WEST OF ENGLAND
Combined Authority

Skills West
Connecting for success

Visitor Economy

West of England Local Sector Skills Statement 2018

Working together to develop the current and future skills of the sector.

Local Sector Skills Statements provide up-to-date market intelligence from industry sectors; celebrating the notable achievements and expertise of businesses and education in the region compared to regional and national policy and research. They provide insights into: the skills challenges faced by businesses in 2017, possible solutions, and potential partnerships for stakeholders to collaborate in the region. The reports inform key priorities for: investment in training, education, careers advice and professional development in the West of England.

BusinessWest

Produced and written by Business West

Business West is working in partnership with the West of England Combined Authority, West of England LEP and the region's universities and colleges through the Western Training Provider Network. The intelligence gathered feeds into the West of England skills strategy.

Visitor Economy

Local Sector Skills Statement 2018

The UK is forecast to have a tourism industry worth over £257 billion by 2025. [1] The hospitality sector employs almost 3 million people in the UK accounting for 10% of total employment. It produces £130 billion in economic activity and is forecast to grow by 4.3%, creating 19,000 jobs by 2020. [2]

As of 2017, there were 61,055 jobs within the sector in the West of England and a 10.9% increase is anticipated by 2024. [3]

The visitor economy sector is broad. It incorporates all the elements that make for a successful visitor destination for business and pleasure: the things that attract visitors, the infrastructure that helps to make it accessible, or services that cater for the needs of visitors (and residents) that create economic and social activity. This breadth and depth means career opportunities with rapid progression routes are vast for those with a passion for service delivery.

Furthermore, leisure time is becoming increasingly valuable and ensuring visitors are well catered for is a big responsibility.

The West of England region is home to many major employers: Bristol Airport, First Group, GWR, along with the vast array of companies within the hospitality and visitor industry, including many major brand hotels, museums, leisure venues and sites of significant cultural value. Equally the industry has a large proportion of independent micro businesses and owner/operators, many of whom help define and enhance the uniqueness of the region.

% of Total Jobs in Industry Group (2017)

Source: [3] Emsi - economic modelling 2018

> "Given the importance of the Visitor Economy to the West of England, we must invest in the promotion and marketing of the sector in terms of: increased technology, better infrastructure, education and longer term skills support, in order to provide a world class sector that can be an exemplar of good practice both nationally and internationally. We are keen to work together with partners across the region, including Destination Bristol and WECA to ensure that our current funding challenges are easily overcome by a universal spirit of partnership working across the region. "
>
> Leslie Redwood, Visit Bath

The hotel and conference presence in the region, as well as the excellent transport connections, are considered attractive to businesses. It is predicted that those visiting on business will look more at extended stays and incorporate leisure activities. There has been exceptional growth in hotels and restaurants and the region expects to see a number of new hotels between now and 2020. Whilst this shows the region is still attractive, it doesn't necessarily result in job creation and with continued efforts to attract trade and investment opportunities, customer expectations on service will only increase.

Technology has a part to play within the visitor economy. The internet has changed the way in which most businesses operate, enabling many to have an online presence which offers a new route to market and ways of attracting visitors, but this also brings new challenges.[4] Businesses will need to assess whether they have adequate technical skills to manage cyber security and comply with data protection laws. Equally, social media is fast becoming a preferred tool to promote, recommend and communicate and, as such, businesses will need to ensure they are responsive.

The sector continues to experience skills shortages, particularly for chefs and management. It is anticipated that an additional 100,000 skilled workers (nationally) will be required if the sector is to achieve predicted growth and this doesn't include the shortfall as a result of leaving the EU.[4] Across hospitality and tourism in the UK, 24% of the workforce is made up of non-British nationals, with the majority of these coming from outside of the EU.[6] Furthermore, recent analysis from Centre for Cities suggests that the West of England will be one of the worst hit city regions regardless of a hard or soft Brexit.[5]

To this end, employers and education providers must work together to develop world class skills and training opportunities that will help to position the sector correctly and demonstrate that it can be a prestigious and rewarding career path.

Key Facts

A summary of key facts both locally and nationally in this sector

The West of England Combined Authority has secured £5 million from government to trial a superfast 5G network at tourist destinations in Bristol and Bath.

The sector represents approx. 10% of UK employment, 6% of businesses and 5% of GDP. [2]

50.9% of businesses reported vacancies were hard to fill in the last 12 months, of those 35.7% were semi/unskilled roles. [7]

The Springboard Charity, in partnership with INSPIRE accredited businesses, delivered 7,971 work experiences and taster sessions across the UK offering opportunities to gain basic social skills and connect with the industry. Their Ambassadors also attended careers events across Bath, Bristol and Somerset, reaching 5,300 people.

54% of businesses have never used apprenticeships to recruit new staff or upskill their existing workforce. [7]

The main reason for not using apprentices is a lack of time to dedicate and support. [7]

Apprenticeships
GET IN. GO FAR

61.3% of businesses are already offering or would like to offer work experience. [7]

In 2018, the Association of Licensed Multiple Retailers (ALMR) and British Hospitality Association (BHA) merged to create UK Hospitality – a united voice representing the hospitality industry (700 companies, 65,000 venues and 2 million workers).

Employers in the visitor economy sector state that the top 5 most important skills to their business are: **communication** (97.2%), **team working** (90.3%), **customer service** (90.3%), **problem solving** (73.9%) and **basic computer literacy** (70.8%). [7]

Notable Achievements

Local Sector Skills Achievements in 2017

The **West of England Combined Authority** has secured £5 million from government to trial a superfast 5G network at tourist destinations in Bristol and Bath. This will enable attractions to trial new and innovative approaches to tourism experiences and supports the longer term objective of becoming a smart and connected region.

Bristol and Bath tourism through the **Bristol and Bath Cultural Destinations Project** received an additional £150,000 funding which will extend the project into South Gloucestershire and North Somerset over two years, January 2018 – December 2019. The collective partnership brings together the West of England's cultural and tourism sectors to promote the region's diverse opportunities and encourage more national and international visitors.

In 2018, **The Springboard Charity** and Springboard UK, launch the Kickstart Into Work Programme across Bristol and Bath. With support from employers in the region, the programme provides individuals with employability skills and training in Health and Safety, Food Hygiene and World Host.

Weston based tour operator **Bakers Dolphin** is launching its own driver training programme to inspire more people to join the industry. An ageing workforce and the costs to acquire the PCV license is creating a shortage of drivers. The training school will be located in North Somerset and will fully fund the training for new recruits.

In November 2017, **Weston College** launched **The School of Food** - an innovative new apprenticeship scheme, in partnership with founders Josh Eggleton, Adrian Kirikmaa and St Monica Trust, St Katherine's School and Ashton Gate Stadium. This new approach to apprenticeships aims to nurture a passion for cooking and inspire the next generation of chefs through an inspirational programme of masterclasses, delivered by industry professionals.

HIT Training have launched a new virtual learning environment. The new digital platform called **STAR** enables different styles of learning and all tasks are mapped to the new apprenticeship standards criteria for Hospitality Team Member, Commis Chef and Team Leader apprenticeships. Specifically designed activities have also been developed to help apprentices prepare for their end point assessment.

Skills West has received 87 pledges to date from employers in the visitor economy sector. Pledges include offering work experience, apprenticeships, delivering talks about job roles and promoting pathways into industry.

Skills Priorities for 2018

Priority One

Improve Careers Education Information Advice and Guidance (CEIAG)

• *Reflecting on how the objectives in this section can address equality and diversity.*

Issue

Young people and those advising them in education do not understand the breadth, depth or accessibility of career opportunities across the visitor economy sector. The image of the sector needs improving to attract new talent into the industry. The majority of businesses stated that the main barrier was the perception of the industry, with low wages a big concern and 15.3% felt that progression routes were unclear. Survey responses also suggested that only 8.7% of businesses recruited 16-18 year olds not in training. [7] The sector can provide opportunities for those not in education, employment or training who need work experience in a job which they can see offers opportunities to advance.

Objectives

- Education providers and Skills West to encourage more businesses to offer opportunities for people to try new experiences of working in the visitor economy, and share best practice.
- Provide up-to-date labour market information to local schools (from primary level), colleges and universities to include the range of opportunities available in the sector.
- Education providers and Skills West to encourage employer engagement in activities that promote the sector and the support available from industry associations (e.g. Pathways to Professions, Springboard).
- Education providers and Skills West to help businesses develop pre-employment training that addresses the challenges affecting the sector.
- Stakeholders to support the objectives of the Careers Enterprise Company in the West of England and encourage employers from within the visitor economy sector to engage with schools as part of the Enterprise Adviser Network.

Skills Priorities for 2018

Priority Two

Improve the quality and responsiveness of local education and training provision.

Issue

According to the Business West Skills and Training Survey 2017, the top 3 most important skills are: communication, team working and customer service. Many employers also feel skills gaps exist now, or will develop in the next 12 months in practical areas such as: health and safety, food service/customer service and food safety and ESOL should also remain a priority ahead of Britain leaving the EU. Currently 78.6% of employers use in-house trainers. Time to release staff for training is the biggest barrier for businesses (22.7%). Provision must reflect the highest standards to ensure the sector survives upon exit from the EU and can match the service levels provided currently by migrant workers.

Objectives

- Encourage employers to work with education providers to become involved with the co-design of training provision that is relevant to industry needs and addresses the challenges affecting the sector.
- In order to achieve 'world class skills' development and prestige positioning, employers and education should consider comparing provision against that available within Europe and learn from best practice.
- Ensure that labour market intelligence is fed back continuously to education to ensure actions remain focused.

Skills Priorities for 2018

Priority Three

Increase apprenticeship starts and availability of higher apprenticeships

• *Reflecting on how the objectives in this section can address diversity and equality.*

Issue

Whilst perception of the Apprenticeship Levy has improved, there is still a lack of understanding around recent reforms and the benefits, particularly amongst SMEs; 51.4% of businesses have never used apprenticeships to recruit or upskill staff, citing the main reason as a lack of time to support them. [7] **Additionally, many tourism businesses report a difficulty in attracting and retaining apprentices due to the seasonal nature of their business or feel that they are not appropriate.**

Objectives

- Ensure that businesses have a clear understanding of the apprenticeship reforms, the Levy and that opportunities are communicated and accessible.
- Promote apprenticeships not only as an entry route into the sector but as a pathway for career progression to existing employees.
- Employers and education providers must work together to develop a range of apprenticeships that can meet the needs of businesses, enable career progression and contribute towards a sustainable workforce.

Skills Priorities for 2018

Priority Four

Engage SMEs in the active retention of staff through programmes of skills development and training to ensure increased productivity and sustainable growth.

- *Encouraging SMEs to consider best practice in staff welfare.*

Issue

The sector as a whole experiences a high turnover of staff, and with low unemployment levels in the West of England, consideration should be given to retention and training the existing workforce. National forecasts show that the number of talented leaders, capable of managing teams and boosting performance will increase in the coming years. In the Business West Skills and Training Survey 2017, only 9.7% of businesses had used apprenticeships to upskill their employees.

Objectives

- Skills West to continue to work with partners and employers to collate intelligence and inform industry of skills demands and emerging needs.
- Through Skills West and other business engagement programmes promote awareness of the use of apprenticeships to upskill the existing workforce and aid retention, particularly around key skills needs in leadership and management and customer service.
- Develop and deliver a series of information based workshops that address knowledge gaps around upskilling and staff development.
- Future Bright, Skills West and other local business engagement programmes, to ensure businesses are aware of the support for in-work training and apprenticeships to upskill their existing workforce and support in-work progression for all employees. Ensuring best practice and learning is shared between businesses.

Skills Priorities for 2018

Priority Five

Support SMEs to be inclusive and effective in staff recruitment

- *Reflecting on how the objectives in this section can address equality and diversity.*
- *How to build the talent pipeline in the region.*

Issue

Across hospitality and tourism in the UK, 24% of the workforce is made up of non-British nationals, with the majority of these coming from outside of the EU.[4] Any restrictions on recruiting EU nationals will have an impact as a result of 'Brexit' and with predictions indicating that the West of England will be one of the areas most affected, the sector needs to ensure it is building a sufficient pipeline of talent and inspiring people to work in the sector.

Objectives

- Encourage recruitment and promote the sector via sustainable but flexible labour pools, such as older workers and female returners, who may already have general business skills and increase competency of the workforce and retention.
- Encourage more businesses to take advantage of the benefits of apprenticeships at all levels in order to future-proof the workforce.
- Help to identify opportunities for pre-employment programmes and work with partners to support people into employment where appropriate.
- Support the work of industry bodies and regional programmes such as Future Bright to create employment and work experience opportunities for those from all backgrounds.

Regional Centres of Excellence and Research

Destination Bristol
Visit Bath
People 1st
Springboard

Key Training Providers

Bath College
Babcock (People 1st Gold provider)
City of Bristol College
Weston College – School of Food
SGS College
N-Gaged Training
HIT Training (People 1st Gold provider)
Lifetime Training(People 1st Gold provider)
Interserve

Professional Networks and Organisations

People 1st
Springboard
Hospitality Guild
Destination Bristol
Visit Bath
Bristol Hoteliers Association
SW Tourism Alliance
UK Hospitality
The Chef's Forum
Institute of Hospitality (IOH)
British Institute of Inn keeping (BII)
British Beer and Pub Association (BBPA)
Tourism Society
The Institute of Travel & Tourism
Academy of Food and Wine Service (AFWS)
Craft Guild of Chefs
Royal Academy of Culinary Arts

Endorsed by

Colin Clarke, LEP sector chair

Reference Documents

1) Visit Britain website
2) Association of Licensed Multiple Retailers (ALMR) & British Hospitality Association (BHA), 2018
3) Emsi - economic modelling 2018 courtesy of Prospects Services
4) British Hospitality Association, Annual Report, 2016/17
5) West of England Combined Authority Quarterly Bulletin, March 2018
6) People 1st – Migrant workers in the hospitality and tourism sector and the potential impact of labour restrictions
7) Business West Skills and Training Survey, 2017
8) Tourism Sector Deal (proposed) – Visitor Economy
9) Institute of Apprenticeships

Supporting Research Documents

a) West of England Combined Authority Business Plan, 2018/19
b) West of England Combined Authority Operating Framework 2018/19
c) Industrial Strategy: building a Britain fit for the future, November 2017
d) The Grand Challenges, Policy paper, May 2018
https://www.gov.uk/government/publications/industrial-strategy-the-grand-challenges/industrial-strategy-the-grand-challenges
e) Careers strategy: making the most of everyone's skills and talents, December 2017
f) Careers guidance: for further education colleges and sixth-form colleges, February 2018

Advise, connect, support

Get in touch today

businesswest.co.uk/skills skillswest@businesswest.co.uk 0330 124 4446 #skillswest

European Union
European Social Fund

Education & Skills Funding Agency

BusinessWest

Western Training Provider Network
Connecting education, business & training.

WEST OF ENGLAND
Combined Authority
The West of England Combined Authority (WECA) covers Bath & North East Somerset, Bristol and South Gloucestershire. WECA also supports the Local Enterprise Partnership, which includes North Somerset.

Version 2