

## Welcome Herts – Skills Strategy

### Skills and Employment

The visitor economy is one of the few sectors to see a growth in jobs over the last few years and that growth is set to continue. Visit Herts support the need to develop skills as a prerequisite for the visitor economy sector to grow in Hertfordshire. Visit Herts will work with the FE and HE sector and businesses to address issues around staff retention, skills shortages and lack, of interest in a career in the visitor economy.

### Improve skills and boost employment in Hospitality

Developing the current and future workforce by increasing practical skills levels and helping growth and competitiveness will have an impact on the survival rates of businesses in this sector.

### Meeting employer skills needs

Working with existing and new employers in the hospitality sector to understand their skills needs now and, in the future, to support the development of their businesses to grow and thrive. Sharing this information with local education providers so that they can deliver training and services to meet needs and help Hertfordshire's economy competitive to provide more jobs and skills opportunities.

### Improving access to work and learning, including apprenticeships and work experiences

Supporting Hertfordshire residents to improve their skills, job and advancement prospects through integrated employment support and training opportunities in hospitality, ensuring our businesses can reliably access their markets. Work with businesses and the workforce in promoting apprenticeships and work placement opportunities.

### Promote better information for employers, colleges, universities, learning and training providers

By encouraging with employers Visit Herts will ensure that the demand for training ceases to be driven by providers and is led by the Hospitality Sector. Training must be informed by adequate knowledge of current or future employment opportunities. The skills arena is complex and very often confusing. Visit Herts will work to simplify messages promoting skills opportunities in a clear and concise manner.

### Building effective relationships with Hertfordshire's university and colleges

By working more closely with both our local university and colleges we can help them to provide relevant courses to support the tourism businesses future skills needs.

## Activities

### Promoting Hospitality Workshop

The Hospitality Sector Skills Workshop, held on 22<sup>nd</sup> January 2018, brought training providers and employers from the hospitality sector together to identify and discuss the key issues they experience around skills.

The workshop highlighted the following priorities:

- This workshop highlighted the following priorities:
- Recruitment
- Upskilling and Retention
- Perception of the Hospitality Sector

### Tourism & Hospitality Skills Partnership

Visit Herts has developed an effective Hoteliers Forum which brings together a range of Hoteliers and organisations including, Together Training, Careers Enterprise Company, Hertfordshire County Council. Visit Herts will continue to work with the Hoteliers Forum in which accommodation providers can develop co-ordinated, collaborative thinking and implement the actions from the Hospitality Workshop.

### Measurable outcomes

- A Successful Hoteliers Forum working together to deliver on skills needs
- Development of apprenticeship programs for the hospitality sector across Hertfordshire
- Increase the number of hospitality apprenticeships created and offered to local people
- Increase effective and appropriate work placements for school children
- Facilitate innovative solutions developed through working with Hotels to address recruitment needs and increase skills levels
- Work with Together Training to encourage Hotels to participate in the Management and Leadership Course which is designed to upskill current employees
- Work with Careers Enterprise Company at Hertfordshire LEP to encourage Hotels to engage with local schools
- Work with Hertfordshire County Council on their new initiative to help create pathways for people with learning disabilities
- Visit Herts work with partners to create a case studies which colleges and training providers can use to encourage to have a career in the hospitality sector
- Visit Herts partners to attend career fairs to promote the hospitality sector

### In conjunction with Hertfordshire Skills Strategy Action Plan

- Build greater links between employers and education to promote the progression of young people within education and training and their transition to the labour market
- Increase the number of young people who undertake an apprenticeship pathway
- Support 50+ jobseekers to remain and complete in the modern labour market
- Support key sectors that face recruitment issues in recruiting and retaining sufficient staff to meet business needs