

talent

The monthly update from People 1st

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Sector Battles for Fresh Talent

People 1st has launched a UK-wide campaign to improve the reputation of jobs in its sector, bringing together some of the leading hospitality and tourism brands in a multimedia and TV ad campaign.

Major brands including Merlin Entertainment, McDonalds, Compass, Sodexo, and Baxter Storey agreed to join a campaign aimed at persuading young people to rethink a career in hospitality, leisure, travel or tourism.

Three other major UK brands - Living Ventures, Yo! Sushi and Gourmet Restaurants - have joined the ground-breaking TV and internet campaign. Each brand logo shares space on the end screen of the commercial - to be aired on Channel 4 this week and across youth TV channels.

David Fairhurst, Vice - President of People for McDonalds, commented: "There is a myth that hospitality jobs are poorly paid and undervalued. It is in the whole sector's

interests to improve this and we have been very encouraged by People 1st's efforts to move the debate forward."

The ad drives people to an innovative microsite - greatplaces2work.co.uk - which has a 'YouTube' - style repository of videos showing real people with great jobs. The site also features a self-analysis test helping young people to discover the skills and capabilities which employers value.

Fairhurst added: "McDonald's has publicly backed the campaign, and put significant resources behind the new TV ad and microsite. The initial feedback has been very encouraging and we look forward to seeing how the campaign develops."

Brian Wisdom, Chief Executive of People 1st said: "We see this campaign as a vital part of our sector's attempts to bring the brightest and best talent into our industries as we begin the task of preparing for 2012.

"We are delighted that these top-flight companies have put aside their individual differences to appear in our campaign. This is a massive step towards improving the image of our sector and we are now hoping many other like-minded organisations will support our efforts in the coming months."





People 1st Welcomes **Clarity** on Tips and Minimum Wage

People 1st has welcomed the end of the public debate surrounding the use of tips to make up the minimum wage by some hospitality businesses.

The regulations attached to the 1998 National Minimum Wage Act left a loophole which allows tips processed through the payroll to count towards the minimum wage - which currently stands at £5.52 - but Secretary of State for Business John Hutton announced last month that the loophole will be closed, and minimum wage laws will be tightened up.

The issue has been the subject of a public debate over recent months - with various sector employers speaking out against the practice - and this announcement confirms that in the future, employers will have to pay staff the minimum wage separately from any tips.

People 1st Chief Executive Brian Wisdom commented:

"The image of the industry is important if we are to attract and retain skilled people.

"We welcome the fact that this campaign is effectively over and that the rules are now clear. We are now eager for the good employers in our sector to be allowed to concentrate on developing a positive focus on employment practices."

He added: "Last year we unveiled our Good Employer campaign, where companies open themselves up to be publicly rated by their employees and allow their employment practices to be subject to public scrutiny.

"We would urge all well intentioned employers to join the 400 companies who have already joined this campaign by visiting www.uksp.co.uk."

BII Boss to Take Skills Reins

British Institute of Innkeeping (BII) Chief Executive and People 1st council member John McNamara has been announced as the new Chief Executive for the Alliance of Sector Skills Councils.

McNamara is stepping down after six years as Chief Executive for the BII, and is the first to take on the role for the Alliance - which was established in April 2008. It acts as the voice of the 25 licensed Sector Skills Councils (SSCs), and is based in England, Northern Ireland, Scotland and Wales.

Its role is to influence policy in relation to the developments in skills since the Leitch Report of 2007, and to represent the Sector Skills Councils where their collective interests are involved.

People 1st Chief Executive Brian Wisdom sits on the board for the Alliance, and chairs its Network Performance Resources and Development Committee.

He commented: "I take an active role in the Alliance of SSCs because of its importance in influencing national stakeholders on behalf of employers.

"I welcome the appointment of John as someone who knows our industry well, and has worked closely with People 1st over the years. I know that he will robustly represent our agenda."

John McNamara commented: "The United Kingdom needs the right people with the right skills if we want to improve workplace productivity and build economic prosperity.

"I am delighted to accept this exciting role and I'm looking forward to help in strengthening the role of SSCs as leaders of skill development in their industries."



TIME TO TALK TRAINING!

The Department for Innovation, Universities and Skills (DIUS) is looking for your feedback on proposals to introduce a new right at work - the right for 'Time to Train'.

The consultation surrounds the possibility that employees in England could be given the legal right to a serious conversation with their employer about their skills development.

Under the proposals, employees will be able to request time to undertake formal training that leads to a qualification, or informal unaccredited training that will help them to develop a specific skill relevant to their job.

In both cases, the only requirement would be that training should help improve business performance and productivity.

Despite real progress over the last decade, latest figures show that too many adults still struggle with low or out-of-date skills - one third of employers do not train their staff, and 8 million employees in England go without training every year.

The Government argues that we must tackle these challenges head on if we want to secure a prosperous future for our economy and society, and believe the proposed right would support and encourage employers to invest in the skills of their staff.

The Leitch Review also stated that if employers do not take the initiative to train their staff, that it would look at making it compulsory - and these proposals are part of this possible course of action.

If employers in our sector want to show that they are taking up training, the funding secured from the recent Compact deal offers a fantastic opportunity to do so in the areas that will help their business. This will demonstrate to government that industry is actively involved in training and doesn't need its hand to be forced.

To be the first to hear about how to get access to the funding, simply register as a Good Employer at www.uksp.co.uk.

'Time to Train' has the potential to affect a lot of people - Government estimates that up to 300,000 more people will undertake training each year as a result of its introduction. DIUS is keen to hear the views of everyone with an interest in how the proposals are taken forward - employers, individuals, and representative bodies.

To take part in the consultation and make sure your views are heard, visit www.dius.gov.uk/consultations to view the proposals and complete the response form.

The consultation will run until 10th September 2008.

>> More information on Apprenticeships for Northern Ireland can be found at www.apprenticeshipsni.info or by calling the free phone helpline on 08000 954573

Apprenticeships for **All** in Northern Ireland Deal

From 1st September, Apprenticeships in Northern Ireland will be available to anyone over the age of 16.

The programme was previously restricted to those between the ages of 16-24, but thanks to lobbying from People 1st, the Northern Ireland Assembly Committee has recommended that the Department of Employment and Learning revise its age and minimum hours restrictions.

People 1st has identified the need to fund vocational training for all ages due to changing demographics, and the latest development in Northern Ireland is a positive step on the journey.

There are three key changes in the programme coming into effect this month:

- Funding for Adult Apprenticeships (+25) - With 70% of the workforce for 2020 already at work, investment in adult apprenticeships will help to up-skill older employees.
- Reduction in the minimum hours of employment required for eligibility - This has been reduced from 35 hours per week to 21. With part-time employees making up 44 percent of workers the sector, this will go some way to making Apprenticeships more accessible to the workforce.
- Removal of the five year rule on GCSEs - Eligible participants who have already achieved a GCSE in English or Maths will no longer be required to undertake the Essential Skills qualifications.

How Can Apprenticeships Benefit Travel Employers?

THIS WAS THE QUESTION POSED TO ANDY SMYTH, ACCREDITED PROGRAMMES MANAGER FOR TUI UK AND IRELAND...

"Apprenticeships have been around for many years, but many travel organisations do not take advantage of them.

The combination of knowledge, study, job skills competence, numeracy and literacy covered by Apprenticeships means that those who undertake them are equipped to perform to very high standards at work.

All organisations, large or small, can take advantage of these Government sponsored programmes, and the Learning and Skills Council works with employers, nationally and regionally, to provide funding for Apprenticeships.

Their National Employer Service (NES) has dedicated account management to work with large employers. TUI UK and Ireland works in

partnership with the NES, and has a long track record of offering Apprenticeships as development programmes for new entrants to the business.

In the last five years, over 2,500 young people have passed through our programmes. We find that the structure and design of the programmes fit well within the business, enabling apprentices to quickly become productive and to develop very high level skills.

Former apprentices form a substantial proportion of our retail distribution workforce. Research shows that, on average, former apprentices have higher overall sales figures than non apprentices - by as much as 17%. They also remain in the business for longer, generally by around two years.

It is also common for apprentices to progress through the ranks very quickly. Many become assistant managers or even managers within a year of completion, and some even quicker! Apprentices that move up the ranks perform very well, and over 54 percent of our "Assistant Manager of the Year" nominations in December 2006 were former apprentices.

As a platform for succession or a start point, the Apprenticeship is excellent. We work with People 1st to ensure the frameworks are relevant to latest industry trends, so we can develop talent to meet future requirements.

This - combined with the high calibre, energy and enthusiasm of our apprentices, along with the quality of support they receive from our internal team - provides us with a real talent pool to work with."

The Last Word

By the time you pick up your copy of Talent and settle down to the latest news from People 1st, the Olympic flame will be heading our way (via a detour to Vancouver!).

London will be the next venue of the summer games. Cue lots of frenzied 'countdown' stories in the media and then, we predict, silence.

The media focus will inevitably be on finding our sporting stars of the future - double-gold winning swimmer Rebecca Adlington is a former SkillsActive apprentice - but Great Places to Work has been created to help find our own stars of 2012.

NOW is the time to engage with our 16, 17 and 18 year olds, for they will be our frontline troops in 2012 and they hold the key to ensuring the nation as a whole benefits from the Olympics legacy. People 1st has embarked

on the first stage of a campaign to bring the some of the biggest brands in the sector to work together to improve the reputation of jobs in hospitality. A TV campaign, a microsite and an online campaign all aim to shift the opinions of people who think our sector is full of dead end jobs.

Next comes a clear path of delivery - a National Skills Academy for Hospitality, a simplified Train to Gain offering and the unveiling of customer service qualifications.

Every athlete knows that the work towards gold in 2012 starts now. If we are to go for HLTT gold, the groundwork must be started and the effort put in to ensure delivery.

The effort will be Olympian, the results must be heroic.



SHOUT ABOUT IT

Get in touch and let us know what you're thinking. Whether it's a burning hospitality 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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The Editor