

Manchester Schools/Hotels Liaison Programme

Launch 2023/2024

Connecting school leavers to the world
of Hospitality



Introduction


- General Manager of The Lowry Hotel
- Chair of Manchester Hotel Association
- 65 members in the Association
- Over 11500 rooms in the City
- Members involved in many activities – commercial/charity/sustainability and recruitment/education
- Over 2000 hospitality vacancies in Manchester in 2023



Hotels and Schools programme

- Idea came about through significant recruitment challenges still impacting the hospitality industry
- Previously great working relationship with Universities and Colleges and lots of work placements and graduate roles offered within Hotels in the city
- There was a significant need to generate interest at School level and especially with final year School students
- After investigation it was clear that local Schools weren't aware of the opportunities available within Hotel

Programme Aims

- To enthuse and encourage final year School students about the opportunities available in the Hospitality industry
 - Improve the reputation and image of the Hotel industry within local Schools
 - Provide a range of experiences that excite students about the industry
 - Aim to encourage students to sign up for Hospitality courses or part time work once the programme finishes
 - Long term approach to tackling our recruitment challenges
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Manchester Update

- Just about to launch the third year of the programme in Manchester
- Second year saw a partnership of 35 Hotels and 35 Schools in the city
- Range of activities and events increases year on year
- 60 students sign up for hospitality related courses at Colleges in year one and 100 students signed up last year
- Some students working part time or on placements in Hotels

Programme

- Hotel Association works locally to encourage Hotels to participate
- Local Schools are keen to engage with industry – Gatsby benchmark
- Local Council Careers and Education Advisor will help partner Schools with Hotels
- First event is usually a tour of the Hotel and to meet the team
- Thereafter a series of events to include cookery demonstrations, Spa introductory days, how to book a wedding, takeover days, bed making competitions, career days and quizzes/competitions

Schools and Hotels Experiences



Programme

- Open days for parents to attend the Hotel with students to see the career opportunities available and the Hotel environment
- Taster sessions and career days organised with local Colleges so that students can sign up for Hospitality related courses
- Newsletters and updates provided to all partners throughout the programme
- Measurement of success is how many students sign up for Hospitality courses or work part time in the industry

Resources Available

- Savoy Education Trust have provided funding for a full-time support to help Hotel Associations start and to assist with linking of Schools and activities – Laura Johnson
- UK Hospitality have a website with a page on the programme and resources will be available very soon
- Welcome pack and newsletters available for Associations to support the start-up process
- Partnered with Springboard to provide their programmes to the Schools as another opportunity for students – Future Chef/Summer School etc

UK Programme

- Aim is to see more Associations around the UK adopt this scheme/programme
- To date Liverpool, Chester, Lake District, Cornwall and Bristol have adopted a student programme
- In talks with Southampton, Leeds, Birmingham and Sheffield and hopefully Associations in Northern Ireland
- Hotel Associations need to be the driver for this programme

Additional help and support

- Adrian Ellis –
adrian.ellis@thelowryhotel.com
- UK Hospitality website
- Laura Johnson (1st November)
- Own website and resources to follow

