

# Hospitality & Tourism Skills Board

Tuesday, 07 March 2023, 2:00 to 3.30pm via MS Teams

**In attendance:** *Steve Richards, Chair, Parkdean Resorts*  
*William Lees-Jones (WLJ), J.W. Lees*  
*Suzie Welch, Odeon*  
*Colin Johnston, Galgorm Collection*  
*Lawrence Durden, Skills Development Scotland*  
*Daniel Sangiuseppe, Castlewood Hotels*  
*Craig Provett, M&B*  
*James Hampton, St Austell Brewery*  
*Jonathon Lloyd, Hospitality Rising*  
*Kerrin MacPhie, Meetings Industry Association*  
*Kate Nicholls, UKH*  
*David Sheen, UKH*  
*John Guthrie, UKH*  
*Clare Sexton, UKH*  
*Emma McClarkin, BBPA*  
*Chris Gamm, Springboard*  
*Colin Neill, Hospitality Ulster*  
*Paul Eeles, BIIAB*  
*David Revell, BEIS*  
*Michael Warnes, BEIS*  
*Saskia Cameron, BEIS*  
*Lucy Hannon, DMCS*

## **Actions:**

- Members to sign-up to the [Hospitality Wellbeing and Development Promise](#)
- HTSB members urged to respond to the IfATE survey
- Skills matrix to be circulated with the minutes.
- Working group of employers to be set up to develop the UES
- One pager to be written for the next Sector Council meeting which explains the skills matrix
- UKH and BBPA to finalise and circulate survey
- Members to contact Clare to join the sub-group, setting out the solutions to supporting the 50+ into the industry. The first meeting will be taking place on Tuesday 25th April at 10am.
- Coordination Group to review the TORs and share a reviewed version with the Board
- Board to share input for the 2023 workplan by the 24th March

- Coordination group to develop the 2023 workplan

## 1. Welcome

The chair welcomed attendees to the call and noted the received apologies.

## 2. Review minutes of the last meeting and progress on actions

### a. Hospitality Wellbeing and Development Promise website launch and sign-up

The website has been officially launched and businesses are encouraged to sign-up to the Hospitality Wellbeing and Development Promise. Trade organisations on the Board are also invited to share the Promise with their members. <https://wellbeingpromise.co.uk/>

**Action: Businesses are encouraged to sign-up by the 24<sup>th</sup> March.**

## 3. Skills

### a. Apprenticeships

- i. Maintaining and expanding existing hospitality qualifications at all levels

Kate Nicholls gave an update on the skills agenda.

#### Apprenticeships

The Career Starter Apprenticeships campaign was recently launched by government during National Apprenticeship Week, more information can be found [here](#). Businesses are encouraged to use the materials provided by government. This will be cascaded out over the rest of the academic year into the summer. The option to either chose a university or apprenticeship pathway can now be found in the same place on the career starter portal.

#### The Education Landscape Guide

The Strategic Development Network and Gatsby were commissioned to create an all-sector education landscape guide and index; this has been tailored specifically for hospitality and catering. These materials will be going into schools and to young people directly.

- ii. IfATE survey

IfATE has recently launched a survey, which looks at replacing Level 2 and Level 3 apprenticeship standards in hospitality, effectively meaning that apprentices would get to level 4 with only generic training, rather than it being hospitality-specific. This would be a retrograde step in regard to training and careers in hospitality.

This survey has not been well circulated. It is critical that businesses respond.

<https://www.cognitofirms.com/InstituteForApprenticeships1/HospitalityFrontOfHouseSurveyLevel2And3Occupations>.

There is a separate review into short courses at Level 1 and 2. The sector supports the overall objective of streamlining courses but there are many that are vital for the training of employees in the sector and these must be maintained.

The next Sector Council meeting is on the w/c 20<sup>th</sup> March, members are encouraged to apply pressure on the government to ensure we can avoid this retrograde step.

Work is continuing to apply pressure on DBT and DfE on the apprenticeship levy funds.

**Action: HTSB members urged to respond to the IfATE survey**

**b. Universal Entry Standard (UES)**

Through discussions with members of the Board, Sandra has mapped out the skills across the sector at various levels and inputted into a grid format. The grid covers Level 1 up to Level 7, from apprenticeships to technical qualifications. The UES should form part of this structure.

The objective of the UES is to lift the level of skills amongst all hospitality employees, including within SMEs, improving standards across the sector. This would ensure that competence has been assessed, making it easier to assess prospective employees and avoiding duplicating training.

To support taking this work forward to government, SK is looking for volunteers from employers on the Board to identify the common training and skills that already exist. This will enable us to tackle the gap and quantify the soft skills that hospitality trains one in.

**Action: Skills matrix to be circulated with the minutes.**

**Action: Working group of employers to be set up to develop the UES**

**Action: One pager to be written for the next Sector Council meeting which explains the skills matrix**

**c. Data capture via survey**

DS noted that the objective is to benchmark the level of training that's available across the sector.

**Action: UKH and BBPA to finalise and circulate survey**

**4. Growing Labour market**

**a. Hospitality Rising update**

Jonathon Lloyd gave an update on Hospitality Rising, and the campaign creative. The target audience was Gen Z, targeting largely through Tik Tok. They have had over 60 million impressions, and they have received over 77,000 job applications. For more information on the progress of the campaign, the slides have been shared with the minutes.

The point was made that the initial target of the campaign was to change the perception around working in hospitality.

Questions were raised on the ambition for year 2, Jonathon responded that the activity has been paused until they receive a second injection of cash.

A discussion took place regarding getting the timing right for marketing, cognisant that many school leavers may not be thinking about careers immediately once they have finished exams.

**b. Expanding the 50+ workforce**

KN noted the Government's focus on this age group and the DWP 50+ Ministerial taskforce. As this is a key area for government, we are expecting an announcement in the Budget. The sub-group will feed into the Ministerial taskforce.

**Action: Members to contact [Clare](#) to join the sub-group, setting out the solutions to supporting the 50+ into the industry. The first meeting will be taking place on Tuesday 25<sup>th</sup> April at 10am.**

## **5. Ensuring a diverse hospitality workforce**

### **a. Open To All Charter**

Emma McClarkin gave an overview of their Open To All Charter. The charter is available to all businesses to sign-up. Signatories will gain access to webinars and quarterly meetings.

### **b. Disability and Access Ambassador Role**

Kate Nicholls reported that an Accessibility and Inclusivity Working Group has been set up under the Tourism Industry Council to share best practice. This group will start by focusing on physical disability, looking at the toolkits that can be disseminated across the Tourism sector. Focuses will include looking at access for customers and training for staff, to improve access and accessibility for jobs within the sector, and how we can build accessibility for long-term disabled people.

## **6. 2023 Workplan**

The workplan will provide the opportunity to refresh the focus of the group. The Board is asked to feedback on work they would like to focus on and drive forward.

To understand the appropriate workstreams for the HTSB, a review of the TORs will be undertaken to sense check the overall scope.

The 5 key strands are around recruitment, supported pathways, retention, employee wellbeing and finally the broader policy environment that is holding the sector back, e.g., around immigration.

DEI and accessibility will be an added workstream.

Comments to be shared by 24<sup>th</sup> March.

**Action: Coordination Group to review the TORs and share a reviewed version with the Board**

**Action: Board to share input for the 2023 workplan by the 24<sup>th</sup> March**

**Action: Coordination group to develop the 2023 workplan**

## **7. AOB**

DS added that Migration Advisory Committee has shared the occupation shortage list review.