

Skills for Growth – VE Passport

LCR Visitor Economy Board
14th March 2017



Monday 19 September 2016

LCR VE Strategy to 2025



November 2014

- **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 cheffing

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 1st & 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 16th 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, on-going 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