

Sector Summary Report Hospitality, Leisure, Travel and Tourism

Sector Definition

People 1st are the Sector Skills Council for Hospitality, Leisure, Travel & Tourism and cover the following occupational areas:

- Bars
- Nightclubs
- Restaurants Hotels
- Visitor attractions
- Tourism services
- Youth hostels
- Travel services
- Holiday parks

Core occupations in the sector include: kitchen and catering assistants, bar staff, chefs and cooks, waiting staff, managers.

Overview of the North East Region

The Tourism and Hospitality sector is made up of predominantly SMEs with a high level of Micro businesses. The sector workforce is mainly female, a young workforce with a high volume of part time staff. The sector is identified as a priority area within the Regional Economic Strategy. The sector suffers from recruitment and retention problems, with retention being one of the biggest issues. This is in partly due to the nature of the sector and the employment of large numbers of students creating a transient workforce.

		People 1st
		Hospitality, leisure, travel, tourism
EMPLOYERS		
Number of establishments		6,700
Share of all establishments		12.0%
EMPLOYMENT		
Number of employee jobs		71,400
Share of all employee jobs		7.1%
QUALIFICATION LEVELS (INDICATIVE)		
Employees whose highest qualifications are at:		
	Level 4 and above	7.0%
	Level 3	21.5%
	Level 2	32.4%
	Below Level 2	22.5%
	No qualifications	16.6%
Proportion of employees without qualifications at Level 2		39.1%
PROJECTED EMPLOYMENT CHANGE		
Projected employment change 2007-2017		4.8%

(Sector Skills Needs in the NE: Summary Matrix (modified 13 October 2008))

Future Skills Key Demand side issues for 2009/10

From research conducted by the SSCs for their Sector Skills Agreements, the following key issues were identified:

- 1) Management & leadership skills -are a key issue for the Sector. People 1st state that nationally 48,000 managers have no qualifications.

- 2) Customer service skills - are also a key requirement for this Sector. The UK has a poor global reputation for customer service due to a number of reasons, including poor training, and poor management and leadership.
- 3) Chefs - 40% of chefs do not have a Level 2 qualification which is the minimum required to prepare and cook from scratch.

Sector Qualification Strategies (SQS) and Vocational Qualification Reform (VQR)

All Sector Skills Councils have recently completed their SQS and Action Plans. Through this process a variety of new and updated qualifications will emerge that are more closely aligned to the needs of employers. It is anticipated that there will be a need for providers to develop capacity and upskill their workforce to deliver new qualifications. The following is a link to the sector qualification strategy:

<http://www.people1st.co.uk/webfiles/SQS/Action%20plans/People%201st%20SQS%20Action%20Plan%20FV%20-%20England%2010708.doc>

Compacts

A sector compact is a non-contractual agreement between the Department for Innovation Universities and Skills, the Learning and Skills Council and a Sector Skills Council to work collaboratively to drive up demand for skills across England through Train to Gain. The LSC are working with People 1st to develop their compact in 2009/10. It is anticipated that the flexibilities within the compact will facilitate growth in provision.

National Skills Academy for Hospitality (NSA)

The National Skills Academy for Hospitality was launched on the 31st March 2008. To date Newcastle and Darlington College are members of the NSA.

Analysis of provision - Train to Gain

Following thorough analysis of provision, it has been identified that there is potential market for growth in particular the following NVQ:

NVQ in Professional Cookery. Consideration should be made to the additional Train to Gain level 2 and 3 qualifications lists.

WBL Apprenticeships

Nationally, employers in the sector take on around 25,000 new apprenticeships every year, although recent regional analysis suggests that the figure is decreasing in the NE. Given that it is a growth industry and it is predicted that more people are needed in the sector to address replacement demand, there is scope for growth in the following frameworks:

Apprenticeships

Bar Service

Food Preparation and Cooking

Hospitality Services

Hospitality Quick Serve

Residential Services

Reception

Housekeeping

Food and Beverage Service

Food Processing and Cooking

Customer Service

Advanced Apprenticeship

Hospitality Supervision

Advanced Craft Food Service

Advanced Craft Drinks Service

Food preparation and Cooking

Patisserie and Confectionery

Customer Service

Kitchen and Larder

Focus Recommendations for 09/10

- Deliver the list of qualifications published by the SSC ensuring the provision is responsive to needs of the sector.
- Further develop the provider base across the region in response to the needs of employers in the sector.
- Develop new delivery models to allow SMEs access to training.
- Support the sector during the economic downturn.