



# Impact Report 2022/2023

Developing skilled, productive and equitable workforces that help drive economic growth and social inclusion

*People 1st International is part of The Workforce Development Trust*

# A message from our Executive Director

With rapid advancements in technology and increasing global interconnectedness, over the past year we have seen a growing recognition in the importance of investing in skills development initiatives to foster economic growth and competitiveness.

During this year, we have continued our work in partnership with industry, development banks, government agencies, NGOs and private sector businesses to help advance sustainable approaches to workforce development.

Our collaborations have enabled us to work across a diverse range of successful projects to create demand-driven curriculum aligned with labour market needs, encourage investment in technical vocational education and training (TVET), promote lifelong learning, support business growth and foster social inclusion.

I am enormously proud of our team, our network of consultants, trainers and partners and the way they have continuously demonstrated their dedication, passion and expertise through their contributions to wide reaching and impactful projects.

This report provides a glimpse into the many ways that we have supported the development of skilled, productive and equitable workforces, and the successes serve as a prime example of effective partnership working. We believe that by sharing our impact with stakeholders, together we can work towards creating an even greater positive influence on economic growth and social inclusion.



## Our impact in numbers



Supported the development of skilled, productive and equitable workforces in 19 countries



Surveyed over 2000 individuals and businesses to establish skills and workforce



Enhanced the skills and opportunities of over 4300 individuals



Built capacity and capability of over 130 trainers



Supported over 290 businesses to attract, develop and retain skilled workforces



Developed over 75 training programmes and toolkits to help improve technical vocational education and training, and support gender, economic and social inclusion

# Our impact around the world

## Asia



Capacity building of TVET practitioners in the Philippines

The series of workshops and masterclasses on skills development methodologies we delivered created a platform for industry and TVET practitioners in the Philippines to learn from counterparts in the UK.

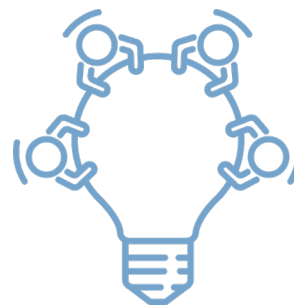
The project successfully increased collaboration among industry and TVET providers, fostering a more demand driven system.

Our recommendations outlined a roadmap for improving competency standards and aligning the skills development landscape with labour market needs which will enhance the overall effectiveness of the TVET system.



Strengthening sector skills organisations in Georgia

To empower newly founded sector skills organisations (SSO) with the knowledge, skills and insights to operate proficiently, we hosted SSO representatives and Georgia's Skills Agency, Ministry of Education and the Georgian Chamber of Commerce & Industry to join a delegation to the UK. Through discussions and site visits, representatives engaged in knowledge sharing and exploring of best practices in areas such as the development of qualifications and the involvement of the private sector in the vocational education and training system. Our ongoing support continues to help the SSOs to develop and operationalise their plans.



“sequa is very grateful for the close and professional cooperation we experienced with People 1st International. They provide a broad range of valuable competences and abilities, with a solid and longstanding experience in the field of vocational education and training. Offering a profound understanding of the needs of the private sector, they offer clear and insightful perspectives on the challenges and opportunities for our sector skills organisations in contributing to a skilled workforce. We look forward to working together in the future.”

Daniel Strube, Client Manager GIZ, sequa

## Enhancing HR practices for a prominent retail chain in Georgia

Through strengthened HR management practices, we helped Daily, a leading chain of convenience stores and supermarkets in Georgia to attract, develop, and retain skilled employees. Our partnership supported the introduction of a new HR strategy, refinement of job roles and organisational structure and embedded improved people policies and performance evaluation processes, helping to position the organisation for continued success.



“Through the partnership with People 1st International and the European Bank for Reconstruction and Development (EBRD), our Daily team in Georgia has embarked on a transformative journey towards enhanced HR management. With a focus on nurturing talent and fostering inclusivity, our collaboration underscores the importance of investing in our workforce and aligning with global best practices. From refining recruitment processes to championing diversity and implementing robust performance evaluation systems, our commitment to excellence shines through. Together, we pave the way for sustained success in the competitive retail landscape, empowered by the expertise and support of People 1st International and the EBRD.”

Salome Godzelandze, Daily

## Latin America & Caribbean

### Design and implementation of skills development ecosystem in Belize



The skills needs analysis we carried out in Belize’s agriculture and tourism sectors supported the development of an action plan and road map to implement a sectoral skill model that addresses the skills needs, gaps and mismatch.

In addition, the training we delivered to forty business advisors has given them the skills to support the development and implementation of business plans to 1500 farmers, 60 farmer’s associations and agriculture and 200 tourism businesses. Ultimately, this will lead to economic growth through profitable, environmentally sustainable and climate resilient strategies.

### Building a skills development ecosystem in Jamaica

Our research into the skill needs of priority growth sectors in Jamaica informed a series of recommendations to establish a sustainable skills ecosystem. The business case we developed for new sector skills councils demonstrated the potential to facilitate job creation, improve service delivery, and position the nation as a regional hub for business operations. The established skills priorities will help deliver a qualified workforce, helping to enhance productivity and contribute to Jamaica’s economic growth.

### Youth employment recovery model in Mexico

We carried out an evaluation of the labour market in priority sectors across four states in Mexico, based on their potential to generate jobs for young people and promote economic growth. The findings are supporting efforts to address the economic constraints faced by young people in completing education and accessing employment and have been used to create a strategy to improve technical and vocational education and employability services.





## Middle East & North Africa

### Skills development for Hyatt Regency Cairo West improves customer ratings, employee retention, and diversity

Working with the Hyatt Regency Cairo West and our partners, we supported the hotel to analyse skills needs, strengthen current training plans, and develop curricula and capacity building programmes to scale up and improve talent.

- 172 employees completed 'Customer Wow' training
- 35 managers completed leadership training
- 94 employees completed English language training
- 35 employees trained in disability ethics and equality
- HR policies improved with a focus on anti-discrimination and inclusion
- GESI strategy implemented
- Bespoke pre-employment programme created



The impact of the training interventions has been transformational, with improvements to employee retention, workforce diversity and customer satisfaction.

- #1 of 171 hotels in Giza on tripadvisor.com, staff are rated 9.2/10 on Booking.com
- Employee turnover reduced from 45% to 25%
- Number of women employed increased from 12% to 18% and equality
- HR policies improved with a focus on anti-discrimination and inclusion
- GESI strategy implemented
- Bespoke pre-employment programme created

"I enjoyed how interactive the training was and how it brought together different hotel departments, fostering a sense of unity and collaboration. Since undertaking the training, I've witnessed an impressive 80% improvement in my level of customer excellence. The training has resulted in more positive reviews for the hotel and has the potential to enhance the skills of everyone on the team."

- Mohamed Rizk, leader at the Park Restaurant, Hyatt Regency Cairo West

### Development of four retail programmes for leading Saudi retail firm

To support a new purpose-built training academy to develop the skills of Saudi Arabia's retail sector, we developed four vocational training programmes that will be on offer at the Academy and have been accredited by a globally recognised awarding organisation. Building the skills of employees, the programmes will support the development of talent in Saudi's retail sector, providing continuous development opportunities that support the workforce and raise their levels of performance.

### Supporting the development of a skills academy for MedLabs in Jordan

We supported Academy by MedLabs to enhance their strategy and HR systems to help address high youth unemployment in Jordan and promote gender diversity in laboratory medicine. Improvements to recruitment, workforce development and performance management processes have equipped the company with a strategy and framework to develop a workforce pipeline and increase the capacity and skills of the workforce to support sustainable growth.

"With the help and expertise from People 1st, we have set up a full training academy that will be a provider of specialised training courses in the fields of Medical Laboratory Sciences, Healthcare Quality, Capacity Building, Life Skills and Leadership."

- Dr. Manar Agha Alnimer, Chair, The Academy by MedLabs, Vice CEO, MedLabs Consultancy Group

## UK

Insights launched into changing skills & labour market across the UK visitor economy

We launched our State of the Workforce 2023 research which canvassed hundreds of firms employing more than 250,000 workers across the wider UK visitor economy sector, backed by the British Independent Retailers Association, Business Travel Association and Institute of Hospitality. The report shed light on some of the deep-rooted staffing issues impacting upon the visitor economy sector, leading to calls for greater investment in employee retention and development.



“The State of the Workforce 2023 should be like a roadmap for our members and partners, as they map out 2024 objectives for their workforces. The findings in the three categories - recruitment and retention, skills gaps analysis and training and development, will allow us to assess the importance of the BTA Academy program and understand the positive impact of these initiatives, to better the future of the business travel industry. Surveys such as this are a vital playbook for industry collaboration, championing all our diverse sectors and businesses.”

- Andrew Clarke, Commercial Director of the British Travel Association

Funding support secured for second stage of Hospitality and Tourism Skills Network



Hailed as a great example of effective collaboration in action, over the last three years, the collaborative approach of the HATS Network has united industry employers, government and education providers in Northern Ireland to tackle the skills challenges and to grow a skilled and professional workforce. This year the further funding support has been secured from InvestNI, Tourism NI and the Northern Ireland Hotels Federation to implement a skills action plan to help the tourism and hospitality sector to access the skills required to help maximise growth potential.

Facilitated by People 1st International, over the past year, HATS Network has:

- Launched a policy paper with the Northern Ireland Tourism Alliance to propose collaborative actions to transform perceptions of the industry and to attract, retain and develop talented people with the skills it needs
- United leading industry employers at the School Summit to showcase the huge diversity of fulfilling roles on offer in hospitality and tourism
- Launched research to shed light on some of the deep-rooted staffing issues impacting upon the sector, also highlighting approaches employers are taking to alleviate the challenges faced
- Released a 'Guide to hospitality apprenticeships' to bring to life the variety of apprenticeship opportunities, helping to inform and inspire young people.



AA College Restaurant of the Year Award recognises excellent work of college restaurants



Launched in 2016 in partnership between People 1st International and AA Hotel Services, the AA College Restaurant of the Year Award recognises the hard work of chef lecturers and student brigades that run college restaurants.

This year Exeter College's renowned @34 Restaurant was crowned the People 1st International-sponsored College Restaurant of the Year 2023.

"For our learners it shows them that we do things right here. We strive for perfection and that we back our students to deliver. We are all so proud of the @34Restaurant and our commercial spaces, and having this validated with both the highly commended Rosette and now the College Restaurant of the year has been amazing for everyone, students and staff alike."

- Matthew Pickett, Exeter College

Liverpool's tourism and hospitality businesses supported to deliver a positive welcome to the region

The bespoke 2-day training programme we delivered to 110 employees gave them the skills to deliver an unrivalled welcome to visitors to the Liverpool City Region. The training empowered visitor-facing staff to enhance customer service skills and local knowledge to become an ambassador for the region.



eLearning programme launched to encourage EDI awareness in our network

To encourage equity, diversity and inclusion (EDI) awareness through our trainer network, we launched an EDI eLearning programme.

Introduced as a requirement of the ongoing licensing to deliver People 1st International training programmes, our network of businesses, learning and development professionals, and consultant trainers were provided with the opportunity to boost their EDI knowledge.

With a global reach, this means that the principles and understanding of EDI will reach into different communities and cultures.

"This course was a deep dive into understanding and appreciating the value of diversity, fostering equitable environments, and embracing inclusion in all aspects of life. It was a powerful reminder of how our unique identities and experiences shape the world around us. A huge thank you to the team at People 1st International for such an enlightening and transformative experience."

Garry Bergin, Manguard – Approved WorldHost trainer

Improving the visitor welcome and experience at Surrey Cricket Club

Through the development of a tailored WorldHost customer service programme, we helped Surrey Cricket Club to develop the skills of their staff to provide a first-class visitor experience to all visitors to the Kia Oval. Piloting through four initial sessions with security, stewards, supervisors and ticket office and retail staff, 96% of participants said they would recommend the programme to others.

# Thank you



We would like to thank our clients, partners, associate consultants and trainers who have trusted in our expertise and collaborated with us over the last year.

As we look towards the future with optimism, we are confident that our strong foundation will continue to drive successful collaborations to address the barriers to work, support the development of sustainable skills models and champion the continuous professional development of the workforce.

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