

# *The Tourism Forum*

16<sup>th</sup> October 2008  
The Royal York Hotel

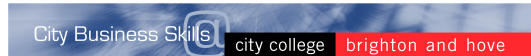


City Business Skills  
city college brighton and hove



# Agenda

- 16:00 – Introduction – Claire Mitchell
- 16:10 - The Royal York Hotel - Matthew Milliken
- 16:20 – Tourism Futures Training Programme – Linda Shaw
- 16:35 – City College and the SOLD project – Naomi Nunan
- 16:55 – Workforce demographic Update – Wayne Edmunds
- 17:05 – Workshop on work shadowing
- 17:30 – Workshop discussion on local skills shortages & hard to fill vacancies
- 17:50 – Questions & Event Close – Claire Mitchell



# Introduction

- Welcome & Introductions
- Goal for Today's Forum
- Tourism Forum Update:
  - New Logo
  - New Website
  - Charter being updated & reprinted
  - Brighton Dive Centre & Hotel du Vin do business!
  - New members: Brighton Sea Life Centre, SASSCO, Oxfam, Suits You, Charley Barlie
- Charter monitoring visits due to take place in Dec 08





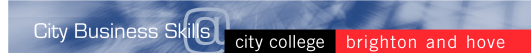
# Tourism Futures

employment **skills** training



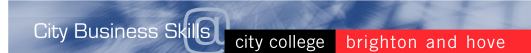
# *The Royal York Hotel*

Matthew Milliken



# *Tourism Forum Pre-employment Training Programme*

Linda Shaw  
Working Links



# Tourism PET

- A **BIG** thank you to businesses that participated
- Overview of the 1<sup>st</sup> programme
  - 10 participants stayed for duration of the course
  - Content was received positively – variety of provision kept participants engaged
  - Use the feedback from employers and participants to fine tune / further enhance the programme



# Tourism PET

## What did we learn from the first PET ?

- The first session with employers had a huge impact on participants
- Friday probably not the best day for job shadowing
- We need to make Job Shadowing opportunity consistent
- We need to work together to get this consistency





# Tourism PET

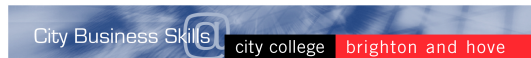
## How can we do this ?

- Workshop today will help to gain an understanding of programme needs in order to maintain JCP approval
- Help us identify what would be of benefit for you
- More liaison prior to placement



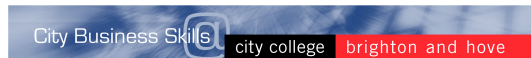
# Tourism PET

- Next PET runs from 3<sup>rd</sup> November
- The Tourism PET needs YOU and YOUR organisation to make it work



# *City College and the SOLD Project*

Naomi Nunan  
City College



# *City College SOLD Project*

- SOLD (Sector Originated Learning Delivery)
- Retail & Tourism Industry
- SEEDA funded
- Training needs analysis & Course delivery



# *SOLD project - Course delivery*

- ESOL for business (English for Speakers of Other Languages)
- Retail: Window dressing, Visual merchandising, Space planning, PR & Marketing
- Telephone handling & Customer service
- Brighton Knowledge
- Pre-employment training

# *SOLD - ESOL delivery*

- Current programme up and running
- New Programme: Jan – March; 30 spaces
- Gain a Skills for Life qualification
- 2 x 3 Hours workshop over a 12 week period
- Complete form to confirm interest



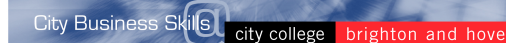
# *SOLD - Brighton Knowledge*

- Came up as a learning need
- Developing a short course
- Plan to run a pilot in March
- Currently at the research phase
- Get involved in the development of this course

# City College Short Course offer

- Food safety Level 3 21-24 Oct
- First aid Appointed person Thur 13 Nov
- Door Supervisors 24-27 Nov
- Food Safety Level 2 Tues 25 Nov
- Conflict – half day Fri 18 Nov

Limited spaces available call City Business Skills on 01273 667756 to book now!





# City College Brighton & Hove

For more information please contact:

Naomi Nunan

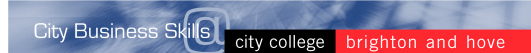
[nnu@ccb.ac.uk](mailto:nnu@ccb.ac.uk)

Or call 01273 667788 X527



# *Changing Demography*

Wayne Edmunds  
Job Centre Plus



# Changing Demography

The Government has recently introduced several changes to the welfare system as part of its wider policy of addressing the skills gap and getting more people into paid employment.

Lone Parent employment is perceived as the key to further reductions in child poverty it seeks to eradicate.

## The Three Phases

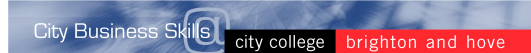
- From 24 November 2008- Lone Parents with a youngest child aged 12 or over will be no longer entitled to Income Support but will be expected to seek work.
- From 26 October 2009- Lone Parents with a youngest child aged 10 or over will be expected to seek work
- From 25 October 2010- Lone Parents with a youngest child aged 7 or over will be expected to seek employment

Currently there are over 3,300 Lone Parents in the City



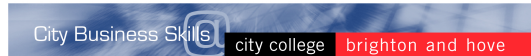
# *Networking Break*

Please return promptly at 5pm for the next presentation



# *Workshop Format*

Please divide yourselves into 4 groups & elect a chair to feedback



# Work Shadowing Workshop - 15 mins


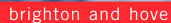
1. What should the purpose of a work shadowing opportunity be?
2. What support do employers need to maximise the value of work shadowing opportunities for both existing staff & Tourism Futures candidates?
  - A meeting with Tourism Futures training provider to discuss potential candidate?
  - Framework Guidelines
3. Would you be interested in sending your staff member of mentoring training?
4. Would you like to see the candidate evaluation feedback forms?

# *Work Shadowing Feedback*

Group Discussion

10 mins



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# Skills Gaps Workshop - 15 mins

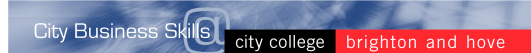
- What are your hardest to fill vacancies?
- Why do you think they are hard to fill?
- What skills gaps are you experiencing in potential employees?
- What training would be required to overcome these gaps?
- What part or role do you see the employers playing in delivering a solution?



# *Skills Gap Workshop Feedback*

Group Discussion

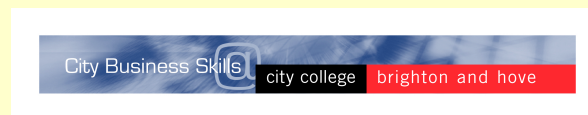
10 mins



*Any Questions?*

Thank you to all our speakers

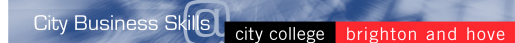
Please complete your evaluation  
forms!



*Thanks to The Royal York  
Hotel for use of their  
facilities*

Thanks to YOU for committing your time and  
energy

***Who wants to host next time in  
February 09?***



*For more information  
contact*

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Employer Engagement Consultant

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