

Tourism Futures Charter Monitoring Report 2008

Engage Employment Solutions LTD Report

December 2008
Prepared by Claire Mitchell

Purpose

This document is a report on the findings gathered from the Tourism Futures Charter Monitoring visits undertaken by Engage Employment Solutions Ltd in December 2008 on behalf of the City College Brighton & Hove SOLD Project. The intended audience is the Tourism Futures Steering Group and members.

Engage Employment Solutions Ltd would like to formally recognise each respondent who gave their time in order to facilitate the process of information gathering:

Jurys Inn
Charlie Barley
Suits You
Oxfam
Brighton Dive Centre
The Royal York
Hotel du Vin
Brighton Pier
New Steine Hotel
Paskins Hotel
The Arrogant Frog
The Ramada Brighton
Holiday Inn Brighton Seafront
Sassco
Brighton Visitor
The Royal Albion Hotel

The Grand
The Queens Hotel
QMS/Quid Card
Alias Seattle
Hurren and Glynn Carpets
Hilton Brighton Metropole
myhotel



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Background

Engage Employment Solutions Ltd, Claire Mitchell, was employed by the City College Brighton & Hove's SOLD Project from February until March 31st 2008 to engage with the Tourism Futures Charter signatories, co-ordinate and deliver the quarterly Tourism Forums and undertake the annual Charter monitoring visits.

The purpose of the monitoring visits is to ensure that the signatories have delivered against at least one of the below commitments, record the associated activities and any outcomes and award the 2009 Tourism Futures Certificates:

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



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Report Findings

1. Jurys Inn - Rachel Flynn, HR Manager:

Delivered:

Commitment 1, 4, 5, 6, 7 & 8:

Opened in Brighton in November 2007 and used JCP and other Engage Partnership providers to put on a four week tailored training programme in order to recruit potentially 15 new employees, who were long term unemployed local residents on benefits.

None of the trainees had any previous experience of the Industry.

10 people were employed through the training programme out of the original 15 and 2 are still employed; a night porter and a breakfast waitress - of who are considered brilliant employees. 4 out of the 10 were dismissed, 3 for attendance and 1 for gross misconduct.

Rachel interviewed 5 people from the myhotels Training Programme.

Rachel fed back that it would be highly useful to know why the trainees were long term unemployed so she could ensure that they were fully prepared for the job.

Staff turn over has been generally quite high, especially in the late summer months despite Rachel being very honest at interview stage about the realities of the work, but this turnover has settled down in the last couple of months.

Rachel commented that Brighton seems to have workers with flighty natures - perhaps due to the high number of hotels/bars and restaurants to offer alternative employment. It is therefore essential to fully review past employment and obtain references from previous employers.

Commitment 2

Attended March Tourism Forum

Attended April myhotel's Training Programme Showcase lunch

Attended The Pier's Recruitment lunch

Commitment 9

Offered 1 work placement in the September Tourism Futures Training Programme

Offered 1 work placement in the November Tourism Futures Training Programme

2. Charlie Barley - Stuart Wilkie, Owner:

Delivered:

Commitment 8

Stuart has recently recruited 2 part time staff members, both of which are parents returning to work and therefore he is offering flexible working hours to fit around their parental responsibilities.

Due to being a new member there has been little opportunity to deliver upon more than one of the commitments



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3. Suits You - Helen Johnson, Manager

Delivered:

Commitments 2 & 6

Helen attended the October Forum, having signed up to Tourism Futures the previous week. She therefore contributed to the content of the Tourism Futures Pre-employment Training Programme (PET) Work Placement Scheme.

She found the experience to be extremely valuable in terms of finding what is going on in the sector at large beyond just retail and what training is available locally.

Helen has had similar experiences to Rachel Flynn in terms of a lack of loyalty within the local labour market. She previously worked in London and commented that there was a big contrast.

She will make use of both the Tourism Futures and Engage Partnership e-lists to recruit staff in future.

4. Oxfam Store London Road - Angie Aitchison, Manager

Delivered:

Commitments 1, 9

Being a Charity they do not have many paid for positions, relying on volunteers to staff their operations. However they offer work placements to local people trying to get back into paid employment in order to get them work ready. Their volunteers are referred from JCP and other employment support providers.

Commitments 2 & 6

Attended the October Forum and found it very useful and was therefore very positive about this and the e-list. She therefore contributed to the content of the Tourism Futures Pre-employment Training Programme (PET) Work Placement Scheme.

Angie made contact with SASSCO; wanted to use their services on London Road but couldn't afford their costs.

Angie attends the London Road Trader Association meeting and will promote Tourism Forum to other businesses involved in this network.

Commitment 3

The majority of volunteers have no previous retail experience; therefore Angie provides a lot of in-house training and encourages volunteers to take up an NVQ Level 2 in retail. Oxfam do this through Sussex Downs College.

Commitment 8

Flexible working hours are provided to all staff in order to best support people returning to work.



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5. Brighton Dive Centre - Mark Raines, Owner

Delivered:

Commitments 1, 2, 3, 5 & 6

Brighton Dive Centre always employs local people where possible. Mark and his co-owner Joe attended both the July and October Forums and therefore contributed to the content of the Tourism Futures PET Work Placement Scheme.

Through the Forum they learnt about the City College's NVQ offer and therefore have staff undertaking this training.

Commitment 4

Mark took part in both the September and November Tourism Futures PET Employer Panel to promote the sector as a viable career option.

Commitment 8

Brighton Dive Centre is very committed to providing their staff with flexible working hours.

Commitment 9

They have offered work placement opportunities in both the September and November Tourism Futures PET programmes, although neither have been taken up.

Mark commented that,

“We love it, it's the best thing we've ever done. We'll be able to create more jobs next year because of the Forum and definitely offer our staff more hours of work because of our link up with Brighton Pier and other hotels. By working together we've got ourselves in the media all over the place. We want people in Brighton to know who we are, to get people from other parts of the Country is easy but we want to boost our local presence”.

6. The Royal York Hotel - Matthew Milliken, General Manager

Delivered:

Commitments 1, 7 & 8

Matthew employed a breakfast host from the September Tourism Forum, who is still employed and doing very well. He gave her guaranteed hours to support her coming off benefits and flexible shifts to fit around her childcare responsibilities; all staff are treated this way.

Commitments 2 & 6

The Royal York hosted the November Tourism Forum and also took part in putting together the content for the Tourism Futures PET Work Placement Scheme.



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Commitment 3

Matthew has been in discussion with City College about NVQs and has a couple of staff starting them in NVQ.

The Royal York opened at the latter part of 2008 and therefore Matthew has only recently joined the Forum. He hopes to play a more active role next year and be in a position to offer work placements to the Tourism Futures PET Programme.

7. Hotel du Vin - Phil Lewis, General Manager (Information gathered by email)

Delivered:

Commitment 2

Hotel du Vin has attended two Tourism Forums in 2008

Commitment 3

Hotel Du Vin have sent staff on the ESOL training provided by the Tourism Futures Project.

Commitments 4, 6, 9

Phil took part in the September Tourism Futures Pre-Employment Training Programme (TFPET) Employer Panel, informing trainees of his career journey.

Hotel du Vin offered two work placements in the October TFPET and one in the November programme.

8. Brighton Pier - Jason Mannix, HR Manager

Delivered:

Commitments 1, 4, 5 & 6

Brighton Pier signed a Local Employment Partnership (LEP) agreement with Jobcentre Plus in July and has committed to three pre-employment training programmes (PETs) for April, May and June of 2009. Each programme will see between ten and fifteen potential employees being trained, successful candidates will gain full time employment with Brighton Pier for their 14 week summer period.

Jason has taken part in two Tourism Futures PET Employer Panels.

Commitments 2 & 6

Jason attended both the July and October Tourism Forums and therefore was involved in designing the work placement element of the Tourism Futures PET Programme. He also personally hosted a networking lunch on Brighton Pier to introduce his recruitment website idea, which he will present in more detail at the February 2009 Tourism Forum.

Commitment 3

Brighton Pier has started eight staff on NVQs and one on an apprenticeship through City College Brighton & Hove. Twenty three staff are currently undertaking the ESOL qualification through the City College SOLD Project. Three supervisors have under gone



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the Stepping Stones mentoring training with Business Community Partnership and a further seven are interested.

Commitment 9

Brighton Pier offered three one day work shadowing opportunities to candidates on the September Tourism Futures PET programme, although none were taken up.

However three more places were offered in the November Tourism Futures PET and they were taken up very successfully with the manager reporting that she would have employed two of them if there had been employment positions available.

9. New Steine Hotel - Kes Larkin, Training & Operations Manager

Delivered:

Commitment 1

They don't have to recruit very often but when they do they 'go local' and use the Friday Ad and The Argus as well as word of mouth.

Commitments 2 & 6

Kes attended the October Tourism Forum and therefore contributed to the content of the Tourism Futures PET Work Placement Scheme. He will be presenting at the February 2009 Tourism Forum, giving his experiences and views on the merits of staff training; he is very passionate about training.

He also carried out mock interviews with two candidates from the PET Training Scheme and will be getting involved in the February 2009 PET.

Commitments 3 & 7

The New Steine Hotel takes training very seriously and trains all their staff to be able to carry out all the main roles required in the Hotel to ensure they can competently cover each other's roles if necessary. For example all the housekeeping staff are trained in catering so they can cover the breakfast shift if required.

All the department heads are fully trained in the essentials such as health & safety, food hygiene etc.

All staff are trained in-house in manual handling, disability awareness, fire training and health & safety. External trainers are used when certification is required, for example health & safety.

The owner and Kes recently attended the Business Link Environmental Review, they then took what they had learnt and converted it into a training course for their staff.

They offered their staff NVQs but none wanted to take them up, they review this every six months.

Kes believes that the businesses very pro-active approach to training is one of the many reasons why the hotel has such a low staff turn over. He commented:

"Having worked in all sizes of establishments and a broad range of star rated places, it's not the size it's the quality of the training given and the commitment to training that makes the difference".



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Commitments 4,5 & 6

Kes got involved in the November Tourism Futures PET giving mock interviews for a couple of the trainees. He will repeat this activity in the February PET and this time offer work placements opportunities.

10. Paskins Hotel - Roger Marlow, Owner

Delivered:

Commitment 1

Paskins has had the same staff for years, which Roger believes is testimony to how well they are supported and treated.

Commitments 2 & 6

Roger attended the October Tourism Forum and therefore contributed to the content of the Tourism Futures PET Work Placement Scheme.

Commitments 3 & 8

Any staff member at Paskins wishing to embark upon training is fully supported to do so with flexible work hours being given and in some cases financial support. The general manager has recently completed a BA (Hons) in Cultural Studies.

The management team is regularly trained in the Industry required qualifications, such as food hygiene.

Commitments 4 & 5

Roger organised for the head chefs of Terre Terre, Okinami and Hotel du Vin to train the City College catering and hospitality students in how to cook a meal to their standard and serve it to sixty paying guests. This exercise was very successful and will be repeated in 2009.

Roger is chair of the Brighton & Hove Food Festival, which runs each September; he will be talking to other Tourism Futures members about getting involved in either the February or April Tourism Forums.

11. The Arrogant Frog - Rosario Guarneri, Owner

Delivered:

Commitments 2 & 6

Rosario attended both the July and October Tourism Forums, he therefore participated in the content for the Tourism Futures PET Work Placement content.

Commitment 3

All of Rosario's staff are trained in-house and come from catering colleges

Commitment 4



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Rosario has been working with the Education Business Partnership for a number of years, promoting customer care for hotel reception and restaurant roles to school children aged fourteen to nineteen. He has worked with Longhill School, Patcham School, Blatchington Mill, Hove Park and Dorothy Stringer.

He also attended both the September and November Tourism Futures PET Employer Panel, to tell trainees about his career journey and the skills required to make it in the sector.

Commitment 5

Rosario is instrumental in developing The European Academy of Catering and Hospitality (TEACH), which is set to open in City College in September 2009. This training college will offer three year apprenticeships covering a diploma in leadership, which will follow on neatly into a foundation degree.

Commitment 9

Rosario offers one day work shadowing opportunities to City College students studying NVQ Level 2 and 3.

12. Ramada Jarvis - Matt Huddart, General Manager

Delivered:

Commitments 1, 7 & 8

Ramada Jarvis have employed two long term unemployed residents through Working Links, both female and within their maintenance department. Unfortunately one could not sustain employment due to child care responsibilities.

The last four people that have been employed have all been local residents.

Matt gives guaranteed hours to anyone employed and coming off benefits.

He provides flexible working hours to suit those with parenting or caring responsibilities, many staff at the Ramada are young parents as is Matt himself.

Commitments 2 & 6

Matt attended both the July and October Tourism Forums and therefore participated in drawing up the content for the Tourism Futures PET Work Placement scheme.

Through his attendance he learnt about 'JCP Work Trials' and therefore all of his staff now make use of them where ever possible.

Commitment 3

Ramada put all their staff on 'Service Behaviour' Training and their front office staff on 'Shine', both of which are internal training programmes.

Two of his staff completed NVQs in 2008 and three have started them.

Commitment 9

Ramada offered one work placement opportunity for the September Tourism Futures PET and two for the November PET. If there had been employment positions they would have



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offered one of the November candidates employment.
During 2008 Ramada have also given four school one week work placements; two from Dorothy Stringer, one from Cardinal Newman and one from Patcham High School.
They have also supported trainees from Switzerland, Holland and France.

Commitment 10

The head chef mentored a female school student for eighteen months, supporting her in a cheffing competition.

Matt commented that, “The Tourism Forum is a fantastic opportunity to work with the local community, potential employees and network with like minded businesses”.

13. Holiday Inn Brighton Seafront - Donna Wenham, HR Manager

Delivered:

Commitments 1 & 8

Donna emails all her vacancies to the Engage Partnership (EP) and commented that she has got some really good people from this such as a sous chef, commis chef, housekeepers, kitchen porters, waiters and waitresses. There is the potential that the sous chef will be promoted to head chef in the near future.

A good example of this includes when she recently advertised their Christmas recruitment evening through the EP sixty five potential employees turned up and she employed twenty and has a good number of CV in her files.

At least twenty of the potential employees were from Working Links and a number from Connexions. She offered employment to ten of the Working Links candidates and eight took up the opportunity. Through the EP she has developed a good relationship with Working Links.

Commitment 2

Donna attended the first Tourism Forum in March, the Brighton Pier recruitment lunch and the disability in the workplace conference at the Old Ship in April.

Commitment 3

Holiday Inn run their own in-house training programme. They do promote NVQs to their staff but have no one take up the opportunity.

They are sending two of their managers on the City College one day sales course in January.

Commitment 9

Holiday Inn offered one work shadowing opportunity in the September Tourism Futures PET in reception and reservations. They were not in a position to offer any positions in the November PET.

They have also provided one week work experiences to students from Hove Park School and St Johns College.

Currently they have a Brighton Youth Offending Team client undertaking a five week work experience in administration,



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this started off as a three week placement but has been so success it has been extended by a further two weeks. Unfortunately Donna does not have any paid employment for the trainee but CM recommended she circulate the girl's CV to the Tourism Forum in case any other member can offer employment.

14. Sassco - Simon Errey, Business Support Manager

Delivered:

Commitment 1

All applicants wishing to work for Sassco must be able to get to and from Brighton at the end of shifts and therefore are local.

Sassco have recently employed two long term unemployed local residents.

Commitment 2

Simon attended the October Tourism Forum and therefore contributed to the content of the Tourism Futures PET Work Placement Scheme.

Commitment 3

Staff attend the SPEAR training in self defence and all must hold SIA licenses. One staff member recently attended a CCTV course and another is booked to attend City College courses in effective leadership, successful selling, first and lasting impressions and has passed his NVQ 3 in management.

Commitments 4 & 6

Simon is working with Careers Development Group to create their Sector Routeways training course for prospective employees entering the security industry. He was able to make valuable contributions around the soft skills required by the Industry such as crowd control skills and confidence.

Commitment 10

Give assistance to anyone trying to complete their application forms.

They cannot provide guaranteed hours for work, flexible working hours or offer work placements because of the nature of the Industry.

15. Brighton Visitor - Nick Mosley, Owner

Delivered:

Commitments 2 & 4

Nick has attended the July and October Tourism Forum. He has also provided editorial coverage of the Tourism Forum each month since joining the Forum, in August, October and November.

Commitment 6

Nick and his Team have offered their support to City College's SOLD Project to put together the content for the proposed Brilliant Brighton course.



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16. The Grand - Catherine Bailey, Head of HR

Delivered:

Commitments 1 & 4

The Grand advertise their vacancies on the Brighton Gumtree website, and hold recruitment fairs with City College Brighton and Hove and the University of Brighton.

Commitment 2

The previous general manager was instrumental in setting up the Tourism Forum and putting together the Tourism Futures Charter.

Catherine and her colleague, Andi Hiron, attended Jason Mannix recruitment presentation on Brighton Pier.

Commitment 3

The Grand have a thorough internal training programme, which staff at all levels engage with. The hotel group have launched the 'Yes' campaign to improve service levels. Each staff member has their own KPI to work towards as does each department. A 'monopoly' type currency has been introduced to reward achievements; these can be cashed in for various prizes.

Thirty of their staff have taken advantage of the City College SOLD Project's ESOL courses (English for speakers of other language), it has proven to be very popular and more hope to get involved in the next round.

Catherine did a big promotion of NVQs in August, however this only generated two responses; both are which in maintenance and waiting to start. There appears to be a stigma attached to NVQs.

Commitment 8

They offer a flexible working package for those who want it, however most of the staff are young and single and do not have caring responsibilities.

Commitment 9

The Grand gave a one day work experience to twenty City College pastry students on NVQ Levels two and three and are keen to repeat this experience for an extended time period in 2009. Catherine is meeting with Leroy Clarke from City College in January to discuss this taking place with both their maintenance and kitchen students.

They have worked with Longhill, Dorothy Stringer, Patcham High School and Blatchington Mill schools providing one week work experiences; usually offer an average of 10 per year.

17. The Royal Albion - Nick Wright, General Manager

Delivered:

Commitments 1 & 7

This year The Royal Albion has employed two of the trainees from the myhotel PET



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Programme, which took place in April; a commis chef and a waitress. They employed ten people from Working Links; six in housekeeping, two in portering, two in food & beverage. Today two from the original ten are still in employment, both are in housekeeping. The reasons for this include being dismissed for unreliability, not liking the shift times with early starts, late finishes and split shifts.

Commitments 2 & 6

The previous general manager attended the March Tourism Forum. The current general manager has attended both the July and October Forums and therefore contributed to the Tourism Futures PET Work Placement Scheme. They both attended the myhotel's PET final event.

Commitment 3

There is eight staff currently on NVQs ranging from managerial to administration. Smart training is responsible for their NVQ programme.

Commitment 9

Nick offered two work shadowing opportunities in the September Tourism Futures PET and three in November's programme, none of these places were taken up. This year the Hotel has supported a two week work placement with Varndean College and employed a student trainee from Dorothy Stringer as a commis chef who has been doing a ten month work placement with them one day per month. They have provided fifteen foreign national students from local language schools four week placements.

During 2008 the Hotel's management structure has changed and therefore the current general manager has been heavily engaged in taking through these changes as well as coping with the downturn in the economy.

18. The Queens Hotel - Justin Manning, General Manager

Delivered:

Commitment 2

Justin attended the March Forum and hosted the July Forum.

Commitment 3

Three staff were on NVQs at the beginning of 2008; one completed, one is still currently studying and one has now left the Hotel. Justin is firmly commitment to training his staff and regularly puts them through internal and external training programmes such as Welcome Host.

Commitment 4

Justin attended and presented at the University of Brighton Dyslexia conference. He also attended the September Tourism Futures PET Employer Panel.



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Commitment 8

Justin believes in supporting his staff anyway he can, holding the opinion that if you invest in your employees and look after their needs this is the necessary recipe for a healthy business.

He therefore provides flexible working hours, allowing staff to take extra holiday as and when they need it. Having a high percentage of European workers, this has made a real difference to his staff retention rates.

Commitment 9

Justin offered one work shadowing opportunity in the September Tourism Futures PET programme.

Through out the year the Hotel offers between eight and ten work placements to students at local language schools.

Justin has been very busy in the last couple of months focussing on navigating his business and sister hotels through the current economic down turn, in order to protect their employees.

19. QMS/Quidcard - Julia Weekes, Owner

Delivered:

Commitments 2 & 6

Julia presented about Quidcard at the July Tourism Forum, its uses for an employee benefit scheme or for guests. From this The Pier, The Grand and Ramada Jarvis all signed up to Quidcard. At the meeting she offered to undertake free inspections of members' premises, Ramada Jarvis were interested in taking this up.

She also attended the October Forum and therefore fed into the Tourism Futures PET Work Placement Scheme.

Through the Forum she also linked up with Brighton Visitor and between them they are creating the first Brighton Visitor card for tourism visiting the City; more information will be given out at the February Tourism Forum.

Due to the nature and size of her business she is not in a position to employ or train up staff; however Julia promotes the existence of the Tourism Forum where ever possible and has ensured the logo appears on the new visitor cards.

20. Hotel Seattle - Barry Watson, General Manager

Delivered:

Commitment 1

The Hotel Seattle use local agencies and Brighton Gumtree to recruit staff.

Commitment 2

The sales manager attended the July Forum.



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Commitment 3

Barry is very committed to training and currently has twelve staff studying NVQs; four of which are at management level.

He put two staff through their licensing training and four through first aid.

They hold quarterly induction training meetings.

Commitments 7 & 8

All staff employed with the Hotel Seattle get guaranteed hours and flexible working schedules.

Commitment 9

The Hotel Seattle offers an average of ten work placements and experiences to students from City College, local schools and Brighton University. Currently they have a student from Brighton University on a forty week paid placement, who is studying one of the NVQs in management.

Barry took over the management of the hotel in April; he subsequently managed a four month intensive refurbishment. Therefore he has not been able to commit the time he wanted to the Forum but intends this to change in 2009.

21. Hurran and Glynn Carpets - Andrew Watson, Co-owner

Delivered:

Commitments 2 & 6

Andrew joined Tourism Futures in October, attended the Forum held that month and therefore took part in putting together the Tourism Futures PET Work Placement Scheme.

Commitment 3

Andrew attended the City College SOLD course in merchandising and as a result is re-organising the entire shop floor to improve the look and feel of his products. He found the training very useful and has put in place everything he learnt.

There are only three full time staff members in the business and two fitters; this includes Andrew and his brother who both co-own the company. One of their employees attended a specialist carpet sales course in Kidderminster but next year Andrew will send a staff member on a City College sales course. The junior fitter attended a specialist fitting course.

Commitment 9

They took a work placement from Blatchington Mill School.

Commitment 10

Andrew is currently mentoring a student from a business course at City College. The aim of the course is to teach students about setting up their own business, Andrew is



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mentoring a student setting up a company called 'Queens of Entertainment'.

22. The Hilton Brighton Metropole - Mary Meadows, HR

Delivered:

Commitment 1

The Hilton has tried to employ three candidates from either the September or November Tourism Futures PETs, however each time the clients have pulled out. There is another candidate from the November PET that is currently being interviewed for employment.

Commitments 2 & 6

The Hilton is the only member to have attended all of the Tourism Forums; March, July and October.

Both Mary and her colleague Sarah attended Jason's recruitment presentation on The Pier.

Commitment 3

The Hilton has its own internal training academy and university and employees are encouraged to get involved in this. For example there is an 'Elevator' Scheme for university graduates and employees with over twelve months of service wishing to fast track into managerial positions.

There is two hundred and twenty five permanent staff at The Hilton under taking a range of different NVQs, for example members of the maintenance teams are on Joinery and Carpentry NVQs, one of the kitchen chefs under took a Patisserie and Confectionary NVQ and one of the receptionists took a Front of House NVQ.

Two Team members have received Group Training Certificates.

Six employees are taking the City College SOLD's ESOL course (English for Speakers of Other Languages).

Ten employees have been trained on a four day First Aid Course.

Commitment 4

Mary attended both the September and November Tourism Futures PET Employers Panel.

The Hilton gave school pupils from Cardinal Newman, Blatchington Mill and Dorothy Stringer tours of their business and presentations on the skills needed to make a career in the sector. They have also done this with Deep Dene School, Bellerbys Language School and Roedean School.

Twice a year, City College students come and learn how to cook pizzas in the kitchens.



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Commitments 5 & 6

The Hilton has been working very closely with the Education Business Partnership in supporting them to organise facilitation of the new specialist diploma in hospitality. They have committed to providing teaching space within their hotel and staff time to speak to students about the Industry.

Commitments 7 & 8

The Hilton gives guaranteed hours to all of their employees and operate a flexible working week, where hours vary by twenty five percent either way depending on business levels.

Commitment 9

During 2008, The Hilton has provided twenty seven work experiences/placements for a variety of different organisations such as local schools, Business Action on Homelessness, Tourism Futures PET and university students.

Commitment 10

The Hilton is very commitment to mentoring and runs an internal mentoring programme whereby heads of departments mentor supervisors and team members, directors mentor heads of departments and so on.

They operate a specialist mentoring scheme for aspiring general managers called 'Shine'.

23. myhotel - Mary Souza, HR Director (information gathered by email)

Delivered:

Commitments 1, 4, 5, 6, 7, 8

When the new myhotel opened in Brighton in 2008 they worked closely with Jobcentre Plus and the Engage Partnership to design a pre-employment training programme to recruit some of their new employees. Fourteen candidates started the myhotel PET; eight finished and were booked for interviews. Six were interviewed, two didn't show up. From the six interviewed two were employed and started immediately. They then left because they had problems with time keeping. Another candidate was then contacted a few days after the interview and offered employment but they had found a job in a supermarket. The other candidates were either not suitable or wanted front desk roles and myhotel had none available at the time.

myhotel attended 2 Tourism Forums in 2008 .

The following businesses either took the decision not to remain part of the Tourism Forum in 2009 or did not respond in time for this report:

- Cherrywood Property (Stanmer House, The Abbey Hotel)
- Lansdowne Hotel
- Seven Seasons Bar & Restaurant



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- The Old Ship
- The Thistle

New businesses joining the Forum and signed up to the Charter for 2009 include:

- Las Iguanas
- Sussex Cricket
- Dolphin House Shop
- Café Felice
- Harrison Catering
- Terre Terre

Conclusions and Recommendations

In conclusion the project findings have identified that in the main the Tourism Forum members are very active in their charter commitments and therefore committed to supporting the local community.

The Forum is well perceived and held in high regard by those who engage for the benefits businesses attained from being involved.

There is no denying the Industry is suffering from the current economic climate, however if anything this is encouraging more businesses to join in 2009 and members to pull together to best support one another to improve their business practices.

Forum meetings in the first quarter of 2009 will focus on members' peer supporting one another to capitalise on the groups combined intelligence and experience.

The most under utilised services provided by the Forum are the Tourism Forum e-list, tourismforum@engagesolutions.org.uk and the free recruitment service offered by the Engage Partnership, forum@engagesolutions.org.uk, as greatly recommended by Donna Wenham at the Holiday Inn. During these one to one meetings both services were once again promoted as a means to sharing information and services and employing local people.

Recommendations include:

- Tourism Futures Steering Group members ensuring the continued existence of such an effective initiative going forward part 2010
- Members make better use of the e-lists for communicating with one another and recruitment purposes
- Members use the new Tourism Futures logo on their marketing materials and website to demonstrate their collaboration in this innovative partnership
- Charter monitoring visits for 2009 are carried out during November and December to avoid the Christmas activity prevalent in the sector.



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