





## 1. Context

This paper is one of a series that outline workforce dynamics and skills and training issues in key sectors in Kent and Medway and across the South East as a whole. The series sets out:

- The demographic and skill profile of the workforce in each sector
- The likely demand for and supply of new skills and workers, now and in the future
- The current and potential offer to the sector from the Learning and Skills Council (LSC)

In addition, an overview paper provides a review of skills needs and intelligence across the whole of the economy, including cross-sector skills issues.

For the purposes of this paper, the tourism and hospitality sector includes hotels and restaurants, bars, canteens and catering, travel agencies and tour operators, gambling and betting activities, camping sites and short-stay accommodation, physical well being activities and other sporting activities (see Appendix I).

Where appropriate, analysis in the paper distinguishes between the two broad industry groups of tourism, hospitality and leisure, and sport. These analytical groups are broadly reflective of the 'footprints' or types of employers represented by *People 1<sup>st</sup>* and *SkillsActive*:

**Tourism, hospitality and leisure** (*People 1<sup>st</sup>*) – hotels, youth hostels and mountain refuges, restaurants, bars, canteens, catering, travel agencies and tour operators, other business activities, fair and amusement park activities and gambling and betting activities.

**Sport** (*SkillsActive*) – camping sites, operation of sports arenas and stadiums, other sporting activities and physical well-being activities.

**The data presented in this paper is for Kent and Medway unless otherwise indicated.**

### Economic context

The tourism and hospitality sector is relatively important to the Kent and Medway economy. The estimated output (Gross Value Added) for hotels and restaurants is worth £784 million in Kent and Medway alone, some 4% of the sub-region's total output.<sup>2</sup>

The sector directly employs around 61,900 people in Kent and Medway. A further 8,200 people working in the tourism and hospitality are self-employed.

Key drivers of change in the tourism and hospitality sector include globalisation, technology change, changing consumer taste and an aging population, levels of disposable income and barriers to entry for new entrants to the sector.

The South East England Development Agency, is working in partnership with other agencies, on a number of regeneration projects in Kent and Medway, including Chatham Maritime, Rochester Riverside, Buckland Mill and Queenborough and Rushenden. As well as providing additional housing, these

projects include leisure facilities, hotels and conference centres, and other tourism based initiatives such as nature reserves and riverside walkways<sup>3</sup>. The second Isle of Sheppey crossing, which is currently under construction, will allow easier access to the island, possibly opening the island for increased tourism.

In July 2005, London was awarded the right to host the 2012 Summer Olympics and Para-Olympics. As well as creating new job opportunities for residents around the main Olympic Village, the economic impact of the Games will spread further-a-field, including across Kent and Medway. Previous host cities have recorded a growth in tourism<sup>4</sup>, which employers in Kent and Medway will need to capitalise on.

The *Framework for Tourism*, as produced by Kent Tourism, sets out priorities to improve tourism in Kent and Medway over the next 10 years. Objective 3 of the Framework refers to quality, education and skills. Priorities for this objective include establishing the sub-region as a renowned Centre of Excellence for tourism and hospitality, and as a place where people can gain experience and transferable skills for a career in the sector<sup>5</sup>.

However, the tourism and hospitality sector is prone to external shocks, such as terrorist acts, Foot and Mouth disease, and global health scares (SARS and, more recently, avian influenza). Competition from low cost airlines also creates more opportunity for consumers to visit foreign countries instead of visiting attractions within the UK. From summer 2006, Kent International Airport at Manston will resume flights to both Spain and Portugal<sup>6</sup>. London Ashford Airport is also seeking to expand the number of international flights from Lydd.

### Policy Context

The sector is represented nationally by two Sector Skills Councils (SSCs): *People 1<sup>st</sup>* and *SkillsActive*. SSCs are responsible for articulating the demand for skills from employers and helping to broker appropriate solutions, including the design of new qualifications and standards where appropriate. Recently, SSCs have been asked to broker Sector Skills Agreements (SSAs) with learning providers and funding bodies to ensure that the supply of skills meet employer needs.

*People 1<sup>st</sup>* and *SkillsActive* are both currently producing their respective Sector Skills Agreements. Further details of these SSAs are outlined in Section 5.

<sup>2</sup> National Statistics 2005 Region in Figures (GVA 2002). Second Edition 2006

<sup>3</sup> Seeda website - [http://www.seeda.co.uk/Work\\_in\\_the\\_Region/Development\\_and\\_Infrastructure/Development/Sites/Kent\\_and\\_Medway/](http://www.seeda.co.uk/Work_in_the_Region/Development_and_Infrastructure/Development/Sites/Kent_and_Medway/)

<sup>4</sup> People 1<sup>st</sup> – Olympics briefing document <http://www.htf.org.uk/Documents/Research/Briefs/Olympic%20Brief.pdf>

<sup>5</sup> Kent Tourism, a Partnership framework for tourism in Kent and Medway 2005-2015.

<sup>6</sup> BBC News Website – "Passenger Flights Return to Kent" – 1 February 2006 Report Number 5 of 12



## 2. Sector Profile

### Regional Overview

There are 438,900 people employed in the 49,000 tourism and hospitality business establishments in the South East of England. This figure does not include an estimated 50,500 self-employed workers (12% of the overall workforce).

The sector accounts for 11% of all employees in the South East. Across the region, the highest concentrations of tourism and hospitality employment can be found in Sussex and Berkshire. **Kent and Medway has the lowest proportion of employment in the tourism and hospitality sector.**

Some 85% of tourism and hospitality business establishments in the region are micro-businesses, employing 10 or fewer people.

More than half (54%) of employment in the sector is female and 32% of employees work on a part-time basis. The workforce has a younger than average age profile, with two fifths (39%) aged between 16 and 24 and just 10% aged 55 or over.

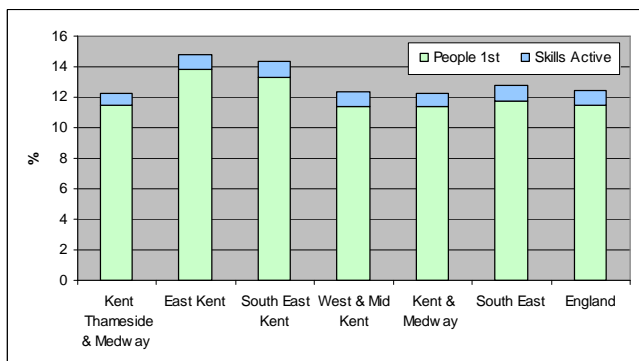
### Tourism and Hospitality in Kent and Medway

There are around 8,300 tourism and hospitality business establishments in Kent and Medway, accounting for around 12% of the total business base.

The sector is characterised by a large proportion of micro-businesses. Around 86% of tourism and hospitality establishments in Kent and Medway employ 10 or fewer people. This is in line with the average for all industries (85%).

Figure 2.1 shows that the sector accounts for between 12% and 15% of business establishments across each of the four LSC partnership planning areas<sup>7</sup>.

**Figure 2.1: Business establishments by area**



Source: ONS Annual Business Inquiry 2004. Note figures do not include the self-employed. Total establishment figures exclude farm based agriculture data in SIC92 class 0100.

Numerically, West and Mid Kent has the highest number of tourism and hospitality establishments (2,900 or 35% of all tourism and hospitality businesses in Kent and Medway). The East Kent planning area accounts for 24% of tourism and hospitality establishments in Kent and Medway.

<sup>7</sup> East Kent (Canterbury, Swale and Thanet); South East Kent (Ashford, Dover and Shepway); Kent Thameside and Medway (Dartford, Gravesham and Medway); West and Mid-Kent (Maidstone, Sevenoaks, Tonbridge and Malling and Tunbridge Wells)  
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Figure 2.2 shows that the sport (*SkillsActive*) sub-sector accounts for fewer than 10% of all establishments in the sector in Kent and Medway, the South East and England as a whole.

**Figure 2.2: Establishments by sub-sector**

	% of Total business establishments		
	Kent and Medway	South East	England
People 1 <sup>st</sup>	11	12	11
SkillsActive	1	1	1

Source: ONS Annual Business Inquiry 2004. Note figures do not include the self-employed.

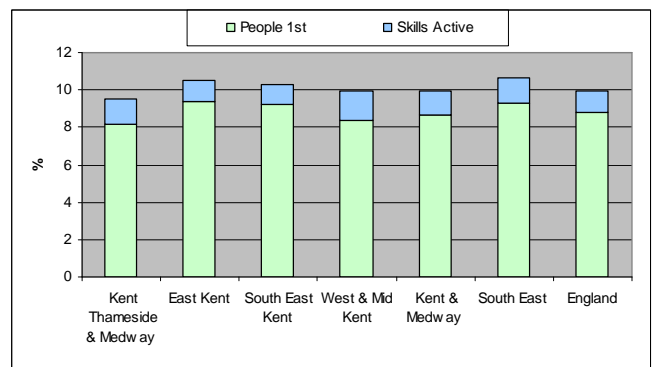
### Employment

There are **61,900 tourism and hospitality employees in Kent and Medway**, accounting for 10% of total employment. This is in line with the proportion employed in the sector regionally and nationally (11% and 10% respectively).

It should be noted that the ABI does not include self-employed people. The Labour Force Survey (LFS), which does include the self-employed but cannot provide detailed local data, suggests that there may be **an additional 7,900 self-employed people** working in tourism and hospitality in Kent and Medway.

Figure 2.3 shows that the sector accounts for around 10% of total employment in each of the four LSC partnership planning areas.

**Figure 2.3 Tourism and Hospitality employment by area**



Source: ONS Annual Business Inquiry 2004. Note figures do not include the self-employed. Total employment figures for planning areas exclude farm based agriculture data.

West and Mid Kent<sup>8</sup> again account for the highest number of employees in the sector (34% or 20,900), followed by Kent Thameside and Medway (24% or 14,900). There are a particularly high number of tourism and hospitality workers in the districts of Maidstone and Medway (together they account for 20% of employment or 15,600 employees).

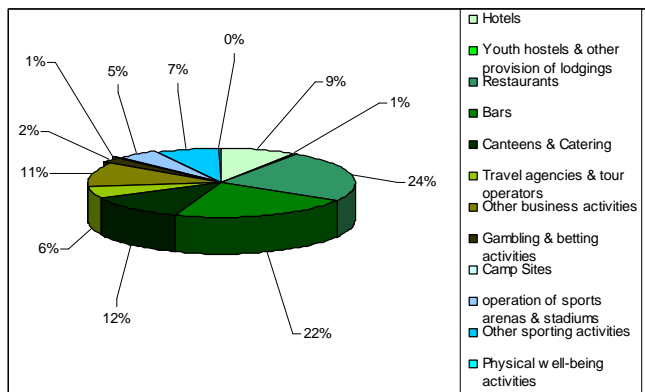
**Micro and small businesses account for 71% of employment in the sector in Kent and Medway**, slightly higher than that for the South East and England as a whole (both 68%). The proportion of micro and small businesses in the sector is significantly higher than the all industry average for Kent and Medway (51%).

<sup>8</sup> The West and Mid Kent planning area accounts for the greatest number of employees as it has a greater geographic area.

Owners and managers of small and micro-businesses are often difficult to engage in workforce development initiatives. For many the difficulty is as much to do with providing cover for people engaged in learning and replacing lost income as the direct cost of training.

Figure 2.4 shows that approximately 87% or 53,600 hospitality and tourism employees work within the tourism, hospitality and leisure (*People 1<sup>st</sup>*) sub-sector.

**Figure 2.4: Employment by sub-sector**



Source: ONS Annual Business Inquiry 2004. Note figures do not include the self-employed. Note that this figure excludes - Fair and amusement park activities due to small numbers.

Looking at the sector in more detail, Figure 2.5 shows that 24% (or 14,800 employees) of tourism and hospitality employees work in the restaurants sub-sector, while bars account 22% (or 13,600 people) of the workforce.

**Figure 2.5: Employees by minor sub-sector**

Minor Sub-Sector	% of Sector employees	No of employees
<b>People 1<sup>st</sup></b>		
Restaurants	24	14,800
Bars	22	13,600
Catering	12	7,500
Other business activities not elsewhere classified	11	6,600
Hotels	9	5,400
Activities of travel agencies and tour operators; tourist assistance activities not elsewhere classified	6	3,600
Gambling and betting activities	2	1,500
Other provision of lodgings not elsewhere classified	1	400
Canteens	<1	200
<b>Total for sub-sector</b>	<b>87</b>	<b>53,600</b>
<b>SkillsActive</b>		
Other sporting activities	7	4,600
Operation of sports arenas and stadiums	5	3,100
Camping sites, including caravan sites	1	300
Physical well-being activities	<1	100
<b>Total for sub-sector</b>	<b>13</b>	<b>8,100</b>
<b>Tourism and Hospitality total</b>		<b>61,700</b>

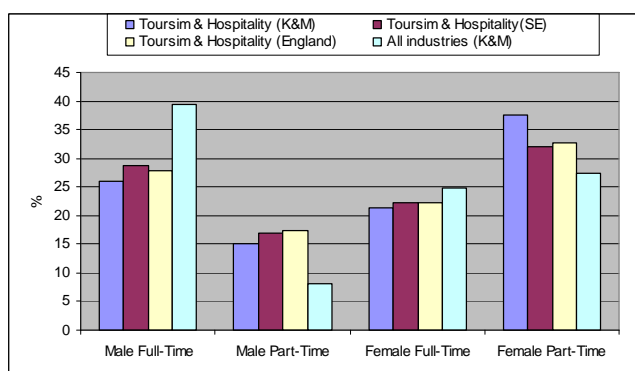
Source: ONS Annual Business Inquiry 2004. Figures do not include the self-employed. Note that this figure excludes - Fair and amusement park activities and youth hostels due to small numbers.

12% of the tourism and hospitality employees work in *other sporting activities* and the *operation of sports arenas and stadiums*.

**The current workforce**

The tourism and hospitality sector is reliant on a predominantly female workforce. Around **59% of tourism and hospitality employees (36,500) are female**, compared with 52% in all industries.

**Figure 2.6: Gender and employment status**



Source: ONS Annual Business Inquiry 2004. Note figures do not include the self-employed.

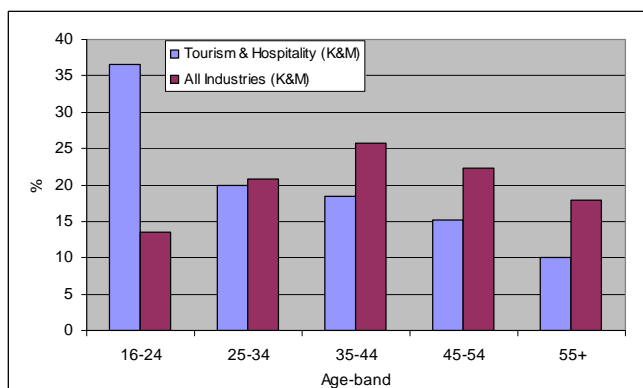
Female employment is slightly more common within the tourism, hospitality and leisure (*People 1<sup>st</sup>*) sub-sector where 60% are female, compared with 53% within the sport

(SkillsActive) sub-sector. Male employment is highest in the other business activities minor sub-sector (51%).

At a national level, ethnic minority communities account for around 20% of the sector's workforce, compared with 13% across all industries. Census 2001 data reveals that there are a smaller proportion of people from ethnic minority backgrounds in Kent and Medway than in England as a whole (6% compared with 13%). We estimate that there are around 6,500 people from ethnic minority backgrounds working in the tourism and hospitality sector in Kent and Medway (9% of the workforce).

**The tourism and hospitality workforce has a younger profile than the economy as a whole** (see Figure 2.7). One in ten (10%) tourism and hospitality workers are aged 55 or over. The corresponding figure for all industries is 18%.

**Figure 2.7: Workforce Age Profile**



Source: Labour Force Survey Spring 2005. Inferred data. Note figures include the self-employed.

Currently, around 25,600 people or 37% of the workforce are aged between 16 and 24, compared with 14% for all industries. *This could be due to the high proportion of students and/or young people using the sector as a starter job until moving on to another sector. The much lower proportion of older workers, especially those with family commitments, in the sector could be due to the unsociable working shifts in some sub-sectors.*

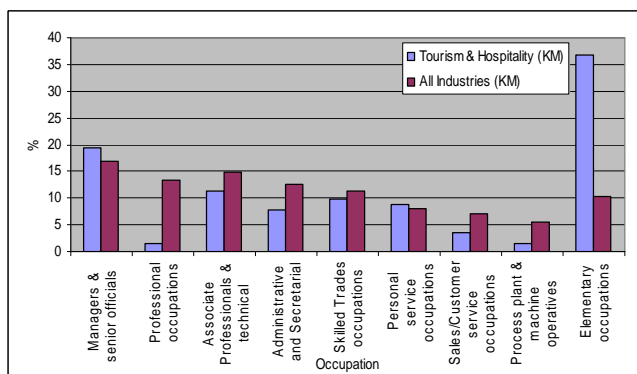
**Occupational profile**

Figure 2.8 shows that 38% (or 25,700 employees) of tourism and hospitality workers are employed in elementary occupations, a far greater proportion than is found in all industries (10%).

Managerial occupations - the second largest occupational group - accounts for one fifth (19%) of the tourism and hospitality workforce or around 13,500 people.

Figure 2.9 shows that 57% of those working within the tourism, hospitality and leisure (People 1<sup>st</sup>) sub-sector and 50% of those in the sport (SkillsActive) sub-sector work in 'sector specific' occupations (approximately 38,300 jobs). These are occupations where over two thirds of employment is within tourism and hospitality and where sector based initiatives might be particularly appropriate.

**Figure 2.8: Broad occupational breakdown**



Source: Labour Force Survey Spring 2005. Inferred data. Note figures include the self-employed.

Kitchen and catering assistants account for the largest proportion of the sector's overall workforce (12%). Other significant specialist occupations include bar staff (10%) and waiters and waitresses (9%).

**Figure 2.9: Specialist occupations**

Occupation	Est. jobs in People 1 <sup>st</sup> SSC	Est. jobs in SkillsActive SSC	% of tourism and hospitality jobs
Kitchen and catering assistants	8,100	500	12
Bar staff	6,500	600	10
Waiters, waitresses	6,400	300	9
Restaurant and catering managers	5,500	-	8
Sports coaches, instructors and officials	100	1,900	3
Travel agents	2,500	-	3
Fitness instructors	-	1,300	2
Publicans and managers of licensed premises	200	1,000	2
Sports and leisure assistants	200	1,000	2
Hotel and accommodation managers	1,100	-	2
Other sector specific	800	300	2
Total sector specific	31,400	6,900	55%
	57%	50%	

Source: Labour Force Survey Spring 2005. Inferred data. Note figures include the self-employed. Totals may not sum due to rounding. \* Not elsewhere classified. Note that missing figures are negligible.

Occupations which are not specific to the tourism and hospitality sector, and where cross sector initiatives to support workforce development may be more appropriate, are set out in Figure 2.10 overleaf.

**Figure 2.10: Employment in other occupations**

Occupation	Est. jobs in People 1 <sup>st</sup> SSC	Est. jobs in SkillsActive SSC	% of tourism and hospitality jobs
Chefs, cooks	5,400	-	7
Cleaners, domestics	1,900	100	3
Accounts wages clerks, bookkeepers	1,100	500	2
Receptionists	700	600	2
Marketing and sales managers	1,000	400	2
General office assistants or clerks	800	200	1
Travel and tour guides	800	-	1
Other non sector specific	11,900	4,100	18
Total non sector specific	23,600	5,900	45%
	43%	50%	

Source: Labour Force Survey Spring 2005. Inferred data. Note figures include the self-employed. Totals may not sum due to rounding. \* Not elsewhere classified. Note that missing figures are negligible.

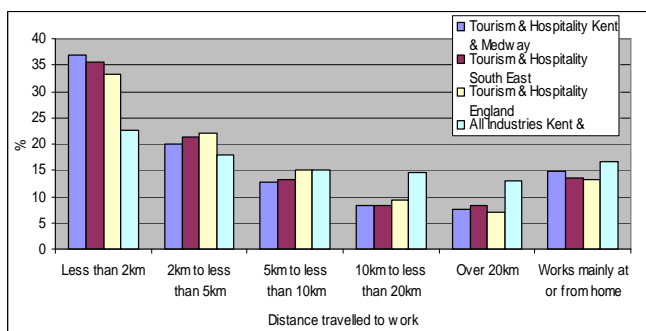
Chefs and cooks form a significant proportion of the overall hospitality and tourism workforce (7% or 5,400 jobs), and are only found in the tourism, hospitality and leisure (*People 1<sup>st</sup>*) sub-sector.

**Commuting**

Analysis of the 2001 Census reveals that currently around 94% of those working in the tourism and hospitality<sup>9</sup> sector in Kent and Medway also live in the area. The proportion of workers living and working in the same LSC planning area is highest within East Kent (90%) and lowest in West and Mid Kent (70%).

In general, commuting is more common amongst higher paid occupations (i.e. managerial and professional occupations). Lower skilled workers are more likely to live and work in the same area.

**Figure 2.11: Distance travelled to work**



Source: ONS Census 2001, Standard Tables, Workplace population. Over a third (around 37%) of tourism and hospitality workers in Kent and Medway travel less than 2km to get to work (see Figure 2.11).

<sup>9</sup> Census 2001 data only allows for analysis of 'hotels and restaurants' in the broadest term and therefore should only be used as a guideline to the situation in the tourism and hospitality sector. Second Edition 2006

### 3. Sector Skills Issues

#### Regional Overview

Employment within the sector is forecast to increase across the South East. Combined with the relatively high natural turnover of staff in the sector, new employment opportunities will require a constant supply of skills. In addition, learning providers will need to respond to current skill shortages.

The NESS offers some insight into sector **skill shortages** (a lack of suitably skilled people in the labour market) and **skill gaps** (skill deficiencies in the existing workforce).<sup>10</sup>

The National Employer Skills Survey (NESS) suggests that 19% of tourism and hospitality employers in the South East have unfilled vacancies. One fifth (22%) also report skill gaps amongst their existing workforce. A lack of experience job is the cause of skills gaps most often highlighted by employers.

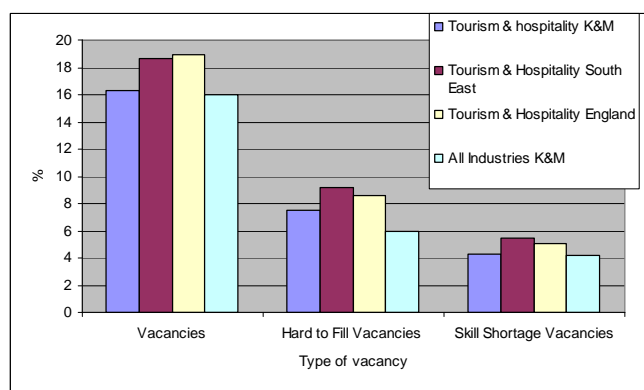
Intermediate skilled workers account for 65% of all employment in the sector, with a further 19% being high skilled.

Around 67% of employers report funding or arranging job related training for employees over the past 12 months. Both intermediate and high skilled workers are the most likely to have undertaken training.

#### Skill needs in Kent and Medway

Tourism and hospitality employers in Kent and Medway are slightly less likely to report unfilled vacancies (16%) than employers in the sector regionally and nationally (both 19%), although this is similar to the average for all industries (see Figure 3.1).

**Figure 3.1: Skill Shortages**



Source: NESS 2005. Note figures do not include the self-employed or businesses with only one employee.

Hard to fill vacancies are reported by around 8% of employers in the sector (around 4,600 employers), slightly above that for all industries (6%). **Around 4% of tourism and hospitality employers in Kent and Medway report skills shortage vacancies.**

As shown in Figure 3.2, **skills gaps are also less common** in the tourism and hospitality sector than in Kent and Medway (15%) than at both the regional and national level (22% and 19% respectively).

<sup>10</sup> The NESS does not include the self-employed or businesses with only one employee.  
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**Figure 3.2: Skill Gaps (% of employers)**

	Kent and Medway	South East	National
% Tourism and Hospitality	15	22	19
% People 1 <sup>st</sup> (Tourism Hospitality and Leisure)	-	22	19
% SkillsActive SSC (Sport)	-	21	18
% All Industries	17	18	16

Source: NESS 2005. Note figures do not include the self-employed or businesses with only one employee.

Tourism and hospitality employers in the South East are most likely to report an increase in the workload for other staff (71%) as a consequence of skill gaps. They are also more likely than employers across all industries to report that skills gaps also affect quality standards (40% compared with 34%).

**The most commonly cited cause of skills gaps in the tourism and hospitality workforce is that staff lack experience and/or have recently been recruited** (77% of tourism and hospitality employers with skills gaps).

**Figure 3.3: Skill gaps by occupation**

	Managers and senior officials	Sales/Customer services	Elementary occupations
% of workforce with skills gap in occupation	10	12	54
% of workforce in occupation	18	4	38

Source: NESS 2005. Note figures do not include the self-employed or businesses with only one employee.

Figure 3.3 shows the incidence of skill gaps in the three largest occupational groups in the tourism and hospitality sector compared with the proportion of the workforce found in each occupation. Over half (54%) of skills gaps identified by employers are related to elementary occupations. These are more common than might be expected from the proportion of the workforce employed in elementary occupations (38%).

Around 12% of skills gaps relate to sales and customer services occupations and a further 10% to managerial occupations.

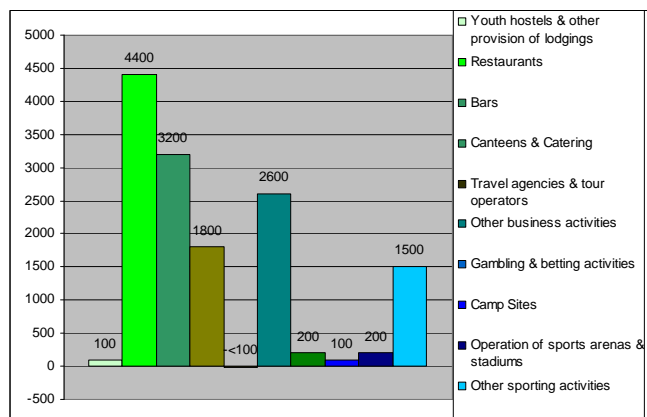
Skills in particular need of improvement include customer handling skills (cited by 56% of employers with skills gaps), oral communication skills (49%) and technical, practical or job specific skills (48%).

#### Employment Change

**Tourism and hospitality employment increased in Kent and Medway by 34% between 1999 and 2004**, an increase of around 14,300 jobs. The rate of employment growth is much higher than that for both the South East and England as a whole (13%).

Figure 3.4 shows that there were around 12,300 more jobs in the tourism, hospitality and leisure (*People 1<sup>st</sup>*) sub-sector in 2004 than in 1999. Within this sub-sector, the largest increase was in restaurants (4,400 jobs). Employment in the sport (*SkillsActive*) sub-sector increased by around 1,800 jobs over the same period.

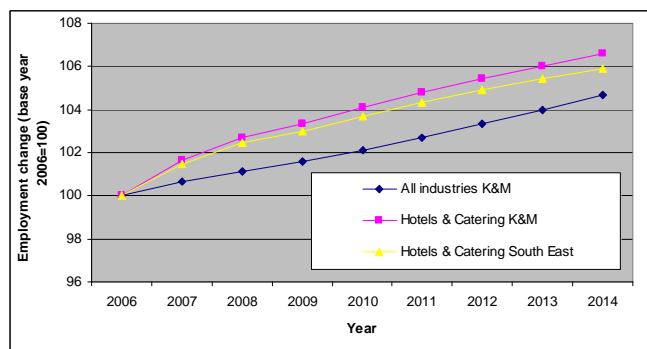
**Figure 3.4: Employment change 1999-2004 by sub-sector**



Source: ABI 1999 and 2004. Note: Figures do not include the self-employed.

However, these figures mask a decrease in employment in the sector since 2002 (8% or 4,600 jobs).

**Figure 3.5: Forecast employment 2006-2014**



Source: IER/Warwick, Working Futures 2.

Employment in the sector is forecast to be 7% higher in Kent and Medway by 2006. Figure 3.5 shows that employment in the sector both in Kent and Medway and across the South East will increase at a similar rate (6%).

**Figure 3.6: Forecast employment by occupation**

Occupation	% change in employment 2006-2014	Estimated Jobs in K&M
Managers and Senior Officials	-1	-1,100
Professional occupations	25	200
Associate Professional and Technical	15	1,200
Administrative and Secretarial	-7	-400
Skilled Trades Occupations	4	300
Personal Service Occupations	48	3,000
Sales and Customer Service Occupations	12	300
Machine and Transport Operatives	21	200
Elementary Occupations	7	1,800

Source: IER/Warwick University, Working Futures 2.

**Figure 3.6 shows an increase in employment for most occupational groups.** Employment in personal services Second Edition 2006

occupations is expected to grow by 48% (or 3,000 jobs), compared with 7% for elementary occupations (1,800 jobs). However, job losses are expected in managerial occupations (1,100 jobs) and administrative and secretarial roles (400 jobs).

**Skills and qualification issues**

The analysis of skills in this paper uses qualifications as a proxy measure for skill level. Whilst this is not ideal, qualifications are the best measure available. Three broad skill levels are used:

**Low skill** (NVQ 1 or less including those with no qualifications). Common skills requirements for these jobs at this level include basic literacy, numeracy and IT skills and a range of generic skills.

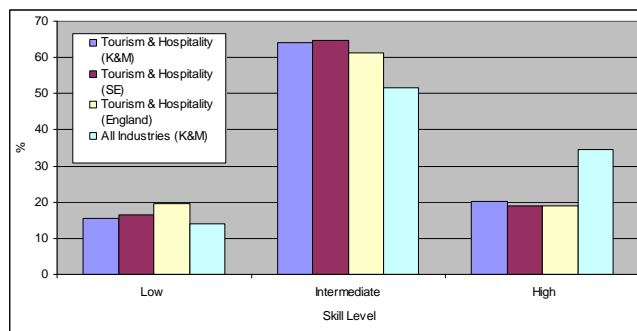
**Intermediate skill** (NVQ 2-3). Skill requirements in these occupations are often vocational or technical in nature. They may also require higher level generic skills including analytical and problem solving abilities.

**High skill** (NVQ 4+). These skills are important in managerial and professional and associate professional roles. They are sometimes technical in nature but usually require high level analytical, communication and people management skills.

Over two thirds of the workforce (64%) in Kent and Medway posses intermediate level skills. High level skills are less common than in all industries (20% compared with 35%) and around 16% of the workforce have low level skills.

One in ten (10%) of those working in the sector hold no formal qualification (7,000 people) compared with 8% across all industries. The proportion of workers with no qualifications gives an indication of the likely extent of basic skills needs in the sector.

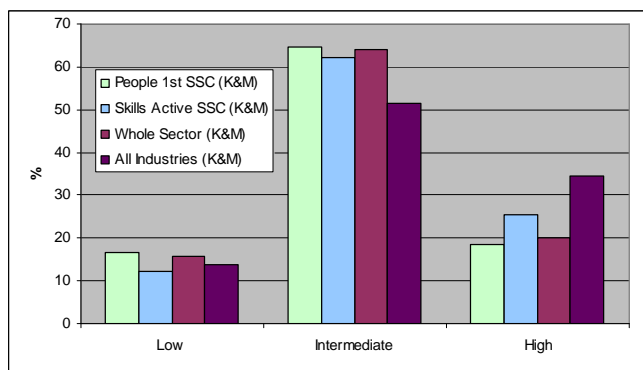
**Figure 3.7: Skill Levels – Broad Analysis**



Source: LFS Spring 2005. Inferred data. Note: Figures include the self-employed.

Figure 3.8 shows that the majority of the workforce within the tourism, hospitality and leisure (*People 1<sup>st</sup>*) and the sport (*SkillsActive*) sub-sectors have intermediate level skills (69% and 62% respectively).

**Figure 3.8: Skill Levels – Sub-sectors**



Source: LFS Spring 2005. Inferred data. Note: Figures include the self-employed.

**Learning Provision**

The predominance of intermediate level skills in the sector means that **Further Education (FE)** and **Work Based Learning (WBL)** courses are particularly important sources of newly qualified staff. However, not all those completing relevant courses will join the sector and new entrants to the tourism and hospitality sector can come from a range of backgrounds.

In 2004-05, around **4,645 learners** were undertaking **FE courses** in areas related to the tourism and hospitality sector in Kent and Medway (see Figure 3.9).

**Figure 3.9: FE Provision 2004/05**

Area of Learning	No of Learners	Level 1 and entry level	Level 2	Level 3	Level 4+	Other
Hospitality and Catering	2,222	21%	40%	38%	0%	1%
Leisure, travel and tourism	98	46%	22%	22%	0%	9%
Sports, leisure and recreation	1,956	37%	32%	31%	0%	0%
Travel and Tourism	369	11%	53%	35%	1%	0%
<b>Total tourism and hospitality</b>	<b>4,645</b>	<b>27%</b>	<b>37%</b>	<b>35%</b>	<b>0%</b>	<b>1%</b>
All Industries	-	39%	27%	17%	2%	15%

Source: LSC – Kent and Medway ILR.

The majority of learners studying subjects related to the tourism and hospitality sector were undertaking courses at Levels 2 and 3 (72% of learners), with a further 27% at Level 1 or entry level.

**Over half (55%) of learners following tourism and hospitality related qualifications were male**, compared with 43% of all FE learners. This is in contrast to the number of male workers in the sector (41%).

Figure 3.10 shows that around 564 learners were enrolled on tourism and hospitality related **WBL** qualifications in 2004/05<sup>11</sup> (9% of all learners). Of these learners, 65% were

<sup>11</sup> Figures are for January 2005 (Period 6 of the academic year) and provide a 'snapshot' of those in learning to take account of the fact that WBL does not follow term times. The number of learners has then been identified based on the highest qualification level of the learner. Where a learner's highest level of Second Edition 2006

studying at Level 2. The highest WBL qualification relating to tourism and hospitality was at Level 3.

**Figure 3.10: WBL Provision 2004/05**

Area of Learning	No Learners	Level 1 and entry level	Level 2	Level 3	Level 4+	Other
Hospitality, sports, leisure and travel	564	5%	65%	31%	0%	0%
All Industries	-	4%	58%	24%	1%	14%

Source: LSC – Kent and Medway ILR. Note: Figures are a snapshot of learners as of January 2005 to take account of the fact that WBL provision is not governed by term dates.

As with FE, over half (52%) of WBL learners were male.

Another route for workforce development within Kent and Medway is the *Profit from Learning (PfL)* initiative. This government backed training initiative allows employers to access funded training as well as claim compensation for the time staff spend on the training<sup>12</sup>. Profit from Learning statistics for Kent and Medway reveal that 195 tourism and hospitality businesses participated in the PfL initiative, the majority of which were micro and small businesses (133).

Overall around 658 employees undertook training as part of the programme. Around three quarters (76%) of learners undertook NVQ Level 2 qualifications and a further 14% undertook other training.

As is the case across FE and WBL provision, over half of learners following Profit from Learning courses were male (54%). *The dominance of male's learners across FE, WBL and PfL tourism and hospitality related provision may be due to the relatively high number of female part-time workers in the sector. Part-time employees tend to be less likely to undertake training.*

Figure 3.11 shows that around 8,720 learners were undertaking tourism and hospitality related courses with **Adult and Community Learning (ACL)** providers in Kent and Medway during 2004/05. As with ACL learning more generally, the majority of learners were following entry or Level 1 courses (98%).

**Figure 3.11: ACL Provision 2004/05**

Area of Learning	No of Learners	Level 1 and entry level	Level 2	Level 3	Level 4+	Other
Hospitality, sports, leisure and travel	8720	98%	2%	0%	0%	0%
All Industries	-	83%	13%	3%	<1%	<1%

Source: LSC – Kent and Medway ILR.

The majority of learners undertaking tourism and hospitality related courses were female (83%).

learning is in a hospitality and tourism related area, the learner has been included.

<sup>12</sup> The Profit from Learning initiative was launched in Kent and Medway in September 2003 as a pilot scheme. The programme was available to companies in the area up until 31<sup>st</sup> March 2006. Train 2 Gain has now replaced Profit from Learning.

An important priority in current government policy is developing a **'vocational ladder'** into employment for young people from the age of 14, from vocational GCSEs and Young Apprenticeships through Foundation and Advanced Apprenticeships to Foundation Degrees.<sup>13</sup>

Foundation Degrees are vocational Higher Education qualifications at Level 3-4. They aim to integrate academic and work based learning through close collaboration between employers, universities and FE colleges. Since 2003, the government has been working to expand the number and range of Foundation Degrees available. Some examples of Foundation Degrees on offer at Further Education and Higher Education institutions in Kent and Medway with relevance to the tourism and hospitality sector include:

- land and leisure management
- tourism management

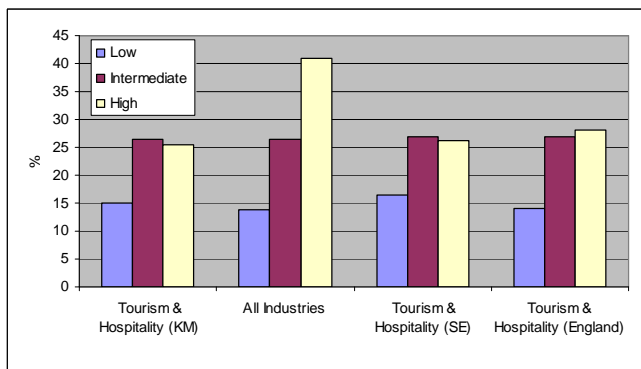
These Foundation Degrees can be studied as either full or part-time courses<sup>14</sup>.

**Current Training Levels**

A quarter (25%) of tourism and hospitality employers in Kent and Medway funded or arranged job-related training in the last three months for at least some of their staff, compared with 29% across all industries.

Within tourism and hospitality, intermediate level skilled workers are most likely to receive job-related training (27%). This is in line with the sector regionally and nationally as well as for all industries in Kent and Medway. Higher skilled workers are also more likely to have undertaken training than their lower skilled counterparts.

**Figure 3.12: Job-related training in previous 13 weeks**



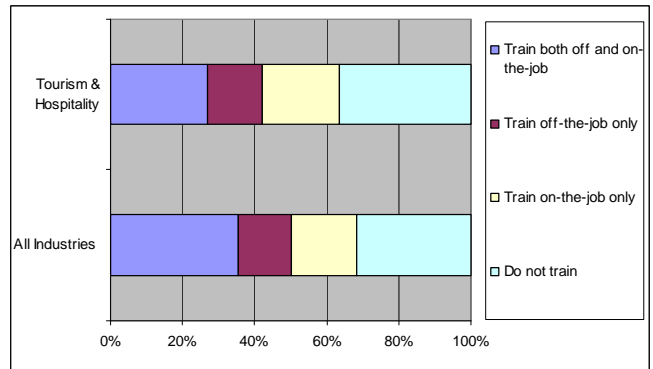
Source: LFS Spring 2005. Inferred data. Note: Figures include the self-employed.

Just under two thirds (64%) of tourism and hospitality employers in Kent and Medway have funded or arranged training for their employees during the last 12 months. The corresponding figure for the sector across England as a whole is 76%.

As shown in Figure 3.13, tourism and hospitality employers in Kent and Medway are less likely to provide both on- and off-the-job (27%), compared with 36% for all industries.

More than **one third (36%) of employers in the sector do not train their staff**. This is in line with figures for the sector regionally and nationally.

**Figure 3.13: Type of training funded or arranged**



Source: NESS 2005. Note figures do not include the self-employed or businesses with only one employee.

Two fifths (38%) of tourism and hospitality establishments in Kent and Medway have a training plan, which specifies in advance the level and type of training employees will need in the coming year. One fifth (18%) have a training budget, significantly lower than the average for industries (30%).

<sup>13</sup> Department for Education and Skills website – www.dfes.gov.uk

<sup>14</sup> UCAS website – www.ucas.ac.uk  
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## 4. Sector Prioritisation

In recent years the LSC has introduced a wide range of initiatives to improve the responsiveness of vocational learning provision to the needs of employers from all sectors. Nevertheless, the LSC has also sought to identify key industries and occupations where the allocation of additional resources and the development of a more bespoke 'employer offer' could make most impact.

In 2005, the LSC, in conjunction with SEEDA, undertook an exercise to formalise and update its process for identifying priority sectors in South East England. **The sector prioritisation balanced scorecard should not be used in isolation from other evidence and from taking a broad view of the data.**

The tourism and hospitality sector<sup>15</sup> has been identified as a priority sector for both the South East and Kent and Medway. The sector's prioritisation is due to its relative size, forecast employment growth and unmet skills needs, with above average scores in all three indicators – see Methodology box overleaf.

The sum of the scores across each indicator gives the sector an overall score of 9 for the tourism and hospitality sector in the South East (see Figure 4.1).

**Figure 4.1: Sector Scorecard – Sector SE**

Indicator	Measure	Hotels and Restaurants (South East)	13 Industry Average
Economic Scale	Output (GVA) Share	3%	7.7%
	Employment share	7%	7.7%
	Relative empl. concentration (SE-UK)	1	1
Growth Potential	Productivity (GVA per employee)	£17,586	£37,932
	Forecast empl. growth 2004-2014	11%	7%
	% of employees with sub-level 2 qualifications	31%	20%
Skill needs	% employees with level 2 or 3 qualifications	58%	48%
	Hard to Fill vacancies as % total employment	1.30%	1.30%
	<b>Score</b>	<b>9</b>	<b>6.4</b>

Source: South East Sector Prioritisation Framework 2006  
 Note on scoring: Unshaded=0; Light green=1; Darker green=3

All three of the skills needs measures are highlighted as contributing to this score, suggesting that the sector has unmet skills needs and is heavily reliant on intermediate level skills where LSC funded provision could make a significant impact. Low level skills in the sector are also higher than the average (31% compared with 20%).

Levels of productivity in the sector is less than half the all industries figure (£17,586 compared with £37,932). However, the sector is forecast to grow at an above average rate (11% compared with 7%).

The overall score for tourism and hospitality is the 3<sup>rd</sup> highest of 13 broad sectors in the South East. The score for the tourism and hospitality sector in Kent and Medway is in line with the region as a whole, but with a rank of 4<sup>th</sup> within the sub-region (see Figure 4.2).

**Figure 4.2: Sector Scorecard –Sector K&M**

Indicator	Measure	Hotels and Restaurants (Kent and Medway)	13 Industry Average
Economic Scale	Output (GVA) Share	4%	7.70%
	Employment share	7%	7.70%
	Relative empl. concentration (SE-UK)	1.09	1
Growth Potential	Productivity (GVA per employee)	£15,928	£32,523
	Forecast empl. growth 2004-2014	12%	6%
Skill needs	% of employees with sub-level 2 qualifications	31%	20%
	% employees with level 2 or 3 qualifications	58%	48%
	Hard to Fill vacancies as % total employment	1.30%	1.30%
<b>Score</b>		<b>9</b>	<b>6.5</b>

Source: South East Sector Prioritisation Framework 2006  
 Notes: On scoring, Unshaded=0; Light green=1; Darker green=3. \*Skill needs figures are regional due to small local sample size

The prioritisation project also created a regional skills needs indicator for individual Sector Skills Councils, although the specific measures were slightly different.

Figure 4.3 shows that only tourism, hospitality and leisure (*People 1<sup>st</sup>*) scores on this indicator, suggesting that it is of direct relevance to LSC policy and programmes. The numbers of employees with qualifications at Levels 2 and 3 is higher than average.

<sup>15</sup> The broad sector analysis of hotels and restaurants is used for these charts as it has the closest resemblance to the tourism and hospitality sector. Second Edition 2006

**Figure 4.3 Skills needs indicator for SSCs**

Indicator	Measure	People 1 <sup>st</sup>
Skill needs	% of employees with sub-level 2 qualifications	28%
	% employees with level 3 qualifications*	30%
	% Businesses with Hard to Fill vacancies*	6.10%
<b>Score</b>		<b>2</b>

Source: South East Sector Prioritisation Framework 2006

Notes: On scoring, Unshaded=0; Light green=1; Darker green=3. \*indicates slightly different measure from main scorecards.

### Methodology

The revised **South East Sector Prioritisation Framework** scores broad industrial sectors and occupations on a range of economic indicators that measure relative importance to the LSC and partners in terms of three dimensions:

1. **Economic scale:** The indicators prioritise larger sectors which are more likely to require significant resource allocations
2. **Growth potential:** The indicators highlight growing sectors as more likely to support future regional competitiveness
3. **Skills and learning needs:** The indicators identify sectors with unmet skills needs and/or intermediate level skills needs where LSC provision can make most difference

For each dimension there are several measures, each given equal weight. Each indicator has been given a score as follows:

- |   |  |
|---|--|
| 0 | significantly below the average,                 |
| 1 | at or above the average,                         |
| 3 | significantly above average (1.5 times the mean) |

*For more details on the South East Sector Prioritisation Framework, please see the Overview paper.*

## 5. The LSC Offer

### The core offer

The LSC will continue to provide a wide range of learning opportunities for young people (aged 14-19) wishing to enter the tourism and hospitality sector. This will give employers access to Level 2 and Skills for Life training for staff who do not hold qualifications at Level 2 or above (equivalent to 4 GCSEs A\*- C). This training is fully funded for eligible individuals. Six of the seven FE colleges offer a range of provision relevant to the sector. LSC funded Apprenticeships will also continue to be available through colleges and private training providers.

Following a series of Employer Training Pilots (e.g. Profit from Learning) the LSC is also introducing a National Employer Training Programme (Train 2 Gain). This will give employers across all sectors access to free training up to Level 2 (and Level 3 in priority sectors) for staff who do not hold an equivalent level qualification. The government has also pledged to match the offer for those who want to study full-time at college in order to gain equivalent qualifications.<sup>16</sup>

The LSC is also developing a national quality kitemark to recognise colleges that are responsive to local employer needs, building on standards such as Action for Business Colleges (A4BC) in the South East. Three colleges in Kent and Medway are accredited A4BC colleges (Canterbury, West Kent and Mid-Kent College).<sup>17</sup>

The LSC will ensure that the quantity and quality of physical resources, such as training kitchens, sports facilities etc meets current and future needs.

The LSC will also ensure that adequate funding is available to support programmes leading to the achievement of nationally recognised qualifications for the tourism, hospitality, leisure and sport sectors by young people and adults.

### Beyond the core

Specialist expertise and capacity in tourism and hospitality skills provision will continue to be developed through Centres of Vocational Excellence (CoVEs). Two colleges in Kent and Medway are recognised CoVEs for the sector (Canterbury and Thanet Colleges). Both colleges deliver tourism and hospitality related Foundation Degrees in conjunction with Canterbury Christ Church University College.

### Sector Skills Agreements

Ensuring that employers have access to provision that meets their needs is one of the key priorities of the LSC. Therefore the LSC has a significant role to play in the development and delivery of Sector Skills Agreements which establish the demand for skills and how these skills will be supplied.

The development of a Sector Skills Agreement is a five stage process involving;

1. Assessment of current and future skills needs
2. Assessment of current provision
3. Analysis of gaps and weaknesses

4. Assessment of the scope for collaborative action
5. Development of an action plan

To inform their Sector Skills Agreement, *People 1<sup>st</sup>*, the Sector Skills Council (SSC) for tourism, hospitality and leisure, has undertaken desk research and a quantitative survey of employers. Their research identified the factors driving the sector, including globalisation, technology change, changing consumer taste and an aging population, and barriers to entry for new businesses.

Labour turnover is a significant challenge for the sector. The sector is also experiencing skill shortages especially for managers and chefs, and with regard to the demand for higher levels of customer service<sup>18</sup>.

*SkillsActive* the SSC for sport is also currently at the draft stage of their SSA. The SSC believes that the key drivers of competitiveness to the sector are:

- Consumer trends – fears of obesity and disease
- Ageing population – more leisure time
- Globalisation and technology – relationships with consumers
- Innovation rates – vary across sub-sectors<sup>19</sup>

The sector also faces a number of issues that threaten to affect the growth of the sector for example, a downturn in the economy and a drop in consumer spending, safety fears and planning and development constraints<sup>20</sup>. *SkillsActive* have also identified six key priorities for action that are listed in Figure 5.1.

**Figure 5.1: SkillsActive – Priorities for action**

- Improve recruitment
- Improve retention
- Professionalize and upskill existing workforce
- Match supply to demand
- Re-direct funding
- Increase sector investment in our people

Source: SkillsActive Shaping Skills for the Future – SSA Showcase for English Presentation Board, December 2005.

<sup>16</sup> DFES 2005. 'Skills: Getting on in Business, Getting on at Work' White Paper available at [www.dfes.gov.uk/publications](http://www.dfes.gov.uk/publications)

<sup>17</sup> LSC 2006 'Regional Statement of Priorities: South East Region.'

[www.lsc.gov.uk](http://www.lsc.gov.uk)

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<sup>18</sup> People 1<sup>st</sup>, Outcomes of Stage 1 – a presentation to the SSA English Project Board.

<sup>19</sup> Skills Needs Assessment for England, SkillsActive 2005.

<sup>20</sup> SkillsActive Shaping Skills for the Future – SSA Showcase for English Presentation Board, December 2005.



## Appendix I. Sector Description

### Tourism and Hospitality Sector: SIC2003 Definition

#### People 1<sup>st</sup> SSC

- 5510 **Hotels**  
Includes provision of short stay lodgings in hotels, motels and inns, with and without licensed/unlicensed restaurants.
- 5521 **Youth hostels and mountain refuges**
- 5523 **Other provision of lodgings not elsewhere classified**  
Includes provision of short stay lodgings in holiday chalets, cottages and flats in holiday centres and villages and also those not based at holiday centres or villages.
- 5530 **Restaurants**  
Includes licensed and unlicensed restaurants and cafes, takeaway food shops and mobile takeaway food stands.
- 5540 **Bars**  
Includes licensed clubs, independent, tenanted, managed and public houses and bars.
- 5551 **Canteens**  
Includes the activities of sport, factories and office canteens, school canteens and kitchens, university dining halls and messes and canteens for members of the armed forces.
- 5552 **Catering**  
Includes the supply of prepared meals to airlines, meals on wheels, banquets, corporate hospitality and to weddings and parties.
- 6330 **Activities of travel agencies and tour operators; tourist assistance activities not elsewhere classified**  
Includes the activities of travel agencies and organisers, tour guides and other tourist assistance activities not elsewhere classified.
- 7487 **Other business activities not elsewhere classified**  
Includes credit reporting and collection agency activities, specialty design activities, and the activities of fairs, exhibition and conference organisers.
- 9233 **Fair and amusement park activities**  
Includes the operation of theme parks and preserved railways.
- 9271 **Gambling and betting activities**  
Includes the sale of lottery tickets and the operation of coin operated gambling machines.

#### SkillsActive SSC

- 5522 **Camping sites, including caravan sites**
- 9261 **Operation of sports arenas and stadiums**  
Includes the operation of football stadiums, swimming pools, golf courses, boxing arenas, bowling lanes, winter sports arenas and stadiums and private and local authority owned leisure centres.
- 9262 **Other sporting activities**  
Includes the activities of racehorse owners and the organisation of professional and amateur sporting events.
- 9304 **Physical well-being activities**  
Includes Turkish baths, sauna and steam baths, solariums, spas, reducing and slendering salons, massage salons, fitness centres, etc.



## Appendix II: Tourism and Hospitality Specialist Occupations

### 9223 KITCHEN AND CATERING ASSISTANTS

Workers in this unit group assist in the preparation and service of food and beverages in restaurants, cafés and other eating establishments, and perform various cleaning, fetching and carrying tasks.

There are no formal academic entry requirements. Training is typically received on-the-job. NVQs/ SVQs in Food and Drink Service are available at Levels 1 and 2, and in Kitchen Porterage at Level 1.

#### TASKS

- cleans or prepares food for cooks by hand or machine;
- carries meat, vegetables and other foodstuffs from delivery van to storeroom and from storeroom to kitchen;
- cleans and tidies service area, kitchen surfaces, crockery, cutlery, glassware, kitchen utensils and disposes of rubbish;
- prepares and serves beverages and light refreshments, accepts payment and gives change;
- keeps service area well stocked.

### 9225 BAR STAFF

Bar staff prepare, mix and serve alcoholic and non-alcoholic drinks and beverages at bars in public houses, hotels, clubs and other establishments.

There are no formal academic entry requirements. Training is typically received on-the-job. NVQs/SVQs in Food and Drink Service are available at Levels 1 and 2.

#### TASKS

- assists in keeping bar properly stocked;
- washes used glassware and cleans bar area;
- takes customer orders and mixes and serves drinks;
- receives payment for drinks.

### 9224 WAITERS, WAITRESSES

Waiters and waitresses serve food and beverages in hotels, clubs, restaurants and other establishments.

There are no formal academic entry requirements, though some employers may require GCSEs/S grades. Training is typically provided on-the-job. NVQs/SVQs in Food and Drink Service are available at Levels 1 and 2.

#### TASKS

- sets tables with clean linen, cutlery, crockery and glassware;
- presents menus and wine lists to patrons and may describe dishes and advise on selection of food or wines;
- takes down orders for food and/or drinks and passes order to kitchen;
- serves food and drinks;
- presents bill and accepts payment at end of the meal.

### 1223 RESTAURANT AND CATERING MANAGERS

Plan, direct and co-ordinate the catering services of restaurants, hotels and other organisations.

Entry is possible with a variety of academic qualifications and/or relevant experience. Larger restaurants and catering chains offer managerial trainee schemes. Candidates for these usually require a BTEC/SQA award, a degree or equivalent qualification, or a professional qualification. Off and on-the-job training is provided. NVQs/SVQs in Restaurant Management are available at Level 4.

#### TASKS

- plans catering services and directs jnr staff;
- decides on range and quality of meals and Beverages/discusses customer's requirements for special occasions;
- purchases or directs the purchasing of supplies and arranges for preparation of accounts;
- verifies that quality of food, beverages and waiting service area as required and that kitchen and dining areas are kept clean in compliance with statutory requirements;
- plans and arranges food preparation and organises the provision of waiting or counter staff;
- checks that supplies are properly used and accounted for to prevent wastage and loss and to keep within budget limit.

### 3442 SPORTS COACHES, INSTRUCTORS AND OFFICIALS

Sports coaches, instructors and officials work with amateur and professional sportsmen and women to enhance performance, encourage greater participation in sport, and organise and officiate sporting events according to established rules. There are no formal academic requirements although individuals must have experience in their sport and the relevant coaching and refereeing qualifications. Applicants to coaching courses are normally 18+ and hold a first aid certificate. Some courses encompass coaching awards within broader programmes of study e.g. BTEC/SQA awards. NVQs/SVQs are available in the context of certain sports.

#### TASKS

- coaches teams/individuals, demonstrating techniques, directing training and exercise
- controls team selection and discipline, recruits ancillary staff
- monitors and analyses technique and performance, and determines how to improve
- deals with administrative aspects e.g. arranging matches, contests/appearances
- provides information and develops facilities to encourage greater participation in sport, and enhance the standards of participants;
- starts race, competition/match and controls its progress according to established rules.

### 6212 TRAVEL AGENTS

Travel agents advise travellers upon travel arrangements, make bookings and receive payment for travel arrangements made.

There are no formal academic entry requirements, although many employers require entrants to possess GCSEs/S grades. Training is typically received on the-job. NVQs/SVQs in Travel Services are available at Levels 2 and 3.

#### TASKS

- discusses client requirements and shows brochures containing suitable packages;
- establishes availability with tour operators and makes bookings;
- consults travel time tables, books travel tickets and accommodation;
- handles cash, debit and credit card payment;
- advises on issues of currency, passports, visa requirements, insurance, car hire and health precautions required.

**3443 FITNESS INSTRUCTORS**

Fitness instructors deliver training in aerobics, keep fit, weight training and other forms of exercise at private health and fitness centres or local authority run sports and leisure centres.

There are no formal academic requirements. Entrants however must possess coaching qualifications recognised by the appropriate governing body. Applicants to coaching courses must normally be over 18 years old and hold a first aid certificate.

**TASKS**

- assesses the fitness levels of clients;
- devises programmes of training appropriate to the needs of clients with varying levels of strength, fitness and ability;
- ensures that clients do not injure themselves through over exertion or using incorrect training techniques;
- plans and monitors personal fitness schedules;
- understands the health and safety aspects of different forms of exercise and ensures that any statutory requirements are met.

**1224 PUBLICANS AND MANAGERS OF LICENSED PREMISES**

Publicans and managers of licensed premises organise, direct and co-ordinate the activities and resources of non-residential and residential public houses and the bar and catering facilities at non-residential clubs.

No formal academic qualifications are required. Relevant experience is advantageous and candidates must be over 18 years of age. Larger chains offer accelerated promotion for holders of degrees or equivalent qualifications. Off- and on-the-job training is provided. NVQs/SVQs in On-Licensed Premises Management are available at Level 4.

**TASKS**

- maintains financial records for the establishment;
- arranges purchase of alcoholic and other beverages, bar snacks, cigarettes and other items and ensures that stocks are stored in proper conditions;
- supervises bar, kitchen and cleaning staff and, if necessary, assists with the serving of drinks;
- observes licensing laws and other statutory regulations and regulates behaviour of customers as necessary.

**6211 SPORTS AND LEISURE ASSISTANTS**

Sports and leisure assistants offer odds and accept bets on the result of sporting and other events, control gambling activities, provide and maintain facilities for sporting and recreational activities and supervises its use, and maintain the continuity of entertainment and social events. There are no formal academic entry requirements, although some employers may require GCSEs/S grades. A variety of vocational qualifications are available in Sports and Recreation and Leisure and Tourism.

**TASKS**

- assesses likely outcome of event, establishes odds, accepts and records bets, issues receipts and pays out on winning bets;
- controls the progress of gambling activities according to established rules;
- maintains sports and leisure equipment and prepares equipment for use;
- supervises the use of swimming pools, gymnasium apparatus, fitness machines and other recreational equipment;
- maintains hygienic operation of swimming pools and associated facilities; carries clubs for golfers, advises on the layout and distance of golf courses etc
- announces acts, makes introductions, proposes toasts and maintains the continuity of entertainment events and social functions.

**1221 HOTEL AND ACCOMMODATION MANAGERS**

Job holders in this unit group plan, organise, direct and co-ordinate the activities and resources of hotels, hostels, lodging homes, holiday camps, holiday flats and chalets and organise the domestic, catering, and entertainment facilities on passenger ships.

Entry is possible with a variety of academic qualifications and/or relevant experience. Larger hotel chains offer managerial trainee schemes. Candidates for these usually require a BTEC/SQA award, a degree or equivalent qualification, or a professional qualification. Off- and on-the-job training is provided. NVQs/SVQs in Accommodation Management are available at Level 4.

**TASKS**

- analyses demand and decides on type, standard and cost of services to be offered;
- ensures physical comfort of residents or passengers and makes special arrangements for children, the elderly and the infirm if required;
- approves and arranges shipboard entertainment and shore trips and liaises with ship's agent to ensure that ship is adequately provisioned;
- arranges for payment of bills, keeps accounts and adheres to licensing and other statutory regulations.

## Appendix III: Glossary

### Glossary of Abbreviations

<b>ABI</b>	Annual Business Inquiry
<b>CITB</b>	Construction Industry Trading Board
<b>CoVE</b>	Centres of Vocational Excellence
<b>DfES</b>	Department for Education and Skills
<b>E2E</b>	Entry to Employment
<b>EDIMS</b>	Equality and Diversity Impact Measures England
<b>ESOL</b>	English for Speakers of Other Languages
<b>ETP</b>	Employer Training Pilot
<b>FE</b>	Further Education
<b>GCSE</b>	General Certificate of Secondary Education
<b>GNVQ</b>	General National Vocational Qualifications
<b>GVA</b>	Gross Value Added
<b>HE</b>	Higher Education
<b>HEFCE</b>	Higher Education Funding Council for England
<b>HNC</b>	Higher National Certificate
<b>HND</b>	Higher National Diploma
<b>ICT</b>	Information and Communications Technology
<b>ILR</b>	Individual Learner Records
<b>JSA</b>	Jobseekers Allowance
<b>KCC</b>	Kent County Council
<b>KS3</b>	Key Stage 3
<b>LAD</b>	Local Authority District
<b>LFS</b>	Labour Force Survey
<b>LSC</b>	Learning and Skills Council
<b>LSCKM</b>	Learning and Skills Council Kent and Medway
<b>NEET</b>	Not in Education, Employment or Training
<b>NESS</b>	National Employer Skills Survey
<b>NETP</b>	National Employer Training Pilot
<b>NUTS</b>	Nomenclature of Territorial Units
<b>NVQ</b>	National Vocational Qualification
<b>ODPM</b>	Office of the Deputy Prime Minister
<b>ONS</b>	Office for National Statistics
<b>PfL</b>	Profit from Learning
<b>PLASC</b>	Pupil Level Annual Schools Census
<b>SEEDA</b>	South East England Development Agency
<b>SfL</b>	Skills for Life
<b>SFR</b>	Statistical First Release
<b>SSA</b>	Sector Skills Agreement
<b>SSC</b>	Sector Skills Council
<b>SSDA</b>	Sector Skills Development Agency
<b>StAR</b>	Strategic Area Review Technology
<b>UA</b>	Unitary Authority
<b>WBL</b>	Work Based Learning

## Glossary of Terms

### Annual Business Inquiry Action for Business Colleges

Annual Survey of businesses undertaken by ONS. Flagship programme supported by the South East region's six LSC's and SEEDA, as part of the Workforce Skills Programme.

### Basic Skills CoVE

Numeracy, Literacy and ESOL.  
Centres of Vocational Excellence - – Colleges with specialist provision and facilities aimed at meeting needs of employers primarily to tackle level 3 skills in technical, craft and supervisory roles.

### IER/Warwick University (WF II)

Institute of Employment Research at the University of Warwick employment forecast model (based primarily on LFS and ABI)

### Labour Force Survey

Quarterly survey of labour workforce

#### Level 1

4 - 5 GCSE passes grades D – G or NVQ 1

#### Level 2

5 GCSE grades A\*- C, O-Level or NVQ 2

#### Level 3

A Level or NVQ 3 equivalent

#### Level 4

Higher Education: first and sub-degree

HNC, HND, NVQ4

#### Level 5

Postgraduate degree or NVQ 5

### Literacy

Ability to read and write

### National Employer Skills Survey

NESS is an annual Survey of Employers that allows comparative data analysis at local, regional and national levels with respect to training activity, vacancies, hard to fill vacancies and skills gaps. The survey is funded by the LSC in partnership with the SSDA and DfES, and includes a sample of around 75, 000 employers nationally with local sample boosts.

Ability to understand and use numbers.

### Numeracy

### Sector Skills Agreement

An agreement between employers (represented by a Sector Skills Council) and key funding partners (LSC) to meet existing and future training needs. Agreements will enable the government, employers, employee representatives and organisations who plan, fund and support education and training to tackle the provision of skills around a common set of objectives.

### Sector Skills Councils

Currently 25 councils representing approximately 85% of the economy.

### Skills Gaps

Exist where those in work in an organisation do not have the necessary skills to perform their jobs to a satisfactory standard.

### Skills Shortages

Exist where there is insufficient supply of skilled labour among the working population.

### Train to Gain

Replaced the Employer Training Pilot (marketed in Kent and Medway as Profit form learning).



## Useful Publications

‘Kent Economic Report’, Kent County Council

‘Kent Prospects’, Kent County Council

‘Learning and Skills Assessment’, Learning and Skills Council for Kent and Medway

## Useful Links

Learning and Skills Council: [www.lsc.gov.uk](http://www.lsc.gov.uk)

Learning and Skills Council for Kent and Medway:  
[www.lsc.gov.uk/kentandmedway](http://www.lsc.gov.uk/kentandmedway)

Department for Education and Skills: [www.dfes.gov.uk](http://www.dfes.gov.uk)

South East England Development Agency: [www.seeda.co.uk](http://www.seeda.co.uk)

Sector Skills Development Agency: [www.ssda.org.uk](http://www.ssda.org.uk)

## Contact Information

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