

## **ETAG SKILLS FORUM – Skills Action Plan (2007-8)**

In early 2007 the ETAG Skills Forum embarked on a project to examine supply and demand in the labour market. This aimed to address the challenges Edinburgh employers face in meeting the growth the industry is predicted to face, as identified in *Edinburgh tourism's framework for growth 2007 – 2015*. An action plan has now been formulated to meet these challenges head on.

### **The challenge**

Edinburgh's tourism industry is growing rapidly whilst the workforce, even with healthy levels of inward migration, is remaining static. Tourism is a business dependent on its people. Filling hospitality and catering vacancies with people with the right skills and motivation is of particular concern. The quality of the people and the level of their skills are the key factors in delivering a high value service and ensuring that Edinburgh retains its competitive advantage in a global tourism market.

The majority of people working in the tourism sector are employed in hospitality and catering, in kitchens and front-of-house operations. By 2015 the industry in Edinburgh will need to attract a further 24,000 people to account for growth and replacement demand.

The Edinburgh labour market is extremely tight - unemployment is currently below 2% with 82.5% of people employed in the service sector. Our industry is overly reliant on attracting young people and migrant and itinerant workers. Tourism employers in Edinburgh are facing significant challenges in the recruitment and retention of staff.

### **The solution**

We ask that you and our other partners join us in a co-ordinated effort to meet the challenges head on. Our action plan will only work if we rise to the challenge by engaging with all key partners to deliver innovative and creative solutions.

Working closely with People1st, Skills for Scotland, Scottish Enterprise, The City of Edinburgh Council, the Careers Service, schools, colleges and universities, Springboard and HIT Scotland we will find ways to ensure that the resources available to us work for us – the partners and employers.

The action plan outlined below includes initiatives that will market the tourism industry and attract more young people, older people and people with caring responsibilities. It will focus on the skills that the industry requires and ways to up-skill our people.

<b>Project</b>	<b>Action</b>
	<b>Increasing supply of labour</b>
Edinburgh Young Chefs	We will attract young people into the chef professions by providing an employment and training opportunity for school and college leavers..
Edinburgh Young Hoteliers	We will attract young people into Front of House by providing an employment and training opportunity for school and college leavers.
Attract the Competition	We will market Edinburgh Tourism Employers to students of foreign hotel schools and colleges.
Task Group - Family Friendly policy development	We will look into ways of making Hospitality and Tourism more attractive to those who have caring responsibilities.
Task Group – Attracting older people into Hospitality and Tourism	We will look into ways of making Hospitality and Tourism more attractive to those who are over 50
	<b>Raising standards</b>
The People 1 <sup>st</sup> Good Employment Charter	We will work with People 1 <sup>st</sup> to promote Best Practise in employment and provide a professional benchmark for Edinburgh Businesses
HR Business Advisor	We will work with People 1 <sup>st</sup> to promote the HR Business Advisor - a free resource that provides the tools needed to manage people in our industry and provide a positive working environment.
	<b>Raising the profile of the industry</b>
Marketing Task Force	We will market our Industry, our training opportunities and our job vacancies to all our potential sources of labour supply at Careers, Schools, College and University Events and other Jobs Fairs.
Schools Work Experience Development Group	We will form a group of interested employers to ensure that work experience placements in our industry are a positive experience for both the child and the employer.
Adopt a School/School Cluster	We will partner tourism Employers with schools, supporting schools activities and familiarising young people (including primary school) with the Hospitality and Tourism.
	<b>Bridging skills gaps</b>
Hotel Maintenance Training	We will develop a new course/qualification in Hotel Maintenance and decrease the reliability on Trades-people.
	<b>Increasing communication</b>
UK Skills Passport	We will work with People1st to increase the uptake of the UK Skills passport, promote a learning community and the easy transfer of talent and skills across the whole of our Industry.