

SKILLS AND THE LOCAL TOURISM AND VISITOR ECONOMY IN LINCOLNSHIRE
INTELLIGENCE REPORT : APRIL 2012

Are Skills Gaps substantially hindering the local Visitor Economy?

Highlights and Take Aways



Yes, on the Lincolnshire Coastal strip where it is reliant on an acutely seasonal Visitor Economy. Particular shortages in skilled chefs and kitchen staff; customer service and experienced management. Skills challenges still evident for the rest of the area, but skills not a 'deal-breaker' for business investment.



Everyone expressed concern at lack of work-readiness and customer service skills in many young people

Generally low participation and confidence in publicly-funded skills investment such as Apprenticeships

CHALLENGES

- **Acute seasonality** on Lincolnshire Coast results in major employment and skills obstacles to business and residents; with a mis-match between the priority skills needs/investment patterns of the seaside economy and the skills aspirations of the local community
- Major challenges because of typically short induction timescales and seasonal employment, when combined with pressurised, front line roles in customer service, which lie at the heart of business success, with **many entrants not matching up to business standards**
- Long term community and economic issues if the **lack of work-readiness in young people** is not tackled, as they will not secure employment. Businesses emphasise the need for the right attitude
- **Mutual negative perceptions** in the sector, for both individuals looking for identifiable and fulfilling career routes; and for employers seeking work-ready employees
- Difficulty for Coastal area in **recruiting and retaining locally based skilled and trainee chefs**
- **Better business support and skills development support** is needed for owner-operator micro-businesses
- Lack of understanding combined with negative perceptions of the publicly-funded skills model, with a **demand-led system often not reaching businesses and individuals** because of low skills aspirations in both employers and communities

OPPORTUNITIES

- **Ground level opportunities for those with low levels of formal qualifications** are important in this economic climate and could be helped by greater investment in "work preparation training" for young people, building key sector skills requirements such as customer-facing skills, food hygiene
- Tackle Coastal issues by **developing a reputation as a Centre for Excellence in Coastal skills** development, meeting employer aspirations through customised skills investment supported by skills funding opportunities
- Develop a **virtual or actual employment and skills hub** for Lincolnshire Coast to support local employers with integrated skills investment and business support; encourage upskilling in residents; and devise new approaches to Apprenticeship in a seasonal economy, perhaps piloting a local "Coastal Skills Passport"
- **Build customer service skills** across Greater Lincolnshire through business-focused skills development, such as the Olympics-inspired World Host initiative
- **Optimise the huge, underestimated number of Visitor economy volunteering opportunities** by increasing participation from disadvantaged groups, enabling young people and unemployed adults to secure structured work experience that will enhance employability

FROM THE DESK

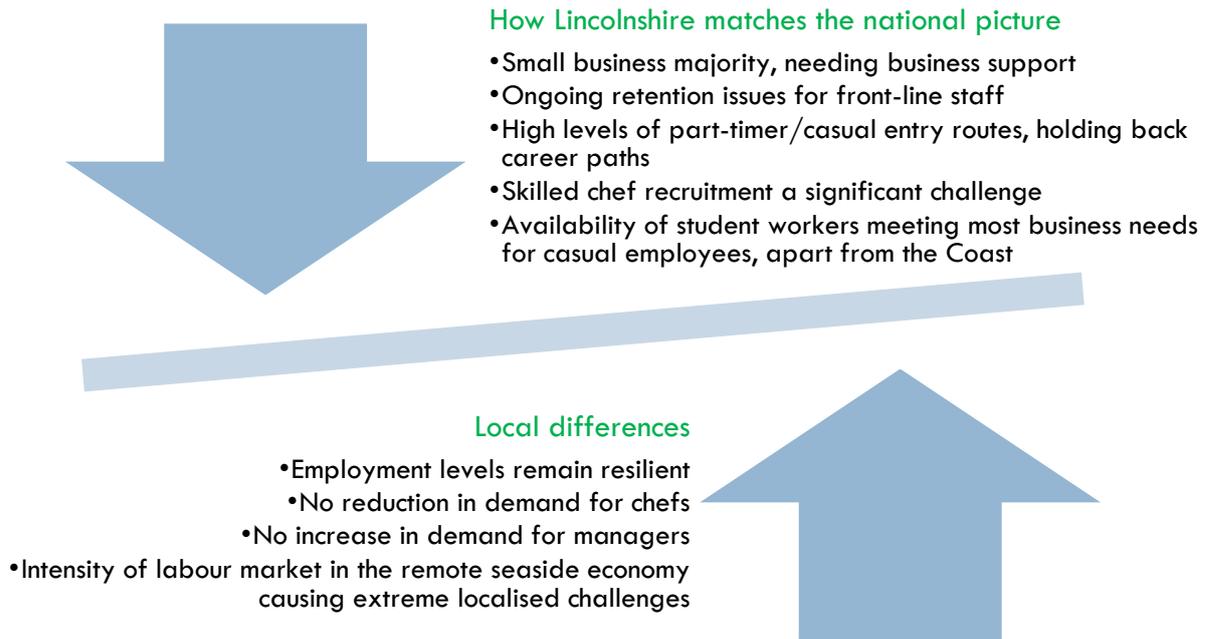
Expert-led intelligence reports identifying local and regional employment and skills issues from the employer perspective
This is an abridged version - read the full report on our website: [click here](#)

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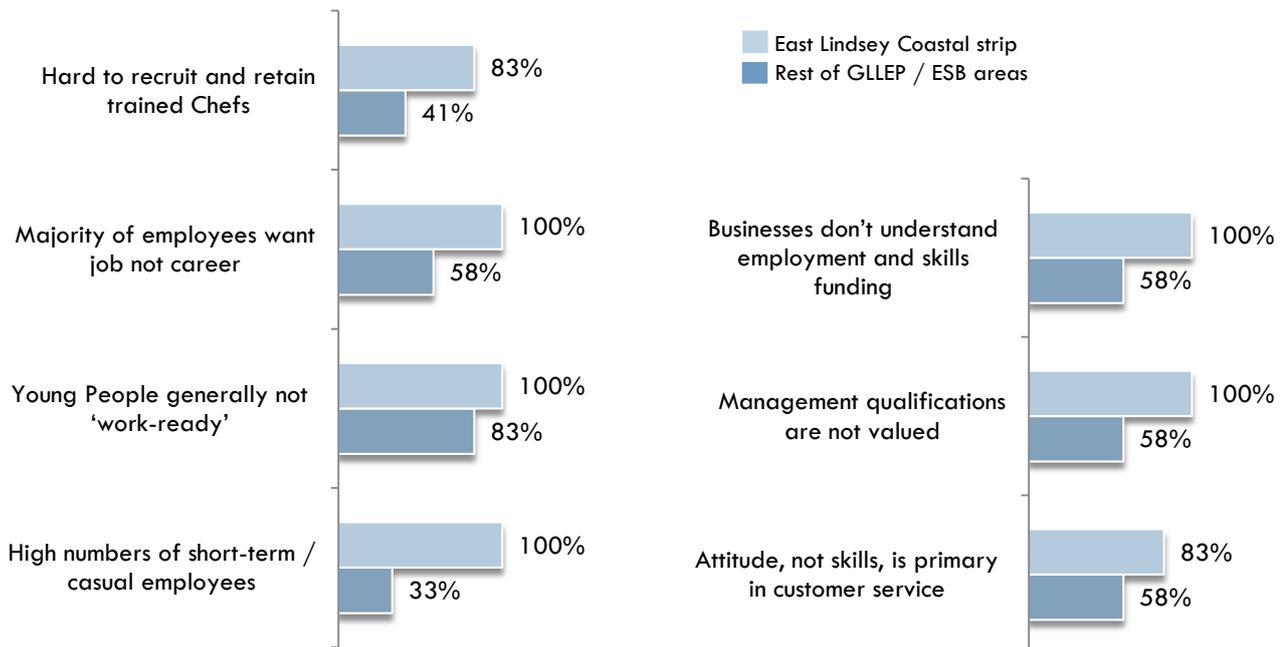
RESULTS

From the desk : Local versus national picture



Source of national facts and figures: People 1st. Sector Skills Council for the hospitality, leisure, travel and tourism sector, sourced via www.people1st.co.uk/research especially 'State of the Nation, 2011'

From the desk : Testing prevailing skills stereotypes



Based upon face-to-face interviews with a panel of 18 Visitor Economy employers across the wider GLLEP area, including Rutland

METHOD

18 face to face interviews with an employer panel, comprising a diverse mix of geographically spread businesses across the Greater Lincolnshire Local Enterprise Partnership area, with a focus upon the Visitor Economy 'hubs' of Lincoln City and the East Coast. These included large national employers, Owner operators, Hotels, Bed and Breakfasts, a nationally-rated fine-dining restaurant, a farm diversification businesses and heritage attractions. This was supplemented by background desk research in partnership with People 1st, Sector Skills Council for this sector.

SkillsReach is a Lincolnshire-based business that specialises in providing insight, intelligence and strategies in response to employment and skills challenges.

Read the full report online: www.SkillsReach.co.uk