

Report on	Tourism Skills Programme
Date of Meeting	3 July 2019
Reporting Officer	Michael Browne
Contact Officer	Mary Mc Gee

Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	X

1.0	Purpose of Report
1.1	To seek approval for the delivery of a bespoke tailored training and mentoring skills programme to the Tourism sector across Mid Ulster.
2.0	Background
2.1	<p>The vision for Mid Ulster Tourism 2016-2021 is to;</p> <p>“Enhance Mid Ulster’s image and reputation for visitors and grow the economy to £50m by 2021 as measured by overnight expenditure”</p> <p>To achieve this the tourism section have developed an industry led Tourism Development Group and a series of tourism clusters including:</p> <ul style="list-style-type: none"> • Seamus Heaney • Archaeology, History and Heritage • Outdoor Activities • Hotel cluster <p>With the delivery of the Hotel Mentor programme in 18/19 it is notable that there are significant skills shortages and the need for offering tailor made training initiatives for small businesses has become very evident.</p> <p>This has also been identified as part of the Mid Ulster Area skills Report & Action Plan 2018-2021 which identified shortcomings in the recruitment and retention of staff across the board in the hospitality sector, this report also cites:</p> <p>“The biggest challenges facing businesses in the sector are the supply and retention of talent across all levels of their business. The sector already struggles to recruit, with particular challenges in recruiting chefs, other kitchen staff, housekeeping and front of house staff, which are among the roles with the highest proportion of EU migrant workers”</p> <p>The fact that Tourism NI have also put a number of calls out to industry namely to develop experiences and packages around their new brand for Northern Ireland</p>

	and the Taste the Island celebration means that the development of skills, mentoring and support for the tourism and hospitality is greater now than ever. This programme will support businesses capitalising on these initiatives and addressing issues relevant to them everyday.
	Main Report
3.1	<p>It is planned to deliver a bespoke Tourism Training Skills Programme across the tourism sector locally. Council will seek to appoint a suitably qualified organisation to deliver an upskilling programme, which could include bespoke or one to one in-house, group training or individual mentoring to management and staff across the tourism sector.</p> <p>The content of the training will be very much determined by the individual requirements of the organisation and the applicant, and would take the form of digital, social media, hospitality skills, marketing, finance, recruitment.</p> <p>This training will be delivered in two call outs to industry commencing September 2019 and January 2020. To participate on this programme, businesses will be required to complete an application and follow criteria, which will be scored against set parameters.</p> <p>This is a continuation and expansion of the previous Hotel Mentor programme delivered by Mid Ulster Council in partnership with SW College. This spend is also being complemented by an ongoing investment through the InnovateUs programme in South West College. The InnovateUs programme is delivering to ten local businesses including start-ups and those developing new and innovative business solutions. This brings added value of a minimum of £10,000 to each qualifying business.</p>
4.0	Other Considerations
4.1	<p>Financial, Human Resources & Risk Implications</p> <p>Financial - £10,000</p> <p>Human - Council staff will manage procurement and monitoring of the project.</p> <p>Risk Management: None</p>
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
5.0	Recommendation(s)
5.1	Council to approve this proposal and agree to deliver the Tourism Training Skills Programme with an option, to deliver a phase 2 in 2020/2021
6.0	Documents Attached & References
	N/A