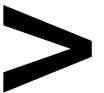


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London East
2003-2005

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Workforce Development Action Plan
Hospitality



Learning+Skills Council
London East

The action plan

We and our partners have made significant progress in this area since the LSC was set up in April 2001. The action we have taken so far is presented below. It is followed by action for 2003-2005.

Action to March 2003

We have carried out a series of sector-related projects, and developed strong working relationships with support agencies, training providers and other stakeholders.

We have supported co-financing projects during 2002-2003 to develop the workforce within the hospitality industry. The projects include the following.

- The Asian & Oriental School of Catering. The school provides access to advice and guidance, and it delivers work-based qualifications to small businesses and individuals, from the ethnic-restaurant sector. The project helps to create a training culture by providing relevant support in a way which sensitively handles the needs of the client base.
- The London Borough of Tower Hamlets, along with its partners, is offering management training to females who want to return to work while raising a family. The training fits around school times and holidays. The courses offer the opportunity for these women to develop their managerial skills in order to manage their staff more effectively. This gives them long-term employability, and allows them to work towards a recognised qualification.
- Tower Hamlets College offers taster training in industry-level skills to encourage adults back into employment. Short-term customised training is provided with job search skills. The college also works with employers in the hospitality sector to make sure people's skills development is matched to current job opportunities.

Action for 2003-2005

The strategy has identified a number of objectives and priorities to support the hospitality sector.

Increase understanding of the labour market and employers' needs	Partner organisations
<p>We will: encourage all stakeholders to operate a shared approach to labour market information.</p> <p>Priorities</p> <ul style="list-style-type: none"> • We will improve relationships and share good practice with partners (employers, providers, and the prospective sector skills council) to improve and develop knowledge, learning and experience. • We will develop relevant partnerships locally to bid for workforce development funding from other organisations. • We will liaise with hospitality organisations to raise awareness of the strategy. 	<ul style="list-style-type: none"> • Business Link for London • Hospitality & Leisure Manpower • Hospitality Training Foundation (HtF) • Jobcentre Plus • learndirect • Learning partnerships • London Development Agency
Increase employer engagement in learning	Partner organisations
<p>We will: support programmes that help employers in the hospitality sector in London East to train their staff.</p> <p>Priorities</p> <p>We will:</p> <ul style="list-style-type: none"> • improve the skills of employees • start a public-relations programme to build on successes • develop case studies of best practice, and • develop new approaches to Modern Apprenticeships. 	<ul style="list-style-type: none"> • Basic Skills Agency • Business Link for London • Connexions • Education Business Partnerships • Further education colleges • Higher education institutions • Hospitality & Leisure Manpower • HtF • Jobcentre Plus • London Development Agency • London First • London Tourist Board • Private-sector employers • Regeneration partnerships • Skillsmatch • South London Economic Development Alliance (SLEDA) • Springboard UK • Trade unions • Work-based learning providers

<p>Increase the relevance of learning to the sector</p>	<p>Partner organisations</p>
<p>We will: work with partner organisations to develop a relevant curriculum for the sector.</p> <p>Priorities</p> <p>We will:</p> <ul style="list-style-type: none"> • develop training materials with the hospitality qualifications awarding body, and • develop teacher taster-days. We will help organise visits for careers teachers and other teachers to hospitality organisations to give them a better understanding of how the industry works. Staff working in different hospitality departments will discuss their daily work routine and practices. 	<ul style="list-style-type: none"> • Further education colleges • Higher education institutions • HtF • Private-sector employers • Work-based learning providers
<p>Improve the range and quality of learning</p>	<p>Partner organisations</p>
<p>We will: encourage learning providers to provide training and development, which matches the needs of the hospitality workforce.</p> <p>Priorities</p> <p>We will do the following.</p> <ul style="list-style-type: none"> • We will tackle skills gaps and shortages. • We will review qualifications available within the hospitality sector in our area. • We will build capacity and improve quality throughout the training that is provided. • We will encourage providers to deliver Foundation and Advanced Modern Apprenticeships, New Deal and work-based training. These government programmes give opportunities for employers to provide training for young and unemployed people. The programmes will be marketed to sector companies to help their recruitment and training strategy. This will allow employees under the age of 25 to gain access to training and development. • We will encourage providers to prepare and bid for CoVE status to meet the needs of the sector in London East. 	<ul style="list-style-type: none"> • Further education colleges • Higher education institutions • HtF • Private-sector employers • Work-based learning providers

<p>Increase the awareness of learning, employment and career opportunities in the sector</p>	<p>Partner organisations</p>
<p>We will work with partners to: create greater awareness of employment and learning opportunities.</p> <p>Priorities</p> <p>We will:</p> <ul style="list-style-type: none"> • improve information, advice and guidance to adults and young people about the sector • raise the profile of the hospitality industry as a career path • identify recruitment routes for graduate trainees, and • develop employment links with specialist recruitment agencies. 	<ul style="list-style-type: none"> • Connexions • HtF • Further education colleges • Higher education institutions • Private-sector employers • Springboard UK • Work-based learning providers
<p>Increase the capability of staff and prospective staff in the sector</p>	<p>Partner organisations</p>
<p>We will: make sure there is access to employment, training and development for unemployed people and access to training and development for those who are employed.</p> <p>Priorities</p> <p>We will:</p> <ul style="list-style-type: none"> • develop basic skills and ESOL (English for Speakers of Other Languages) programmes that build on best practice, and help those looking for work to gain access to learning • make sure employees can update their skills and gain new skills • give unemployed people relevant educational and vocational training • encourage people to look for training opportunities, and provide tailored courses • develop mentoring within employer organisations, and • support leadership and management development programmes. 	<ul style="list-style-type: none"> • Connexions • HtF • Further education colleges • Higher education institutions • Private-sector employers • Springboard UK • Work-based learning providers

Specific action includes the following.

- **Basic Skills and ESOL in the workplace –**
In our funding prospectus we have invited bids for a project to provide support for skills development in key sectors including hospitality. A budget of £750,000 has been set aside for applicants to deliver capacity-building support to clusters of training and assessment providers. We expect this to lead to employees achieving either NVQ 2 or 3 qualifications or other QCA-recognised awards. It is also expected that 50 organisations will be supported through capacity-building.
- **Recruitment and employability for the hospitality sector –** In our funding prospectus we have invited bids for a project to develop an employer-based partnership. The partnership will provide customised training so individuals can gain knowledge and skills to secure employment in the industry for the first time. A budget of £125,000 has been set aside for applicants to deliver this programme which we expect to lead to 30 jobs. The 30 individuals should try to gain either full NVQ awards or units toward a NVQ qualification.
- **Summer School –** We will provide 25 school-leavers in the target area with the chance to take part in a three-week structured training programme and work placement. This will lead to relevant qualifications to help them enter work or college programmes. The qualifications will be in basic health and safety, basic food hygiene and Welcome Host. These courses will be delivered in the first week of the programme. In the following two weeks, the students will carry out a structured and monitored work placement where each candidate is paid £100 each week by their employers.

Improve participation and remove barriers to learning. Encourage greater diversity in the sector's workforce

Partner organisations

We will:
help employers and businesses in London East to recruit staff from all communities so economic growth continues.

- Basic Skills Agency
- Business Link for London
- Connexions
- Education Business Partnerships

Priorities

We will:

- make sure that the workforce has the skills that employers need
- recognise and tackle the barriers to developing the workforce
- encourage employers to take responsibility for workforce development and to recognise the benefits of Investors in People
- encourage 10% more companies to achieve Investors in People, and support as many organisations as possible to develop industry-based quality-assurance frameworks, and apply for kitemark recognition of their progress
- tackle discrimination and issues of workforce diversity and social inclusion by making the business case for equal opportunities, and
- encourage local people to get local jobs.

Specific actions include the following.

- **Local recruitment** – In our funding prospectus we have invited bids for a project to set up partnership arrangements between employers, the Careers Service, and training providers, to create brokerage services, to support the achievement of 150 nationally recognised employability skills awards, and to allow 25 people to gain jobs. A budget of £275,000 has been set aside for applicants to deliver this activity, and we have identified hospitality as a target sector for this initiative.
- **Young Ambassadors** – We will identify young ambassadors from hospitality organisations who started at the bottom of the organisation and are now managers. The ambassadors will be trained in presentation skills and they will then deliver two presentations about their career progression to schools in the target area.
- We will provide help to ethnic businesses and their staff in delivering training and achieving qualifications. The training will be carried out in a combination of short courses based at the Asian & Oriental School of Catering. All beneficiaries will carry out a series of tasks in the workplace to develop their skills in the particular subject. Once the candidate has developed these skills, a qualified trainer will assess them to make sure these skills are carried out competently.

- Further education colleges
- Higher education institutions
- Hospitality & Leisure Manpower
- HtF
- Jobcentre Plus
- London Development Agency
- London First
- London Tourist Board
- Private-sector employers
- Regeneration partnerships
- Skillsmatch
- SLEDA
- Springboard UK
- Trade unions
- Work-based learning providers



Learning and Skills Council
London East
Boardman House, 64 Broadway,
Stratford, London E15 1NT
Telephone: 0845 019 4151
e-mail: londoneastinfo@lsc.gov.uk
www.lsc.gov.uk