**Wales Tourism and Hospitality Skills Partnership**

**Note of Meeting 9 on the 18.1.2023**

**Present**

Sandra Kelly (SK) - Chair

Anthony Rosser (AR) - UK Hospitality Cymru

Kerry Thatcher (KT) - Visit Wales/Secretariat

Steffan Roberts (SR) - Visit Wales

David Chapman (DC) - UKHospitality Cymru

Ceri Pritchard (CP) - DWP

Huw Wilkinson (HW) - Cardiff Capital Region Skills Partnership

Robert Holdcroft (RH) - South West Regional Skills Partnership

Lisa Mitchell (LM) - Qualifications Wales

Donna Heath (DH) - Cambrian Training/National Training Federation Wales

Sheena Carlisle (SC) - Wales Tourism in Higher Education Network (WTHEN)

Hannah Elliott (HE) - Celtic Manor Resort

Sharon Hughes (SH) - Wales FE T & H Group

Paul Renfro (PR) - Wales Adventure Tourism Organisation (WATO)

Adrian Greason-Walker(AGW) - Wales Tourism Alliance

**Apologies**

Andrea Jones - Careers Wales

Aggie Caesar-Homden - Mid Wales Regional Skills Partnership

Sian Lloyd-Roberts - North Wales Regional Skills Partnership

Paddy Hogan - Cardiff Hoteliers

Berin Jones - Llandudno Hospitality

1. **Welcome and apologies**

The Chair welcomed members to the meeting and apologies were noted as above.

**Minutes, Actions and Matters arising from 27.10.2022**

|  |
| --- |
| AP 26 – Issue a call to members to volunteer for the role of Vice Chair.  **For discussion at Item 6** |

|  |
| --- |
| AP 27 – ToR to stress importance of representatives or deputies attending meetings regularly.  **Completed – ToR amended** |

|  |
| --- |
| AP 28 – KT to consider articles for the Visit Wales tourism industry e-newsletter to highlight benefits of apprenticeships and employment of refugees.  **Completed – more information at Item 2** |

|  |
| --- |
| AP29 – members to encourage industry to contact Careers Wales which can help facilitate working with schools and careers events.  **Ongoing (remove)** |

|  |
| --- |
| AP30 – KT to issue the link to the FSP again and to develop an article for the VW tourism industry e-newsletter. Members also asked to remind businesses of FSP funding availability.  [**Flexible Skills Programme | Business Wales Skills Gateway (gov.wales)**](https://businesswales.gov.wales/skillsgateway/flexible-skills-programme)  **Completed – more information at Item 2** |

|  |
| --- |
| AP31– Task and Finish Group to take forward the option to work with VW and Careers Wales on Minecraft Education to link T & H with the new schools’ curriculum.  **Not completed – See Item 6** |

Members agreed that the minutes from 27.10.2022 were an accurate record.

**Chair’s update**

**The Chair updated members on:**

1.1 The UK Skills Board – continues to focus on the Hospitality Rising campaign; mentoring; skills and recruitment issues.

1.2 UKH has launched a guide to employing the over 50 age group – to help businesses understand different approaches for targeting that group of potential staff for the industry e.g. appropriate language and methods to use when recruiting. The guide will be circulated to members.

|  |
| --- |
| AP32 – UKH Over 50s Guide to be shared with members |

The benefits of over 50 workers was discussed – stability, life skills, mentoring skills etc.

CP noted that DWP has appointed 3 District Leads to work with businesses to attract workers from the 50 and over age group and offered to introduce those leads to the partnership.

|  |
| --- |
| AP33 – Ceri Pritchard to introduce the DWP District Leads for over 50s to the group. |

1.3 Members agreed to invite Keith Ruffles, Senior Policy Advisor, Devolved Nations Team (Wales), Migration Advisory Committee Secretariat at the Home Office, to the next meeting to update on the current MAC position and the review of the SOL.

|  |
| --- |
| AP34 – Keith Ruffles from MAC to be invited to next partnership meeting |

**2. Visit Wales Update**

**SR gave an update on the priorities for Visit Wales:**

* Following announcement of Welsh Government budgets for 2023/24, planning is underway to utilise the tourism budget of £5m capital and £10m Revenue. Suggestions from the partnership to take forward work on skills in the sector will be considered.
* Tourism Levy – led by WG Treasury Team – consultation now closed and the team is reviewing over 1,500 responses.
* Statutory Licensing – consultation closes mid-March.
* Regional Tourism Fora meetings taking place mid-February.
* Visitor Economy Forum meets mid-March.
* An enhanced marketing campaign was undertaken for the World Cup – very successful in highlighting Wales to the World.
* Year of Trails launched this month – opportunity for industry to get involved.
* Planning a return to some pre-covid industry engagement activity – awards, Summit etc – no dates yet.
* Recognise the issues for the industry around cost of living, energy costs etc.

**KT updated on Visit Wales skills activity –**

**The Experience Makers**

The campaign will continue up to 31.3.2023. A new case study filmed at Ynyshir currently being edited – further studies to be filmed at Zip World (Marketing, social media, PR roles) and The Trewythen (focus on apprentices and workers from Ukraine).

As well as targeting young people, we are also looking at targeting over 50s, career changers, early retirees etc.

**BBC Coverage**

As a result of the campaign work, and the collation of examples of where employers have adapted/improved pay and conditions/benefits to attract and retain staff, the BBC ran a piece on employers who are offering perks to staff. The article was industry led and as well as highlighting best practice among employers it also shows how opportunities in the industry are improving and that staff are valued.

**Schools Curriculum**

The opportunity to work with Careers Wales on Minecraft Education is still a priority and will be taken forward by Visit Wales over the next few months – an industry representative to support this work is important.

**Flexible Skills Programme 2022/23**

Funding awarded to T & H businesses to support bespoke training was discussed. We are one of only 5 sectors to have a scheme under the partnership strand and hopefully further funding will be confirmed by WG Skills Division for 2023/24. Promoting the scheme and encouraging more businesses to access the funding will be a priority going forward. The programme will end in 2025.

AR noted that funding from FSP had supported a training programme for middle management which has been very successful, and PR noted that the FSP is valuable for the outdoor activity sector as it can support outdoor instructors to obtain skills.

1. **Qualifications Wales Update**

LM updated the group on the Travel and Tourism, Hospitality and Catering Review/Reform with a timeline for the next steps to be undertaken during 2023.

LM thanked the partnership for supporting the review so far and further involvement may be requested.

|  |
| --- |
| AP35 – Quals Wales timeline to be circulated with minutes |

It is hoped that the new qualifications will encourage more learners to enter the sector and the Chair noted that Wales is ahead of other UK nations in reviewing these sector quals.

1. **Careers Wales LMI Data Bulletin November 2022**

The Chair referred to this bulletin which looks at key economic trends, jobs posting trends, redundancies and the economically inactive across Wales. The bulletin provides context across sectors and page 16 onwards looks at the reasons for economic activity e.g. long-term sick, retired, NEETS, which is useful in terms of targeting those groups for employment in T & H.

CW is currently working on an update on job postings analytics on Tourism/Hospitality jobs in Wales and the next bulletin is due in March 2023.

|  |
| --- |
| AP36 – next CW LMI bulletin to be discussed at next partnership meeting and Ffion Jones from CW to be invited to present. |

1. **RSPs – 3 year employment and skills plans**

Huw Wilkinson presented on the work of the four Regional Skills Partnerships in Wales and their development of the new 3 year Employment and Skills Plans which have been developed in collaboration with business, education and training providers and key stakeholders.

The plansprovide recommendations to Welsh Government to influence the prioritisation and deployment of skills funding including Apprenticeship and Further Education allocations.

The Cardiff Capital Region plan was launched in November, with the North Wales plan due to be launched this month and the Mid-Wales plan in March 2023.

The Personal Learning Account can support individuals to up-skill and the approved qualifications are currently under review. It was noted that real examples of the type of training available would be useful to promote the PLA to industry.

|  |
| --- |
| AP37 – RSPs to consider developing case studies to promote the PLA to industry. |

Robert Holbrook confirmed that the South West 3 year plan was also launched in November and noted that Bluestone gave an excellent presentation at the launch event on Smart Recruitment. Challenges for the SW region include poor work-readiness of prospective employees and mobility.

|  |
| --- |
| AP38 – RH to share the Bluestone Smart Recruitment PP with the Chair. |

1. **Open Session**

The Chair asked members to send nominations in for a new Vice-Chair and asked for volunteers to support the work with Careers Wales on Minecraft Education.

|  |
| --- |
| AP39 – Members to send in nominations for the post of Vice-Chair and volunteers needed to support the Minecraft Education work. |

AR provided real examples of how the rise in energy costs and increases relating to staff pay are affecting his business. He has experienced a high turnover of staff in the last few years and when staff leave they are not always replaced as the business has to adapt where possible. Investing in training is proving valuable to give staff new skills.

HE supported the targeting of over 50s and would like more information on that but stressed the importance of continuing to focus on younger people as well. ‘Doing the basics brilliantly’ will continue to be a focus to ensure quality service is delivered to guests.

Members felt that a space to store and share information, recommendations for training, best practice etc would be useful for the partnership.

|  |
| --- |
| AP40 – Chair would welcome suggestions/examples from members on a possible storage space for shared documents. |

1. **Date of next meeting and close**

The next meeting will be held on Wednesday 19th April 1pm to 3pm..