



Hospitality & Visitor Economy

WORKFORCE DEVELOPMENT PARTNERSHIPS

PURPOSE

The Workforce Development Partnerships (WDP) serve as a collaborative forum bringing together education and training providers along with employers to address workforce development challenges and formulate effective solutions. The primary objective of the WDP is to foster dialogue, exchange ideas, and promote collaboration to enhance the skills and capabilities of the local workforce.

The Hospitality WDP in Oxfordshire will focus on creating a networking forum for employers to share good practice. It will also be open to Berkshire employers as the LSIP Team explore the priority needs in Berkshire for this sector over the coming months.

WHAT ARE THE KEY OUTCOMES WE ARE SEEKING?

- Creation of a direct channel of communication between education providers and hospitality employers, focused on the key priorities for the sector
- Provide a forum for employers to gain insights into education and skills and providers to gain insights into priority sectors
- Generate resources and advice for signposting employers to skills
- Strengthen relationships between attending providers and employers, and those they are there to represent, to generate further partnership solutions
- Narrow skills gaps as identified in the LSIP for Oxon (and Berks)
- Ease recruitment difficulties as identified in the LSIPs Oxon (and Berks)
- Create opportunities for the sharing of good practice in skills development across the sector

WHAT WILL BE OUR WAYS OF WORKING?

- Meetings will occur quarterly, from Autumn 2023 to the completion of the current LSIP project – March 2025
- They will be convened by the LSIP team who will be responsible for minute taking and circulation and following up on actions decided upon
- They will be chaired by the LSIP Champion for Hospitality
- Members will attend both in their own capacity but also in the capacity of representing their wider sector
- Partnership working between meetings will be important to achieving desired outcomes. Members become part of a genuine workforce development partnership, where the work that goes on between meetings will be as important as the meetings themselves
- The partnership is designed to find practical solutions to skills shortages in the sector and will work in that spirit

KEY ACTION AREAS

- Other sectors are working on a communication campaign to development knowledge of the roles and opportunities within the sector.
- Skills bootcamps – with employers involved from the beginning and supporting with curriculum content.
- A communication/PR campaign – students could be involved and support with making this a social media campaign.
- Providers/employers to strengthen their connections.
- Gaining feedback from: New starters, Students and Job ready people
- Working on inspiring Level 1 students – this could included surveying them around work experience.

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RATIONALE

Employers have reported skills shortages in several roles, particularly related to the Restaurant industry. Two thirds of businesses responding to the annual Experience Oxfordshire Business Confidence Survey[10] are confident for 2023 but issues such as staff recruitment and retention were hampering growth. 23% of business had introduced new practices including shortening their operating hours and introducing mid-week closures.

LABOUR MARKET

In early 2022, there were 1,880 businesses involved in Hospitality and the Visitor Economy in Oxfordshire. This was an increase of 8% compared to the Business Register in 2017. The vast majority were micro businesses, or small enterprises with 30 medium-sized companies and 10 large.

The total number of jobs in the Hospitality and Visitor Economy sector in Oxfordshire in 2022 was 27,500. This compares to 26,800 in 2017 and is an increase of 700 (3%).

SECTORAL CHALLENGES

Employer feedback suggests that currently there is no unified approach which makes it difficult to resolve challenges around recruitment.

SPECIFIC REPORTED SKILLS GAPS

Supervising staff and activities within hospitality businesses including bars, cafes, conference centres, restaurants, and hotels.

Supervise the delivery of a quality service that supports in achieving the overall business objective.

Understand the financial operations of hospitality businesses and know how to source and use financial information.

TABLE 1 Recruitment Difficulties Reported by Employers	Technical Occupations (Levels 2-3)	Higher Technical Occupations (Levels 4- 5)	Professional Occupations (Level 6+)
Commis Chef	Commis Chef L2		
Chef de Partie	Chef de Partie L3		
Maintenance Engineer		Food & Drink Maintenance Engineer L3 Drinks Dispense Technician L3	
Managers	Hospitality Supervisor L3	Senior Culinary Chef L4 Hospitality Manager L4	
Grounds and Greenkeepers	Sports Turf Operative L2	Advanced Sports Turf technician L3	

[10] <https://www.experienceoxfordshire.org/partner/partner-benefits/research-and-insights/>

SECTOR SPECIFIC: HOSPITALITY AND VISITOR ECONOMY

DESCRIPTION OF CHANGE AND EXPECTED BENEFIT	ACTIONS	OWNER	EMPLOYER CHAMPION	TIMESCALE	POTENTIAL FUNDING
<p>Facilitate a Hospitality Workforce Development Partnership (WDP)</p> <ul style="list-style-type: none"> Provide a forum and focus for employers to gain insights into skills, and providers to gain insights into priority sectors. Generate resources and advice for signposting employers to skills. Strengthen relationships between attending providers and employers to generate further partnership solutions. <p><i>"There needs to be an association for hospitality in the area who can put forward the needs to educators rather than all going individually" SME, Oxfordshire at the LSIP 'Meeting the Future Workforce' event in April 2023</i></p>	<p>The ERB will facilitate a WDP to partner and add value to existing structures developing a work programme to connect employers to skills and improve the skills provision in the local area.</p> <p>NB- this may also be open to Berkshire employers pending further feedback in Berkshire.</p> <p>Education & Training Providers to use LSIF, Innovation Fund or Skills Bootcamps as alternative sources of funding to align delivery to the priority skills needs via new programmes such as short, modular courses.</p> <p>Progression routes are hampered currently as the T Level in Catering has been delayed beyond 2024.</p> <p>In light of the delayed T Level, providers to review and change the content of current Post-16 Provision, including BTECs to align with priority needs.</p>	<p>ERB ETPs Partners Employers</p> <p>ETPs</p> <p>ETPs</p> <p>ETPs</p>	In Place	Summer 2023- March 2025	<p>LSIP LSIF AEB 16-18 Bootcamp App Emp Other</p>

Information Key PARTNERS

ERB

The Employer Representative Body- Thames Valley Chamber of Commerce (Thames Valley Skills Unit)

WDP

Workforce Development Partnerships

ETPs

Education & Training Providers

LEP

Thames Valley Berkshire LEP

PARTNERS

Including Trade Bodies, Careers Advisers, JCP and other agencies

CEIAG

Careers Education, Information, Advice & Guidance

Information Key FUNDING

LSIP

Local Skills Improvement Plan Funding

LSIF

Local Skills Improvement Fund (funding)

AEB

Adult Education Budget (inc Innovation Fund and Loans)

App

Apprenticeship Funding

16-18

16-18 year old education funding

Emp

Employer funded, or time commitment

Bootcamp

Skills Bootcamp