

Springboard - The Tourism Academy



Vision for Springboard UK

- To raise the profile of careers and jobs in hospitality, leisure, travel and tourism, help improve perceptions and attract more people into the industry – meeting future staffing needs and the aspirations of potential recruits



Target Audiences

- Potential Recruits
- Industry
- Education
- Those influencing career choice
- Intermediaries
- Media



Tourism in Scotland

- Vital importance to Scotland
- 200,000 employees
- 20% of these employees in Lothians
- 9 % of the workforce
- £4.5 Billion per annum visitor expenditure



What was the Employer Demand?

- High Levels of Staff Churn = frequent employer engagement in labour market
- Employers consider applicants & members of workforce to be insufficiently skilled to meet business need.



Meeting Demand

- Raising awareness of opportunities in industry
- Providing basic tourism skills training



Raising Awareness

- Ambassadors
- Taster Days
- Discovery Trails
- Edinburgh Bus Trail
- Buddy Day
- PR Campaign



Tools for raising awareness

- Career Compass
- Springteractive
- Top 20 Tourism pack
- Boardgame
- Careers Training pack



2 main areas of work

- Back to work programmes
- Programmes targeting young people/schools



Back to Work Programmes

- Partnership Working
- Short Job Focused Training
- Get On
- Deal Me In To Tourism
- EASE/WEA



Providing Basic Tourism Skills Training

- Tourism Communication Skills
- Welcome Host
- Food Hygiene
- Cultural Awareness
- Health & Safety



Programmes Targeting Young People

- The Travel & Tourism Prog
- Young Managers
- Futurechef
- Summer School
- = Preventing Unemployment & support to fulfil potential



Pipeline Approach

- Awareness Raising
- Tasters
- Programmes
- Specialist Careers Advisory Service
- Link to industry
- Aftercare





Promoting Careers in
Hospitality Tourism and Leisure

John – Discovery Trail



Nanouche

– Specialist Career Advice



Christine – Get On Programme



12 month results

- 93 assisted into work
- 5 back to work programmes
- Award for partnership working
- Launch of Boardgame
- Launch of new careers resources
- Support from Executive



The Future

- Summer School
(school leavers)
- Increase in Promotional Activities
- Deal Me In
- Continue success with JC+
- Continued growth of organisation
throughout Scotland



Questions?

