



Impact Report 2021/2022

Supporting organisations globally to build, develop and retain skilled workforces

Our purpose

Through our collaborations with international governments, industry and stakeholders, we identify, design and implement solutions that build, develop and retain inclusive skilled workforces.



Key achievements

International

Africa



Egypt

Launched Almaza Recruitment & Training Centre to support those seeking a job in Egypt's retail and hospitality industries.

Nigeria

Delivered a series of six workshops to partners from industry, education, government and local organisations to help them learn from UK and international best practice in the implementation of apprenticeships.

Uganda

Developed a financial funding model and marketing strategy for the tourism & hospitality sector skills council. Bespoke digital skills training programme developed and delivered to address mismatch between skills supply and demand in hospitality & tourism.

Malawi

Developed a 2-day workshop for facilitators and curriculum writers on the redesign of curriculum for the informal workforce in construction and renewable energy, supported by a guidance toolkit.

Europe

8 partner countries

Launched the Next Tourism Generation Toolkit launched in partnership with 8 European countries. The toolkit provides a practical tool for industry and education providers to offer innovative, flexible and relevant learning and training methods within the core areas of digital, green and social skills.

Latvia & Lithuania

Assessed the need for a training offer in four Akropolis shopping malls to support the client operations and broaden access to employment and life-long learning skills for an aging workforce (55+), young people and people with disabilities in the local area, enhancing economic opportunities.

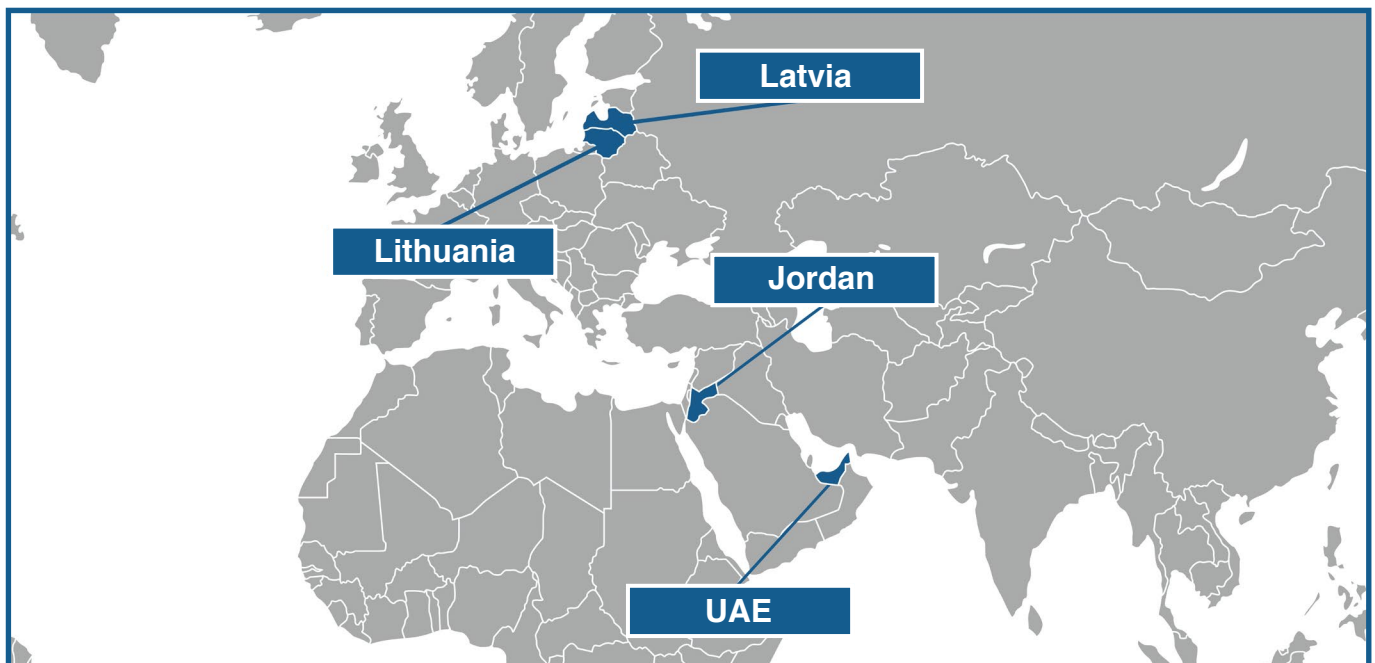
Middle East

UAE

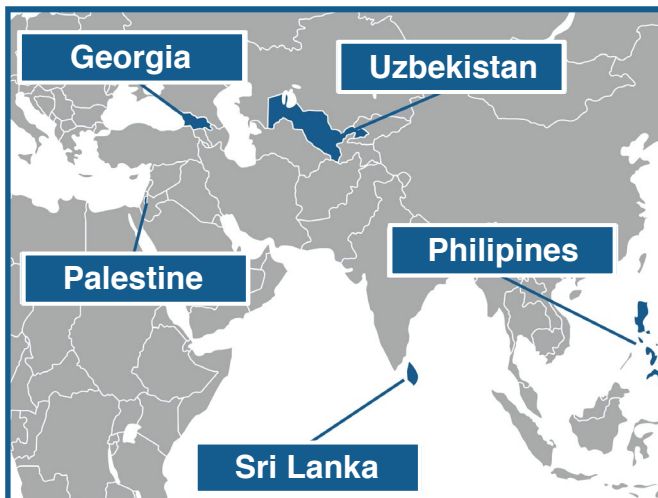
Developed Occupational Profile Analysis, Career pathway charts for 6 sectors, Occupational skills framework, Occupational maps for 6 sectors, Gap analysis, Curriculum revision Quality Assurance and support and provided a demand driven new program development review

Jordan

Trained 160 participants in effective recruitment and coaching skills. Developed a series of marketing materials and coordinated engagement with target audiences to drive traffic to the new job portal for hospitality and tourism.



Asia



Sri Lanka

Supported state skills sector to adopt green standards and practices to become globally compliant and industry relevant through sharing UK insights, experience, and means to develop capacities of partners in embedding and practicing green principles in education and training.

Georgia

Developed a global TVET funding and financing model to outline the approaches to funding Sector Skills Councils, Sector Skills Bodies and Sector Skills Organisations

Palestine

Developed six in-depth case studies to evaluate and demonstrate the impact of new, innovative enterprises have been created and financially supported during their start-up period

Uzbekistan

Developed a guidance toolkit for higher education institutions on approaches to teach creative entrepreneurship. Delivered 3 professional development sessions and 4 research sessions.

Philippines SSC

Supported the organisational development of three Sector Skills Councils in agro-processing, semi-conductors and digital sectors to help strengthen governance structures, action plans and partnerships with industry and public providers.

South America

Colombia

Developed a training and labour inclusion model to promote employment opportunities for women and young people in the construction sector. The model included a gender equality & social inclusion toolkit, webinar series, communication strategy & campaign and online training courses.

Honduras

Undertook rapid research and analysis of labour market to create a sustainability strategy for youth employment that enables a demand driven collaborative approach through public-private partnerships to ensure skills training meets demand for skills and occupations.

Mexico

Work placement toolkits developed for two leading universities in Mexico to further enhance the experiences of students and employers engaging in work placements. 15 customised workshop sessions delivered at each university to train students and employers in the use of the toolkits.



Getting Games Ready

Bespoke programme developed to prepare up to 7000 employees from businesses across the West Midlands to welcome guests to the West Midlands for the Birmingham 2022 Commonwealth Games and beyond. The Getting Games Ready programme provides regional knowledge and wider tourism offer, visitor welcome and customer service experience and how to provide an accessible and inclusive service.



Management skills for head chefs and aspiring head chefs in Scotland

Over 60 head chefs and aspiring head chefs across Scotland have developed the knowledge and skills needed to manage, motivate and retain staff effectively through our Chef Management & Leadership Training Programme, funded by Skills Development Scotland.

Boosting digital skills for businesses in Buckinghamshire

On behalf of Business Buckinghamshire First, we developed and delivered a series of training courses to help develop digital skills of tourism and hospitality businesses to cover topics including boosting online presence, digital marketing, social media and managing online customer reviews



Liverpool – Hospitality visitor/tour guide

Bespoke 2-day training programme developed to give employees the skills to deliver an unrivalled welcome to visitors to the Liverpool City Region. The training empowers visitor-facing staff to enhance customer service skills and local knowledge to become an ambassador for the region

Brent customer excellence

As part of Brent Council's 10-year Black Community Action Plan we worked with the council and community to create a community focused version of WorldHost Principles of Customer Service which is being delivered to 100+ participants. A localised recognition scheme will also help businesses highlight their commitment to customer excellence



Circle Health – Patient First Programme

We developed a bespoke training programme for Circle Health and trained 36 customer care campaigners to deliver the training. The programme covered the principles of customer service, complaint handling and building brand loyalty.

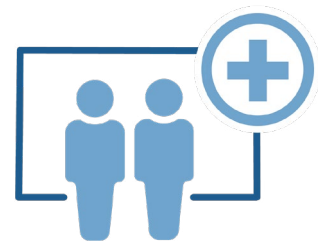


WorldHost for Tourism Northern Ireland

Over 180 participants trained in WorldHost Principles of Customer Service and Inclusive Service workshops in partnership with Tourism NI, supporting tourism businesses in the recovery following the pandemic.

Transforming service standards at UCLH Private Healthcare

We trained 35 members of staff at UCLH Private Healthcare in the WorldHost Principles of Customer Service. The programme appealed to them as an organisation as it would help set the principles of quality service and bring them together in an interactive environment to reset the standards as a team.



HATS Network (Northern Ireland)

Through the HATS Network we have supported employers to attract, retain and develop staff through activities including a major recruitment campaign to tackle staffing challenges, a webinar series to share best practices in recruitment & retention, a Hospitality & Tourism Team Leader programme with 20 funded places and a new Hospitality Apprenticeship Guide to promote career pathways in hospitality.

Programmes developed



WorldHost Supervising Customer Service



Professional Certificate in Training Design and Delivery



Certificate in Delivering Training

Outputs

International

89 workshops delivered



87 trainers trained



565 participants trained



77 reports produced



64 toolkits developed



Preferred supplier status secured on EBRD framework



UK

35 new trainers trained to deliver WorldHost programmes



130 trainers licensed to deliver our training programmes



3168 participants trained in our training programmes



17 colleges retained hospitality accreditation



External quality assurance for 6,832 EPA completions



Approved on the IfATE Employer Directory for 43 standards (increase of 15)



Impact

“Once again, the joint work has been very valuable, timely and relevant, and we are optimistic that it will contribute to improving the lives of people in the region. People 1st International's conviction, experience and knowledge in upskilling and reskilling solutions aligned with job and business opportunities adds value. And the professional and human level of its team makes it very pleasant to work together.”

**Graciana Rucci, Lead Specialist –
Labor Markets Division, Inter-American
Development Bank**

“The Philippines Business for Education deeply appreciates the technical advisory services provided by People 1st International as the delivery partner on behalf of VET toolbox. We were pleasantly surprised to discover the existence of this unique organisation with experience, knowledgeable personnel and resources that precisely meet our needs. The project has made a significant contribution to the medium-term sustainability plans of the SSCs which will result in a positive long term impact on the skills landscape of the Philippines.”

**Meer Omar Rahaman, Philippines
Business for Education**

“The CIPD are proud to have partnered with the European Bank of Reconstruction and Development and their programme development consultants People 1st International. By aligning to our internationally recognised standards in talent acquisition, talent management and talent retention, as well as employee engagement; EBRD with their consultant People 1st International have built a practical and impactful competency framework and learning programme for business owners.”

Ian Mond, Lead Employer Solutions Team Manager, CIPD

“Working with People 1st International was a hassle free, professional experience. They engaged with key stakeholders to ensure they fully understood our needs. They were responsive to our requests and sometimes shifting requirements. We look forward to working with them again in the future.”

**David O'Connor, Learning & Development
Business Partner, Circle Health Group**

“The training was an enriching addition to EFE-Egypt's capabilities. Our trainers are our backbone; they are the directors of our students' learning experience, skill training and employability. They are the hidden factor behind the success of the organization and its beneficiaries. People 1st training has increased their capacity to create more achievements and take EFE-Egypt's impact to a new level.”

Nora Abou El Seoud, EFE-Egypt CEO

Our net promoter score (which measures customer loyalty towards our brand based on the likelihood of recommendation) for 2021/22 was 75%.

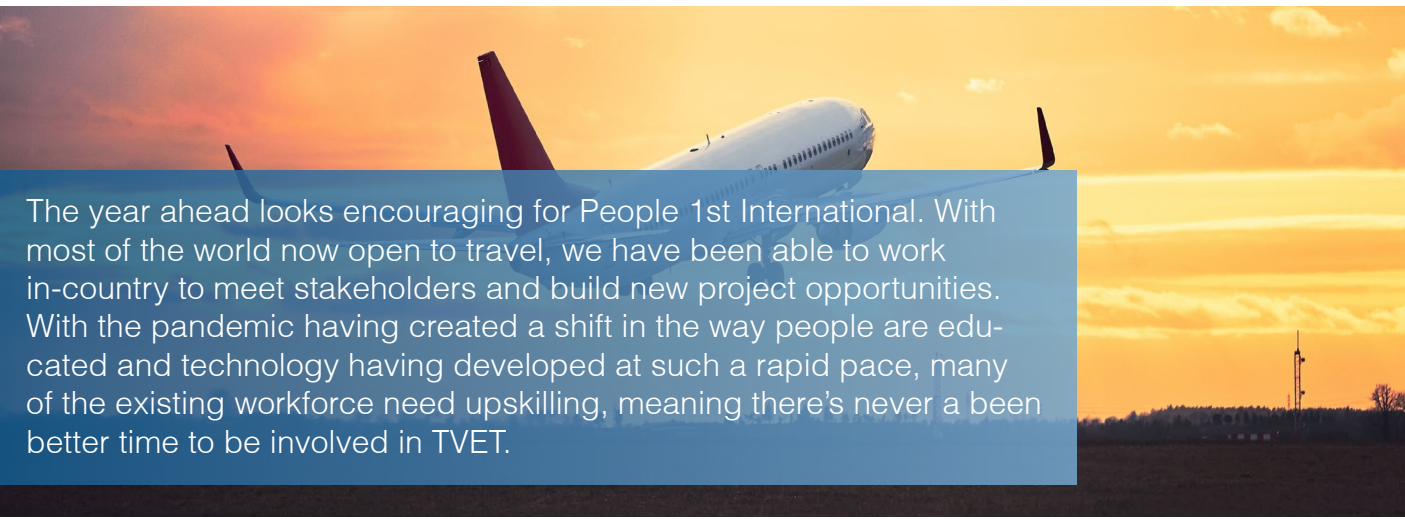
In the media/thought leadership

- [Thematic review: “Approaches to developing core skills in education and vocational training](#)
- [Blog: How to develop industry-relevant core skills in education and vocational training](#)
- [Creating a customer service culture](#)
- [New WorldHost programme set to transform skills of customer service supervisors](#)
- [A framework to cultivate talent for future digital skills](#)
- [Free ‘Getting Games Ready’ training programme opens to help businesses deliver a warm welcome](#)
- [Applications open for FREE places on new Chef Management & Leadership Training Programme in Scotland](#)
- [AA College Restaurant of the Year Award returns for 2022](#)
- [Almaza Recruitment & Training Centre opens to support those seeking a job in Egypt’s retail and hospitality industries](#)
- [Bloc Hotel Birmingham awarded Games Ready Business recognition](#)
- [How to plan an effective training session](#)
- [Implementing Apprenticeships: Sharing and learning from what works globally](#)
- [Blueprint for Tourism Sectoral Skills: Applying the principles globally](#)
- [FREE training on offer to upskill businesses across Liverpool City Region to deliver a world-class welcome](#)
- [Survey reveals consumer expectations heightened as a result of inflationary price hikes](#)
- [Universities in Mexico embed toolkit to improve work-based learning experiences](#)

Key events:

- Presented at opening of Almaza Recruitment & Training Centre
- 2021 Vocational Training International Seminar Digital Trend and Future Forecast for Vocational Training

Looking ahead



The year ahead looks encouraging for People 1st International. With most of the world now open to travel, we have been able to work in-country to meet stakeholders and build new project opportunities. With the pandemic having created a shift in the way people are educated and technology having developed at such a rapid pace, many of the existing workforce need upskilling, meaning there’s never a been better time to be involved in TVET.