

## Skills for Growth – VE Passport

## LCR Visitor Economy Board 14<sup>th</sup> March 2017





## LCR VE Strategy to 2025



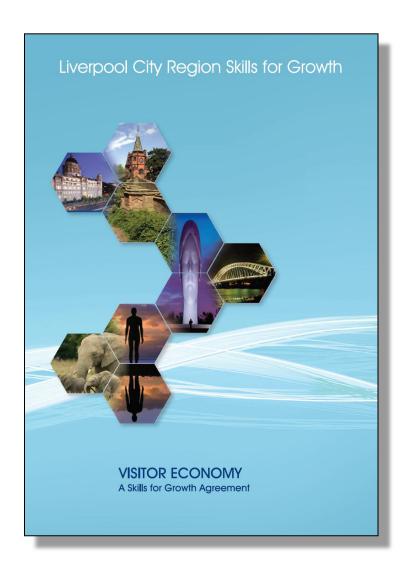
7 Strategic Priorities

- Additional £652 million/12K FTE jobs by 2020
- Additional £1.2 billion in spend and 22K FTE jobs by 2025

To promote the Visitor Economy as a first choice career and to address skills gaps in the hospitality workforce including management and leadership, customer service and chefing



#### **Headline Issues / Actions**



- Employers and providers to collaborate on curriculum design
- 'Destination Awareness' within courses
- Develop elite chef opportunities
- Welcome & embedding language skills into business
- Promote the sector as an aspiring career choice



## **LCR VE Passport – Aims**

- To improve attainment, attendance & attitude
- To encourage progression Level 1, 2 and 3 students
- To define career pathways Tangible route to employers & employment
- To enhance intelligence Monitoring & tracking
- To make better use of college resources & expertise
- To integrate soft skills into mainstream learning customer service, languages & destination awareness

# Introducing the LCR VE Passport



Criteria	Bronze	Silver	Gold
Benefit	Guaranteed acceptance onto the next level of course and access to work experience.	Guaranteed interview for apprenticeship or job.	Guaranteed apprenticeship or job.
Customer Service	Completed college qualification.	Achieved Liverpool Welcome Programme.	Achieved World Host Principles of Customer Service Training Module
Awareness of key attractions in Liverpool City Region	Candidate can successfully talk about top 5 attractions in City Region.	Candidate can successfully talk about top 8 attractions in City Region.	Candidate can successfully talk about top 10 attractions in City Region.
Aptitude and attitude	Minimum 98% punctuality. Minimum 90% attendance (including authorised absences/available attendance). Pass all qualifications. No conduct issues.	Minimum 98% punctuality. Minimum 93% attendance (including authorised absences/available attendance). Pass all qualifications. No conduct issues.	Minimum 98% punctuality. Minimum 95% attendance (including authorised absences/available attendance). Merit/Distinction in all qualifications (where applicable). No conduct issues.
Language Skills	Candidate can say: hello, goodbye, please, thank you, good morning, good evening, ask a guest 4 questions in 3 of the following languages: Mandarin, French, Spanish, German and Italian.	Candidate can say: hello, goodbye, please, thank you, good morning, good evening, ask a guest 6 questions in 3 of the following languages: Mandarin, French, Spanish, German and Italian.	Candidate can say: hello, goodbye, please, thank you, good morning, good evening, ask a guest 8 questions in 3 of the following languages: Mandarin, French, Spanish, German and Italian.
Work Experience	Completed 30 hours in a paying customer environment.	Completed a minimum of 45 hours – 20 of which should be in private industry.	Completed 60 hours – 40 hours of which should be in private industry and in either 2 different types of VE setting or includes 1 international setting.



## **Key Development Areas**

#### Foreign Languages –

- Online training module will be developed through Riverside & Hugh Baird
- Assessment through Universities
- Potential integration with guides & cruise development

#### Liverpool Welcome:-

- Repurposed in conjunction with People 1<sup>st</sup> & endorsed Nationally
- Student & employer versions
- Licenced to LCR LEP
- World Host Training to delivered to all gold students irrespective of college



## **Employer Charter**

- Major employers must sign the passport charter if it is to have credibility
- We would expect all VEB members to be able to make that commitment
- We would expect the LCR VEB to champion the scheme
   & encourage others to joint it
- We will develop the VE Week website to list those employers who have signed the charter & to promote the passport scheme
- We will also use it to create a prospectus of VE courses

   now we have mapped them...
- VEB will be the awarding body



## Launch & Raising Awareness

- Passport starts across all LCR FE colleges in September
   2017
- Launch event to take place at Hugh Baird College on Friday 16<sup>th</sup> June – Breakfast meeting
- All LCR FE Colleges will attend
- We need commitments from VEB members to sign the charter by the launch & help in securing other signatories
- We believe this partnership is unique for the City Region & want to use the opportunity to showcase the sector nationally
- Commitments to date Crown Plaza & Signature Living



## Visitor Economy Skills Week 2017

"Visitor Economy week is exactly what we needed to do in this sector"

**Stephen Roberts** 

VE Skills Champion (ESB and VEB)

https://www.youtube.com/watch?v=A6RV4Iy3Kic



### VE Skills Week, 6 - 9 Feb 2017

- 65 event programme & engaged 4,000 people
- Supported by 30 partners / employers, with financial support from Liverpool ONE and the Mayoral Development Fund (£16k)
- Nearly 3,000 unique visitors to the micro-site & 1,700 facebook referrals alone
- 1219 Twitter followers, trended in Liverpool
- Value added new learners & employers interest, ongoing support offers
- VEWeek 2017 Highlights
   https://www.youtube.com/watch?v=Z1KB-0HPdgo



#### For 2018:

- National focus in launch event & greater involvement from employers.
- Close event bigger and commercial income generator
- Greater reach into secondary schools and focus on vocational training/career paths
- Integration with Big Hospitality Conversation/BHA & PACE
- New Partners Pullman, LFC, Molson Coors, World Class Services, Bolland & Lowe, Royal Academy of Culinary Arts, LHA