



Housekeeping & Accommodation Management Careers Campaign

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www.roomtochange.springboarduk.net

THE SPRINGBOARD CHARITY & SPRINGBOARD UK LTD

Making a difference....
...to people's lives

Making a difference...
...to business

Hospitality . Leisure . Tourism



Background

- Identified emerging **skills shortages**
- Seen as the '**Cinderella**' of the industry, resulting in poor perceptions
- Over-reliance on labour supply from **Eastern Europe**
- Changes in **Visa** regulations having a real impact
- Few universities prioritised **student placements** or the occupational area in their course content



ROOM TO CHANGE

Perceptions research with university undergraduates

- Poor **status** and low appeal
- Not seen as a route to senior **management positions**
- Course content **weaker** – yet significant revenue generator
- Education places greater emphasis on **guest-facing roles**
- Industry not doing enough to **promote**



Perceptions research with university undergraduates

- Hands-on experience does result in better **perceptions**
- Industry and Education need to **work together** more effectively in this area





ROOM TO CHANGE

Labour Market

- Facing a potential labour and skills shortage
- Little specific labour market information
- Ageing workforce
- The UK migrant labour has been halved
- Older profile of workforce within hospitality
- People 1st responsibility
- Initiated review of the housekeeping standards

people1st



ROOM TO CHANGE

Perceptions Issues

- Poor **perceptions**
- Not just **hotels** – other sectors
- Few role models or **TV stars**
- Lack of profile at **careers events** or in media
- **Importance** of Rooms to overall business model
- Improve **branding...**
- Improve careers **resources**
- **Careers presentations** in schools, colleges and universities
- Better quality and greater prevalence of **work experience**



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Internal Industry Issues

- Need more **recognition** internally
- **Over-reliance** on agency or overseas staff
- Better **training and recognition** of guest contact
- **Recognition** internally of revenue responsibility
- Re-emergence as **professional** area of the business
- Greater rewards – greater **promotion**
- Demonstrate real route to **management**
- **Encouragement** of development and self promotion
- Change status of **job titles**....



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**Blueprint for Action
2010 to 2013**

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Key Themes for Action

- Labour market information
- Influence education
- Need to change perceptions
- Role models
- More quality work experience opportunities
- Industry to take sector more seriously and invest in people
- High-profile marketing campaign



ROOM TO CHANGE

Summary of Action

- Labour market research
 - People 1st
- Occupational standards
 - People 1st
- Review content
 - People 1st, IoH, Springboard
- Improve the Housekeeping ‘brand’
 - Industry, recruiters
- Create a Careers Campaign
 - Springboard, Industry, Partners



ROOM TO CHANGE

Summary of Action

- Identify & promote Role Models
 - Springboard & Industry
- Produce appealing careers materials
 - Springboard & Industry
- Provide better L&D
 - Industry, training providers
- Provide a voice for employees
 - UKHA/IoH/BHA/Springboard
- Make a 'Noise'
 - Everyone



What YOU Need to Do...

- **Sign up**
- Create a team of Springboard **Ambassadors** nationwide
- Engage in '**Pillow Talk**'
- Let us know what you are doing
- Sign up to the **Careers Campaign**
- Join the **conferences** in September 2011
 - London, Manchester and Glasgow



Other Springboard Activity

- Master Innholders' Competition
- WorldSkills London 2011 (5 - 8 October)
- INSPIRE – The Quality Standard for Work Experience
- Student Centre at Hotelympia (26 Feb -1 March)
- Hospitality's Big Conversation, ExCel – 1 March 2012
- Springboard Awards for Excellence - 26 Oct 2011

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THANK YOU

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