

Hospitality & Tourism

Workforce Development Action Plan 2002-2005

Introduction

This action plan has been developed with our partner organisations and follows initial research and consultation with employers in the sector. This action plan is one of 12 sector action plans and four generic issue action plans.

Sussex Learning and Skills Council is focused on delivering its **overarching objectives** for Sussex employers, people and communities, namely:

- A step change in the number of level 3 qualifications obtained by the under 30 year old population
- A step change in the reduction of adults who lack basic skills in literacy and numeracy
- A step change in the skills of the workforce and the ways in which employers access training

This action plan is an important tool in achieving these objectives.

"Learning brings major benefits to everyone in the community and has been proven to provide the basis for a successful economy."

Henry Ball, Executive Director, Sussex LSC

The research findings and outcome of the consultation with employers are set out on pages 2 and 3. A detailed action plan is outlined on page 4.

The Strategy

As set out in our Local Strategic Plan 2002-2005, the **demand for learning** needs to be considered in three ways:

- Economic Demand – the current and projected employer skills needs



- Individual Demand – the projected number of learners, their choices, goals and aspirations
- Community Demand – promote social inclusion and support local regeneration activities

This action plan has been developed on these **three drivers of demand**.

The Sector

Sector definition:

- Hotels and motels
- Camping sites and other short-stay accommodation
- Restaurants
- Bars
- Letting of own property
- Business and management consultancy
- Museum activities
- Botanical and zoological gardens

- 53,924 people are employed in the sector in Sussex, accounting for 9% of all employment
- A greater proportion of workers are part-time than in other industries (55% compared with 45%)
- Women account for two-thirds of employment
- The sector nationally is significantly younger than the whole workforce (40% are aged 24 and below)
- Employment within the hospitality sector (from Hospitality Training Foundation) is set to grow between 2000 and 2010 by 1.6% per year
- If this is replicated within Sussex, an additional 863 people will be employed within the sector by 2010
- The sub-sector with the largest growth is forecast to be pubs and bars (2.6% per year), while the lowest level of growth will be in hospitality services (0.7%)



> Training Supply

Further Education provision

- Nationally, enrolments on hospitality and catering FE courses increased by 89% in 1998-99
- 1,422 students were studying hospitality and tourism courses in Sussex in 2000-01
- A high proportion of these have dropped out of their courses (39%)
- 60% of these courses were at a level lower than NVQ equivalent level 3, and only 4% were at level 4
- Women are under-represented in FE training in the sector, with only 45% of students being female
- The most common area of residence for these students is Planning Area C

Employer-led training

- The Hospitality Foundation reports that, nationally, two-thirds of its employers are developing staff skills and 85% are providing training beyond induction
- The CHNTO reports that, nationally, 72% of cultural heritage employers provide training for their staff
- 22 hospitality and tourism businesses in Sussex were recognised Investors in People by March 2001
- Nationally, Investors in People recognitions rose within the hospitality sector between 1998 and 2000 by 115%

> Occupations & Qualifications

- The occupations that are forecast to experience the greatest growth by 2010 are front line sales staff (3.0% per year), table waiting staff and bar staff (each at 2.8% per year)
- The least growth will be for restaurant and catering managers (0.3%) and publicans, club stewards, etc (0.4%)

Qualification data is for Great Britain, based on findings from NTOs

- Nationally, the hospitality workforce (from Hospitality NTO) has a larger proportion of workers with no qualification than other industries (19% compared with 12%)
- The cultural heritage workforce (from the CHNTO) is relatively highly skilled, with 29% of employees holding first or higher degrees

> Main Skills Issues

Vacancies

- Job vacancies in the hospitality sector fell nationally by 11% between 1999 and 2000
- Three-quarters of vacancies remain unfilled
- Within hospitality, skills shortages are most acute among chefs/cooks and table waiting staff
- The greatest increases in unfilled vacancies in the sector are for hotel and accommodation managers (22%), housekeepers (19%), restaurant and catering managers (18%), publicans and club stewards (17%), table waiting staff (16%), hotel porters (16%) and bar staff (12%)

CHNTO has identified the following key skills needs for the South East:

- Setting direction – business skills; influencing others; leadership and strategic management
- Management – management and administration; people management
- Technical – ICT; languages
- Other – research and forecasting; education and training; self-management

The Hospitality Training Foundation identified the following key skills issues for the sector:

- The industry needs low-skilled, seasonal workers and so provides labour market entry opportunities for unskilled, low-qualified and disadvantaged groups which require support with skills such as languages, basic skills and key skills

> Key Issues and Priorities

Priorities for action within the hospitality sector

- Improve the image of the hospitality industry as an employer
- Increase hospitality employer engagement in relevant training and learning programmes
- Ensure greater uptake of hospitality industry recognised qualifications
- Promote career opportunities into and within the industry

Priorities for action within the cultural heritage sector

- Ensure that education and training provision meet the sector's requirements for lifelong learning opportunities by:
 - i. Providing guidance to training and education providers on employer needs
 - ii. Promoting equality of opportunity within training
 - iii. Encouraging individuals to take responsibility for their personal and professional development
- Facilitate the take-up of appropriate training and development activity by all who work within the sector including:
 - i. Encouraging incentives for employers and individuals to access training and qualifications
 - ii. Providing information on funding and guidance on how to access training
- Work within the principles of Investors in People



> Contact Us

We welcome your views and reactions to this action plan. We are especially looking for information about:

- Skills gaps and skills needs
- Hard to fill vacancies
- Future trends and challenges facing your industry

Call the Learning Pays Hotline

0845 000 0026

Sussex Learning and Skills Council

Princes House, 53 Queens Road, Brighton, BN1 3XB

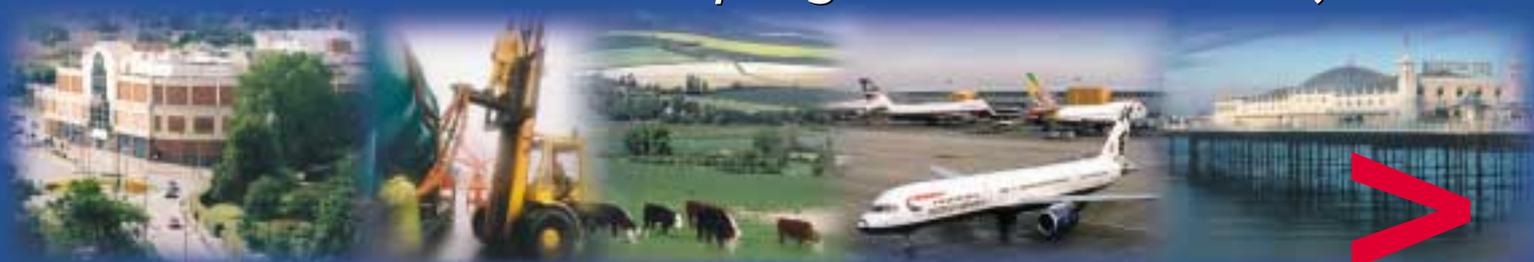
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Objective	Actions	Timescale	Working With...
Creating a demand-led system	Develop, with the three Economic Partnerships of East and West Sussex and Brighton and Hove, a pan-Sussex 'lead group' of employers with whom to plan the restructuring of the Sussex training supply for the sector	By July 2003	Employers, NTOs
	Promote, with the Hospitality Training Foundation, a drive with young people, adults and employers to improve the image of the Sussex hospitality sector as a 'learn/earn', skilled workplace	By July 2003	Employers, Hospitality Training Foundation
	Develop a series of sectoral Learning Champions, based in each of the six planning areas, to promote and encourage the 'learning' agenda to peer employers and organisations	By July 2003	Employers (including large 'franchise' based organisations)
	Focus on Investors in People and 'employer engagement' campaigns in the sector (as defined in the sector description) to make a step change in the numbers of employers with training and organisational development plans	September 2003 onwards	Employers, NTOs, Business Link
Improving supply and capacity	Invest significantly to establish a COVE, with private and Further Education provider partners, to sharpen and focus the training supply to the Sussex hospitality industry. This COVE to be linked to a network of provision in each of the six planning areas and to include Higher Education links	Start September 2003	Training providers, FE Colleges, HE Institutions, schools
	Develop and invest significantly in a network of tourism industry training provision to span six planning areas and address needs for: <ul style="list-style-type: none"> ● Basic skills ● Customer service and adaptability ● IT and technical skills ● Management development (including Higher Education provision) 	Start September 2003	Training providers, FE Colleges, HE Institutions, schools
	Create a training supply/career opportunity 'map' for use in every publicly-funded Sussex training organisation that links training programmes to appropriate job and remuneration levels and facilitates appropriate work placements in Sussex employing organisations	By March 2004	NTOs, employers, FE Colleges, training providers, HE Institutions, schools
	Establish a 'rural hospitality and tourism' Training Framework able to deliver: <ul style="list-style-type: none"> ● Flexibly accredited provision ● E-learning and distance learning schemes ● Rurally located provision at all appropriate levels 	By March 2005	Training providers, FE Colleges, HE Institutions, NTOs, SEEDA, GOSE, DEFRA

Developing the Sussex workforce



LEARNING PAYS!

Learning+Skills Council
Sussex