

HOSPITALITY, TOURISM & LEISURE INDUSTRY

*Including: Sports Coach, Leisure Centre Staff, Hotel Manager, Travel Consultant, Tour Manager, Resort Rep,
Tourism Assistant, Air Cabin Crew, Chef, Housekeeper, Waiter, Kitchen Porter, Training Officer, Publican...*

Birmingham & Solihull

AZ

Vocational Learning Guide

2004-2005



THE LANDSCAPE

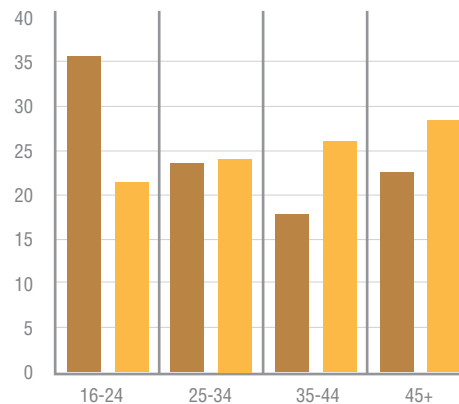
The hospitality, leisure and tourism sector currently employs more than 30,000 people in Birmingham and Solihull. Net employment, particularly in hotel and catering, is forecast to grow steadily over the next ten years.

In the Birmingham area, the Bullring is leading a surge in demand for employees within the hospitality sector, with nearly half of businesses planning to expand their workforces. A similar effect is anticipated as the Eastside development of the city gathers momentum.

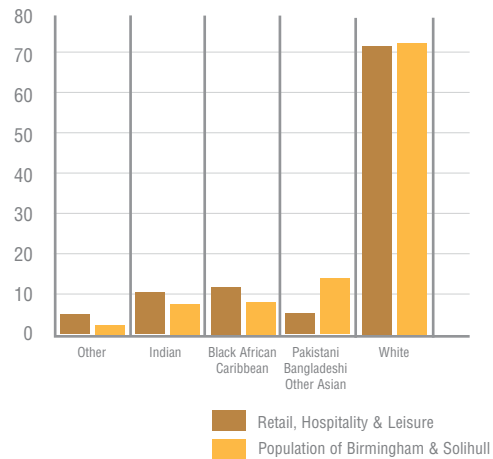
A supply of skilled, qualified recruits is needed to meet employer demand. But organisations are experiencing substantial difficulties in filling 'frontline' customer service vacancies. Almost two thirds of all hospitality and leisure companies in Birmingham and Solihull have recruited new staff in the past year – evidence of high staff turnover and/or expansion. Many of these employers reported difficulties in recruiting people with the right skills.

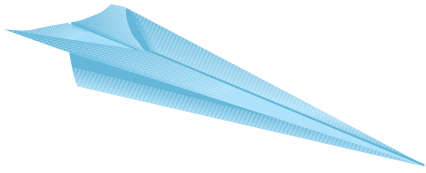
More than a quarter of local companies are aware of skills gaps within their current workforce. In particular, employers have concerns about a lack of interpersonal and selling skills among employees who represent the public face of their organisation. Around a quarter of workers in the sector locally are drawn from minority ethnic communities, which broadly mirrors the local population. Research shows there is significant potential to address the skills issues faced by the sector by significantly increasing the representation of these rapidly growing communities.

WORKFORCE PROFILE BY AGE IN THE HOSPITALITY, TOURISM & LEISURE SECTOR (BIRMINGHAM AND SOLIHULL)

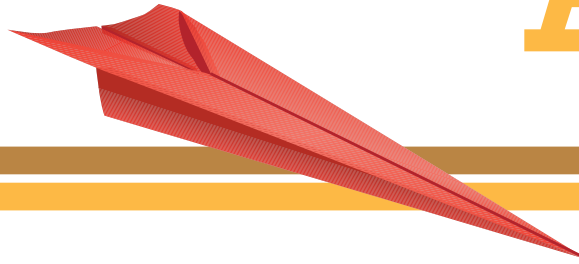


WORKFORCE PROFILE BY ETHNICITY IN THE HOSPITALITY, TOURISM & LEISURE SECTOR (BIRMINGHAM AND SOLIHULL)



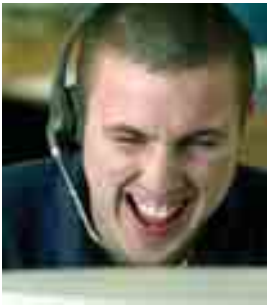


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SCOTT DOWNING

TRAVEL CONSULTANT | THOMAS COOK DIRECT



Scott Downing is building an impressive list of contacts scattered all over the world – without leaving his desk in Birmingham.

Scott is an Apprentice with Thomas Cook Direct and his regular dealings with foreign-based agents mean

he will never be short of a helping hand, wherever he roams. Scott started with Thomas Cook in January 2002 after spending three years with a small, independent travel agent. Since then, he has gained NVQs Level 2 and 3 in travel services and also British Airways-accredited air ticketing qualifications.

“When you first start, it’s quite hard going because you’re a small fish in a big pond,” says Scott, now 21. “But it’s a very supportive environment because you get to mix with a lot of people at a similar level and the Apprenticeship advisors are always there to help. I would definitely recommend an Apprenticeship as a route into the travel industry.

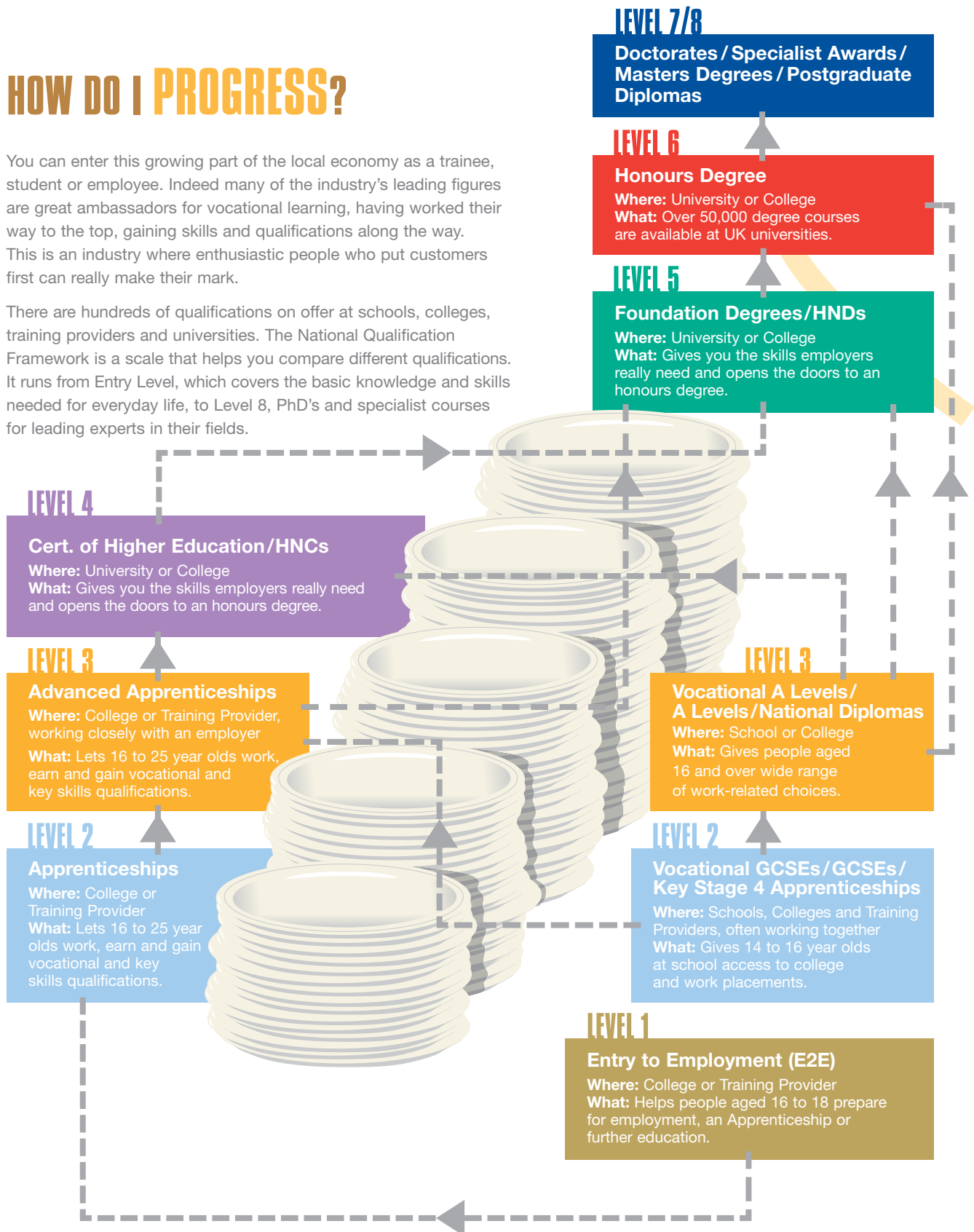
“When I started, I didn’t know how long I would stay. But now I feel I’m really developing my skills and hope to become a team leader in the future. I don’t know about the longer term – perhaps I’ll work abroad, still in the travel industry. That’s a long way off but the Apprenticeship has given me a career path and real professional goals.”



HOW DO I PROGRESS?

You can enter this growing part of the local economy as a trainee, student or employee. Indeed many of the industry's leading figures are great ambassadors for vocational learning, having worked their way to the top, gaining skills and qualifications along the way. This is an industry where enthusiastic people who put customers first can really make their mark.

There are hundreds of qualifications on offer at schools, colleges, training providers and universities. The National Qualification Framework is a scale that helps you compare different qualifications. It runs from Entry Level, which covers the basic knowledge and skills needed for everyday life, to Level 8, PhD's and specialist courses for leading experts in their fields.



WHICH ROUTE IS RIGHT FOR ME?

The hospitality, tourism and leisure sectors are amongst the biggest sectors not just in the UK but also in Birmingham and Solihull. Career opportunities are wide and varied, with numerous supporting roles that include sales, IT, marketing and so on.

It is important to research these careers considering the entry requirements, training routes and the job role. Locally there are several training providers who offer Apprenticeships and colleges that offer further education courses whilst many employers will provide training on the job. Higher education courses are also available. **Whatever you decide, use this A-Z as a guide to help you through the range of careers and opportunities open to you, consider your next steps and begin planning to serve up a great new career!**

LEE FOSTER

HOSPITALITY | M&M LTD



Lee Foster believes he has found the recipe for a successful career – thanks to work-based learning and vocational qualifications in hospitality and catering.

“At school I knew I eventually wanted a job that would bring

me face to face with different people,” remembers Lee.

“I chose to go to college to do an NVQ instead of staying on and doing A-levels because I wanted to learn practical skills and the world of restaurants and hospitality appealed to me.”

Lee studied for 2 years, covering all aspects of food service and carried on to do a Foundation Degree in hospitality business management.

“I wanted to learn more management and business skills but still keep up my practical skills and Foundation Degrees give the right balance for that,” he says.

“Employers know the value of Foundation Degrees and I am happy in the knowledge I have chosen to do a qualification that will enhance my career prospects.”

- Sports Coach
- Leisure Centre Manager
- Leisure Centre Assistant
- Professional Sports Person
- Hotel Manager
- Travel Consultant
- Travel Courier
- Tour Manager
- Resort Representative
- Tourism Information Centre Assistant
- Hotel Receptionist
- Air Cabin Crew
- Restaurant/ Catering Manager
- Chef
- Housekeeper
- Porter
- Waiter
- Barstaff
- Kitchen Porter
- Training Officer
- Publican
- Baker
- Cleaner





WHO WILL HELP ME GET THERE?

Living in Birmingham and Solihull gives you a wide range of learning providers to choose from, whatever your age. Vocational qualifications are available at secondary schools, 6th Form Colleges, Further Education Colleges, work-based learning providers and major universities in the area, not to mention hundreds of community learning centres for adults. Many learning providers work together to give their learners the best resources and teaching, and to support them as they move up the qualification ladder.

MAKING THE NEXT STEP

The following learning providers offer Hospitality, Tourism and Leisure-related vocational courses.

Schools ■ ○

Many schools are introducing Vocational GCSEs, Key Stage 4 Apprenticeships and other work-related courses. Schools with 6th Forms offer Vocational A Levels and National Diplomas. Contact your local school to find out more or visit the Birmingham Grid for Learning website www.bgfl.org

Higher Education Institutions

The following universities and colleges offer HNDs, HNCs and Foundation Degrees in Hospitality, Tourism and Leisure.

Birmingham College of Food, Tourism and Creative Studies ★ ◆

Tel: 0121 604 1000 ext 237/241
www.bcftcs.ac.uk

Birmingham University ★

Tel: 0121 414 3344
www.bham.ac.uk

Josiah Mason College ★ ◆

Tel: 0121 603 4757 ext 2288/2285
www.jmc.ac.uk

Matthew Boulton College of Further and Higher Education ★

Tel: 0121 446 4545
www.mbc.ac.uk

Solihull College ★ ◆ ●

Tel: 0121 678 7000/7001/7002/7271
www.solihull.ac.uk

South Birmingham College ★ ◆ ●

Tel: 0121 694 5098/5013/6334
www.sbc.ac.uk

Sutton Coldfield College ★

Tel: 0121 362 1176
www.sutcol.ac.uk

KEY

- E2E ■ Vocational GCSEs/Key Stage 4 Apprenticeships ◆ Apprenticeships/Advanced Apprenticeships
- Vocational A Levels/A Levels/National Diplomas ★ Foundation Degrees/HNDs/HNCs

Learning Providers

The following learning providers will offer Entry to Employment and Apprenticeships/Advanced Apprenticeships. Contact the providers listed below to find out more.

2C Limited ●

Tel: 0121 200 1112

3E's Enterprises ●

Tel: 0121 788 1001

Archway ●

Tel: 0121 328 5005/384 4040

Bellis Training & Assessment Centre ◆ ●

Tel: 0121 236 6841

BIETTEC ●

Tel: 0121 248 8322

Birmingham Hotel & Catering Academy ◆

Tel: 0121 456 3458

Birmingham Rathbone Society ◆ ●

Tel: 0121 449 1011

Bournville College ●

Tel: 0121 483 1080/1000 ext 1015/1038

ENTA ●

Tel: 0121 359 6776

Gordon Franks Training & Personnel ●

Tel: 0121 632 5624

Greenspring Training ●

Tel: 0121 551 2202

HCTC Limited ◆

Tel: 0121 456 3040

JAC Training and Development ●

David James Centre for Learning

Tel: 0121 245 2828/2830

JHP Training ●

Tel: 0121 665 6655

Kingsbury Training ●

Tel: 0121 384 3886

NACRO ●

Tel: 0121 554 6342

Performance Through People ◆

Tel: 0121 643 2653

Protocol Consultancy Services ◆

Tel: 0121 236 2634

Protocol Skills ◆

Tel: 0121 643 3357

TBG Learning Ltd ◆

Tel: 0121 200 2646

TTC Training ◆

Tel: 01483 727321

VT Plus Training ◆

Tel: 0121 260 3841



In the fast moving world of vocational learning very detailed information in leaflets like this can go out of date quite quickly. Use the telephone numbers and website addresses above to get the very latest information.

THE NEXT STEPS

Information, Advice and Guidance

Many organisations promote careers in the Hospitality, Tourism and Leisure industry. Here are just some of the websites you can explore, providing useful background on the industry and how to make progress in it.

General

People 1st
www.people1st.co.uk
www.springboarduk.org

Sport, recreation, health and fitness

SkillsActive
www.skillsactive.com

Hotel and catering

www.hcima.org.uk

Birmingham and Solihull Connexions

Connexions is a youth support service providing information, advice and guidance for all 13-19 year olds (or up to 25 if you have a learning difficulty or disability). Connexions Personal Advisers work with learners in schools, colleges and training providers and are also available at 17 Connexions Centres across Birmingham and Solihull.
Tel: 0121 248 8004/8005
www.connexions-bs.co.uk

Connexions Direct

Connexions Direct Advisers offer information, confidential advice and practical help, and are available from 8am to 2am, 7 days a week. The Connexions Direct website includes an A-Z of over 600 occupations, giving information on job satisfaction, pay, conditions, entry requirements and career progression.
Tel: 080 800 13 2 19
www.connexions-direct.com/jobs4u

Birmingham and Solihull Information, Advice and Guidance (IAG) Network

Over 200 organisations involved in education, training and skills development in Birmingham

and Solihull belong to the IAG Network and all provide adults with information, advice and guidance on learning and work.
Tel: 0800 073 0634
www.iag-bs.co.uk

WorkTrain

This national jobs and learning site has a training section which allows you to search for courses by subject area, qualification, teaching style, and location.
www.worktrain.gov.uk

Apprenticeships

Loads of information on Apprenticeships ...what they involve, where they can take you and how to find out more.
Tel: 08000 150 600
www.apprenticeships.org.uk

Learndirect

Information on learning opportunities, funding, childcare, careers, qualifications, including online factsheets and information on local career and educational advice centres.
Tel: 0800 100 900
www.learndirect.co.uk

Higher Education

Aimhigher

The Government's official site for students, parents and advisers, with links to various resources.
www.aimhigher.ac.uk

Aimhigher West Midlands

The local higher education scene, with information on opportunities for vocational learners.
www.aimhigherwm.org

UCAS (Universities and Colleges Admissions Service)

The official site for undergraduate applications and admissions, complete with a searchable course database and applications information. Also, help for

international students and parents.
www.ucas.ac.uk

Foundation Degrees

The latest information on developments in foundation degrees.
www.foundationdegree.org.uk

Hotcourses

A comprehensive database for undergraduate, postgraduate, FE and vocational courses.
www.hotcourses.co.uk

Finance and Support for Learning

DfES - Student Support

Contains forms, guides and frequently asked questions in sections for students, parents and advisers.
www.dfes.gov.uk/studentssupport

Birmingham City Council Education Department Student Support Service

Tel: 0121 303 3647 and 3648
e-mail: studentsupport@birmingham.gov.uk

Solihull Metropolitan Borough Council Student Support Service

Tel: 0121 704 6639
e-mail: studentsupport@solihull.gov.uk

SKILL (The National Bureau for Students with Disabilities)

Factsheets and answers to frequently asked questions for students with disabilities.
www.skill.org.uk

Student Money

A guide to planning and organising your student finances.
www.studentmoney.org



Learning+Skills Council

Birmingham and Solihull

