



# Finding trained talent

Working with People 1st accredited colleges



### Your local college needs you!



As a fellow hospitality employer, I'm sure we share similar challenges and frustrations in attracting, training and keeping exceptional staff – especially chefs.

That's why I, and a group of employers, have been working with workforce development charity People 1st to develop an accreditation system that helps YOU identify the best colleges to recruit trained talent from.

We're already seeing fantastic examples of accredited colleges working with businesses to develop our future staff. But they can't do it without your help. As employers, we need to work together with these organisations to raise the profile of our industries and the fantastic career opportunities on offer, and make sure that the training they deliver continues to meet our needs.

This brochure explains how you can support your local accredited college and how it will benefit you – and I encourage you to get in touch with People 1st who will be able to introduce you to your nearest accredited college.

I look forward to working with you to make our industry stronger.

Sean Wheeler

**Director of People Development, Starwood Capital, and Chair, People 1st Accreditation Panel**

### What is People 1st accreditation?

People 1st accreditation is a 'stamp of approval' that recognises college and training providers offering exceptional hospitality training. There are two levels of accreditation – gold and silver – and employers and potential students can use the system to find the best training providers in our industry.

Colleges become accredited by undergoing a rigorous assessment process, which includes an application, evidence, verification visits and interviews and a final decision from an independent employer panel.

If a college is already accredited and teaches a specialist area such as patisserie and confectionery or food and beverage service, it can also apply to become a Centre of Excellence. In addition, it can apply to have its restaurant recognised by AA Hotel Services as part of the AA College Rosette scheme.



“ We offered work experience placements to City College Norwich and we've now taken a number of the students on permanently. By supporting their training, we're getting some fantastic team members with the exact skills we need. Some have quickly progressed into management roles. ”

*Peter Cox, Premier Inn*

### Why should you support accredited colleges?

By working with your local accredited college, you will:

- Be able to influence the way future hospitality staff in your area are trained
- Have access to a consistent pool of young, enthusiastic people who want to build a career in your industry
- Raise your profile as a good employer for the most promising future talent
- Do your bit to give back to the industry – great for corporate social responsibility and positive PR!
- Build a relationship with an excellent training provider that can meet all your training needs
- Help ensure that the college's training meets the needs of your local economy



### How you can help:

You can get involved with your local accredited college through any (or all) of the following:

- Enhancing students' learning by:
  - Providing guest speakers
  - Delivering masterclasses
  - Attending employer forums to influence and inform the curriculum
  - Attending college events and awards ceremonies
- Offering work experience opportunities
- Providing industry updates and CPD opportunities for college staff
- Offering job interviews for suitable vacancies
- Using the college's facilities, including its restaurant, for meetings and events

### Get started now

To get connected with your local accredited college, or to find out more about the accreditation scheme, call People 1st on **020 3074 1222** or email **accreditation@people1st.co.uk**.

## About People 1st

People 1st is the workforce development charity for hospitality, passenger transport, travel, tourism and retail.

We identify industry needs across the hospitality, tourism, leisure, travel, passenger transport and retail industries and work in partnership with employers to develop class-leading solutions that increase performance through people.



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