

THE TOURISM FUTURES EMPLOYMENT & TRAINING CHARTER

2009

6. BUSINESS COMMITMENT

The businesses signing up to this Charter have made a formal commitment to;

- Focus recruitment policies on employing local people where possible
- Develop and use good practice around the recruitment and management of those requiring extra support into employment
- Training current staff
- Promote the sector as a viable career option
- Feed into curriculum content to ensure training is reflective of both the technical and softer skills required for success
- Commit time and resources to the development of local training initiatives designed specifically to get local people into employment in this sector
- Provide guaranteed hours to potential employees coming through these training route ways
- Provide flexible working hours to suit those with other serious commitments such as childcare so they can return to work
- Offer management placements and work shadowing opportunities
- Offer mentoring services to one another and to those seeking to enter the sector

7. CONTACT DETAILS

FOR EMPLOYMENT AND RECRUITMENT INFORMATION

Claire.mitchell@engagesolutions.org.uk or 07812 177427

FOR SECTORAL DATA AND CONTACTS

Richard.pearson@brighton-hove.gov.uk or 01273 292621

FOR BRIGHTON & HOVE CITY COUNCIL PROVISION AND THE CITY EMPLOYMENT & SKILLS PLAN

Angela.gaitani@brighton-hove.gov.uk or 01273 290000

FOR TRAINING PROVISION

citybusiness@ccb.ac.uk or call us on 01273 667756

SIGNED:

NAME:

BUSINESS:

ADDRESS:

DATE:

Disclaimer: The content of this Charter has been published in good faith on the basis of information supplied to Hospitality Futures. Whilst every effort has been made to ensure accuracy, this cannot be guaranteed.



Tourism Futures is a partnership between the private, public and voluntary sectors

city college | brighton and hove



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1. BACKGROUND

In Brighton & Hove the tourism industry is one of the key sectors in the local economy worth over £408 million, with 7.8 million tourists visiting the City each year.

The sector currently supports 14, 647 jobs, 10 percent of the local workforce actively in work.

Recent research carried out by the Hospitality Futures Project has highlighted the majority of large hotels experience churn rates in excess of 25% and indicated skills shortages in key fundamental roles such as reception and catering.

The latest employment and skills research from the City Employment and Skills Plan 2007 has concluded that economic growth has been driven more by increases in employment than by productivity gains.

GVA (Gross Value Added) per head remains below the national average in Brighton and Hove suggesting that there is still scope for broadening the economic base and improving productivity through employee retention.

National Government statistics state that by 2010 only 20 percent of the working population will be white, male and able bodied. The Government commissioned Leith Report claims that by 2012 over 50 percent of the working population will be over 50 years of age.

2. INTRODUCTION

The purpose of this Charter is to secure the long term health of the Tourism sector by the development of a partnership between the private, public and voluntary sectors.

The Charter represents a formal commitment by the Tourism sector to maximise the training and recruitment of local people, which will be monitored through an annual review to demonstrate this has taken place.

The Charter offers a quality mark of distinction to recognise those businesses making this commitment. It will support businesses to become 'Employers of Choice' and set them apart as examples of good practice.

This Charter will enable the local residents of Brighton and Hove to gain skills and experience and develop stable and paid employment.

The Charter will enable the City of Brighton & Hove to reduce unemployment and improve local skills levels. It will enable regeneration of the City by the people who have a stake in its future which will result in a more buoyant local economy.

3. AUDIENCE

This Charter is for all businesses involved in the Tourism Industry therefore applies to hotels, restaurants, retail outlets and tourist attractions. The public and voluntary sector partners involved in this partnership are Brighton & Hove City Council, Engage Brighton & Hove and City College Brighton & Hove.

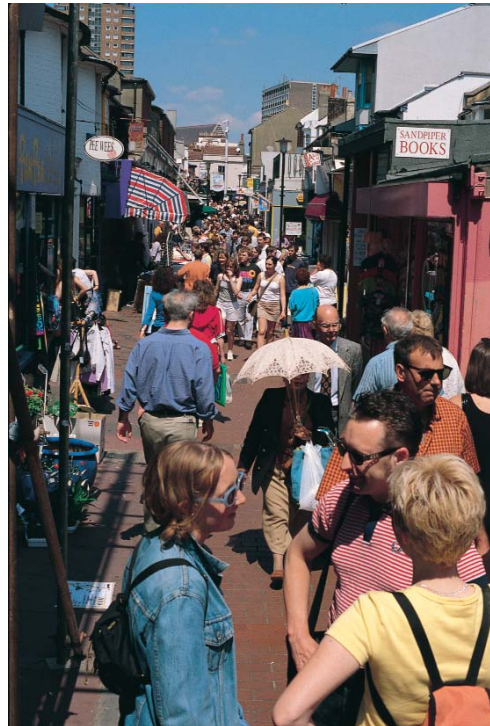
4. THE BENEFITS

The following points relate to the business advantages to be gained from signing up to this Charter:

- A firm and publicised commitment to the development of the local community enables the business to develop an 'Employer of Choice' reputation to attract employees with the right skills from Brighton & Hove and across the UK
- The publicity and promotion of being associated with this venture, 'Ethical Business' Reputation which has a positive impact on supply chain decision making
- Strong local links with the public and voluntary sectors assist in getting the latest labour market intelligence for forecasting purposes
- The right support to close the skills gap, leading to improved productivity
- Improved employee retention rates
- Information, guidance and support around recruiting a diverse workforce reflective of the customer base and useful for service innovation
- Reduced recruitment costs with a free advertising and matching service
- Improved route ways to recruit local people
- Access to information related to local training
- Opportunities to feed into training curriculum to ensure that the training available is reflective of the current needs of the sector
- Information on the latest Employment Laws
- Guidance on disabilities, how to manage employees, how to access funding support
- Access to all tourism and hospitality related research and intelligence including 'Hospitality Futures'
- Information on events
- Information on funding opportunities for workforce development
- Free usage of image library in addition to top 50 (brightonview.com)
- Involvement in regular visitbrighton stakeholder events (whether you're a partner or not)
- The aim is to recognise charter signatories on the destination management system and visitbrighton.com
- Fulfilment of your Corporate Social Responsibility Policy
- Establishment of best practice around recruitment and training
- Public and Employee Liability Insurance Saving

5. SIGNING UP TO THE CHARTER

This Charter represents a formal commitment to the employment and training of local people over a 12 month period. It is a quality mark for best practice and innovation and its delivery will culminate in a cutting edge partnership between the private, public and voluntary sector. It will maximise the quality of the training and recruitment of local people into the Tourism Industry and subsequently bring about a reduction in the skills shortage in this sector. It will ensure the promotion of this sector as a career choice thus guaranteeing the future health of the industry.



"Higher levels of prosperity per head across the South East without increasing the region's ecological footprint can only be delivered through higher productivity and by bringing more of the resident population into economic activity."

(Source: Regional Economic Strategy)



"Coastal South East... an area which has seen continued economic and social decline. We must secure new confidence and vitality alongside regeneration if we are to avoid a spiral of decline".

(Source Regional Economic Strategy 2006 – 2016 SEEDA)

