can transform their business both financially and culturally.

According to Jeff James, vice president for Disney Institute: "Participants will discover Disney practices that they can incorporate into their own businesses. These strategies and tactics have proven successful for more than 50 years.

"What makes the Disney learning experience so different is that we don't simply teach theory. We give participants an 'insider's look' at business philosophies that have helped Disney to consistently rank as one of the world's most admired companies and brands."

David McHattie, the Academy's chief executive, said: "Disney Institute is a world-class trainer and used by blue chip companies internationally to enhance leadership, service and business skills. We are naturally excited by this outstanding opportunity for the hospitality sector to experience and learn from one of the world's most respected brands."

For further information:
www.hospitalityskillsacademy-disneyprogramme.co.uk



EASIER ACCESS TO TRAIN TO GAIN FUNDING

From September, businesses throughout England will be able to access Train to Gain funding more easily for shorter and more flexible training courses through their local Business Link advisers.

The Compact deal - worth up to £112 million over three years for the sector - which People 1st has negotiated as part of the wider Train to Gain initiative, covers funding for shorter qualifications and 'repeats' where an individual who has already gained a level 2 qualification is looking to achieve another similar qualification.

Training that is eligible for funding under the Compact includes new customer service qualifications which have been designed to embed a customer-centric ethos at work and reinforce positive behaviours in frontline staff, managers and supervisors.

Apprenticeships will also be included in the Compact as well as management and leadership awards.

To access funding, businesses need to contact their local Business Link personally or be referred to an adviser by People 1st. We are supporting advisers through sector awareness workshops so that they understand key sector issues and career paths. Over 150 advisers have been through this training so far.

Businesses who wish to access Train to Gain funding will receive a free, impartial visit from a skills adviser who will spend time understanding the business, and identifying the relevant skills, training, qualifications and assistance to help it grow. The skills advisers will have an expert knowledge of how funding can be accessed and will also offer businesses a choice of training providers from which they can make an informed decision. They will then arrange for those providers selected to contact the business to discuss training needs in more detail.

For more information, please contact
chris.jefferies@people1st.co.uk



STAR QUALITY

Four more top colleges have received recognition from the National Skills Academy for Hospitality - which is committed to excellence in hospitality training - for the standard of their teaching of the Professional Cookery Diploma following rigorous assessment and auditing. They include:

- **Trafford College**
- **City College Norwich**
- **Colchester Institute**
- **Bournemouth and Poole College**

The latest announcement brings the total number of recognised colleges to eight, adding to the original four colleges who won Academy status earlier in the year – Westminster Kingsway College, Newcastle College, Leeds Thomas Danby College and University College Birmingham.

All four colleges formally received their certificates in recognition of excellence at the House of Commons in July. Sarah Giles, a student from The Hotel School at City College Norwich collected the award. She was one of the first students to graduate in the level 3 Diploma in Professional Cookery and has taken part in cookery competitions whilst at City College Norwich, reaching the final of the Young Seafood Chef of the Year competition. She now works at The Crown in Wells and will be progressing onto the Foundation Degree in Culinary Arts at the college next year.

According to David McHattie, chief executive of the National Skills Academy for Hospitality: "These colleges deliver the Diploma with excellence and should be the first choice for talent who wish to forge a career in the industry. We hope to be able to recognise more of the 54 colleges teaching the Diploma as they put themselves forward for review and can demonstrate they are excellent."

- Devised by People 1st and City & Guilds, the level 2 Professional Cookery Diploma has made it to the finals of the prestigious National Training Awards which will be held on 8 October. Billed as a qualification that is revolutionising the way that cookery is taught in UK colleges, the Professional Cookery Diploma has dramatically tackled the problem of young chefs leaving college with little experience of practical cooking and requiring remedial training, to turning out chefs that are work-ready and highly motivated.

Fareham-based head chef, Clive Wright: "Colleges are now producing chefs with recognisable skills, fewer knowledge gaps and a first rate work ethic. I now spend far less time on re-teaching the basics and new recruits can use their skills from day one. I can invest time in helping them build knowledge and develop their skills even further."

So far, the course is delivered by 54 colleges, collectively teaching over 3000 students per year. Completion rates stand at about 90 percent.

RESPONSIBLE GAMBLING



People 1st has developed a new qualification that provides frontline staff in the gambling industry with a greater understanding of their responsibilities around the licensing objectives within the Gambling Act 2005.

The level 2 qualification in Social Responsibility for Gambling comes into effect from September throughout the UK and includes input from leading industry bodies such as the Business in Sport and Leisure (BISL) and the Gambling Commission.

Whilst the qualification is not mandatory, it is of real benefit to businesses in the gambling industry as it arms frontline staff with the skills they need to help prevent issues from escalating into a crisis. It also demonstrates that gambling organisations are diligent and responsible bodies in the community looking after the welfare of their customers whilst recognising the professionalism and expertise of their staff.

According to Brigid Simmons, former chief executive of BISL and involved in the consultation panel: "The benefit of this qualification, which can be achieved through in-house training, or through externally verified training, is that it satisfies the requirements of the Gambling Commission's LCCP (Licensed Conditions and Codes of Practice) and has a degree of portability across the gambling sectors of bingo, betting, casinos and machines. Individual companies have worked hard together to achieve the unanimity and quality of the qualification which we very clearly see as a contribution to social responsibility within the gambling sector."

For further information contact Ruth Miller on 01895 719046 or email: ruth.miller@people1st.co.uk



MAKING APPRENTICESHIPS WORK HARDER

Apprenticeships have been proven to work well for sector businesses. Research shows that hospitality employers re-coup their investment in just over a year and one travel employer has calculated that apprentices produce 20 percent more sales than comparable staff not on an apprenticeship.

It's no surprise then that they have a good take up – one of the highest across the economy. Unfortunately they also have high drop out rates. Latest figures for hospitality show that only 55 percent of apprenticeships and 45 percent of advanced apprenticeships complete their programme.

These trends are worrying not only in the time and money being wasted, but in the missed opportunity to retain highly skilled talent in the sector. People 1st has recently completed research with learning providers and employers who have high retention rates to learn from their experience and help raise retention rates across the board.

The research reinforced the importance of combining:

- rigorous recruitment and selection processes
- flexible delivery models to suit the needs of different employers
- tracking learners and providing broader pastoral support
- involving the employer throughout the process
- good quality assurance systems
- well developed staff with industry experience

Examples of best practice highlighted a rich variety of practices most of which could be easily adopted by employers and providers. We're now using this research to work with employers and learning providers to trial the best practice solutions and see how they can raise completion rates. This is part of our broader strategy to see high performing apprenticeships working effectively across the sector.



The Last Word

While the level 2 Professional Cookery Diploma goes from strength to strength and takes on the mantle of 'the' industry standard, the Government's ongoing refusal to fully fund the Advanced Diploma continues to hamper the hospitality industry.

This is clearly disappointing and will have far-reaching

implications for our industry – inevitably a major shortfall in highly skilled chefs who specialise in areas such as fine dining and patisserie.

Employers have highlighted a critical skills need for a level 3 Professional Cookery Diploma yet the funding cap undermines the Government's demand-led education system by preventing this qualification from being delivered.

Instead the Government has stipulated that the qualification should be shortened or delivered within a tighter timescale.

To effectively meet all the skills required by employers at an advanced level, this qualification requires 900 learning hours. Pruning this qualification will inevitably result in a compromise that weakens the offering as gastronomy and confectionery will be omitted. The findings of our pilot scheme have also shown that as employers expect new entrants to have the skills and knowledge required for a career as a highly trained chef, many students were dropping out as they could not afford the full cost of the programme.

The UK currently enjoys an enviable reputation for its range of culinary techniques and gastronomy and the 2012 London Olympics and other UK major events provide a fantastic platform to showcase our culinary expertise. We should capitalise on this. The competition worldwide is fierce and there is a new generation of innovative chefs snapping at our heels. We don't want to lose that advantage nor do we wish to disappoint our customers.

Although we are conducting a review of the level 3 qualification, we would encourage all those within the hospitality industry to urge the Government to look again at its decision.

The Editor

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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WORKING TO TRANSFORM SKILLS IN HOSPITALITY, LEISURE, TRAVEL AND TOURISM.