

# Destination Suffolk

Maximising the Opportunity for Suffolk

## London 2012 Activity

Jane Cryer – Choose Suffolk

Visit Suffolk in 2012

# Suffolk to the Olympic Park in an hour

Visit  
**SUFFOLK**

Trains run regularly from Suffolk stations to Stratford, so you can enjoy the peace, food, shops and friendliness of Suffolk's market towns and village greens, yet still around an hour away from the Olympic Park watching the world's finest sportsmen and women.

Jump on a train and in around an hour you'd be at Stratford's Olympic Park

Just moments from all the action

Find out more at  
[www.visitsuffolk.com](http://www.visitsuffolk.com)

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**SUFFOLK**  
choosesuffolk.com



# The Fair Price Charter

- Over inflated pricing and/or inappropriate trading practices during the period surrounding the Games risk doing long-term damage to the country's reputation and image. The Fair Price Charter:
  - allows decision makers to readily identify accommodation providers who have made a firm commitment to reasonable and fair trading terms during the London 2012 Olympic and Paralympic Games;
  - is not a legally-binding document, but rather a firm statement of intent;
  - is recognised, endorsed and promoted by a number of organisations, including LOCOG, VisitBritain and BHA.

# How to sign up to the Fair Price Charter

You can download a copy of the Charter, and sign up, by going to:

[www.ChooseSuffolk.com/TourismPartnership](http://www.ChooseSuffolk.com/TourismPartnership)

# **Boost your Business with an Apprentice**

**Jo Pine**

**Senior Work Based Learning**

**Co-ordinator**

**Lisa Bebbington**

**Senior Business Development**

**Co-ordinator**

# National Apprenticeship Service (NAS)

- 🌐 February 2009 – web-based national Vacancy Matching Service launched to bring employers and potential apprentices together

<http://www.apprenticeships.org.uk/Be-An-Apprentice/Searching-for-Vacancies.aspx>

- 🌐 Free service for employers



# An Apprenticeship Framework

- Main Aim – NVQ, Certificate or Diploma or other approved mix of units
- Functional/Key Skills including English and Maths
- Employment Rights and Responsibilities
- Technical Certificate
- Wider Key Skills

# How are apprenticeships delivered?

- 🍷 Individualised learning plan
- 🍷 Assessor support through regular visits
- 🍷 Quarterly reviews with mentor/manager
- 🍷 Use of diverse assessment methods - written account, voice recording (e.g. using mobile phone, digital recorder, MP3)
- 🍷 Use of vocationally linked assessors – managers/experts from industry

<http://www.youtube.com/ApprenticeshipsNAS#p/f/2/LiNme-OaXo>

# Benefits of an Apprentice:

- Energises workforce
- Removal of difficulties in recruiting suitable fully experienced worker
- Up-skilled workforce
- Improved productivity, efficiency and competitiveness of business

# Benefits of an Apprentice:

- 🍷 Improved staff retention
- 🍷 Apprentice nurtured within working practices of business
- 🍷 Innovation and transfer of ideas into the workplace e.g. through project work
- 🍷 Addresses sector challenges

# Benefits of an Apprentice:

- 🎓 Address ageing workforce
- 🎓 Engage employees in life long learning
- 🎓 Career progression pathways into supervisory and managerial roles
- 🎓 Facilitates succession planning

# Hospitality apprentices

- Apprentices are productive during their training
- The apprenticeship can be completed within a year
- Employer's costs could be recouped relatively quickly - typically over one to two years after end of apprenticeship

<http://www.employersforapprentices.gov.uk/index.cfm?action=News.Display&NewsID=230>

(Source: Warwick University, Institute of Employment Research, November 2008)

# Hospitality apprenticeships

- 🍷 Food and Beverage Service level 2
- 🍷 Food Production and Cooking level 2
- 🍷 Front of House Reception level 2
- 🍷 Housekeeping level 2
- 🍷 Hospitality and Leadership Skills level 3
- 🍷 Professional Cookery level 2 and 3
- 🍷 Hospitality Services level 2

<http://www.youtube.com/watch?v=CVGtjOI>  
[KPLs](#)

# Other relevant apprenticeships

- 🍷 Customer Service
- 🍷 Business Administration
- 🍷 Team Leading
- 🍷 Management

# For more information:

[www.westsuffolk-ac.co.uk](http://www.westsuffolk-ac.co.uk)

[www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)



# Suffolk Apprenticeship Training Agency (SATA)

- 🍷 WSC service focused on saving both time and money for employers in need of new apprentices
- 🍷 Easy and cost effective solution to finding the right people to fill your vacancies and meet your business needs.
- 🍷 Matching Service
- 🍷 We act as your HR resource
- 🍷 For businesses who would not otherwise be able to take on an apprentice

# **On Our Marks**

## **Suffolk for Skills**

### **Customer Service Skills 2012 campaign**

- Increase training, apprenticeships and management skills within businesses with visitor facing roles
- Provide local businesses with Games related information to ensure a consistently high level of customer service

# **On Our Marks**

## **Suffolk for Skills**

### **Customer Service Skills 2012 campaign**

- Aimed at shops, bars, cafes, restaurants, hotels, guesthouses, tourist information, tourist attractions, taxi and travel companies
- a high-profile media and promotion campaign - business meetings, events, seminars and workshops
- [www.leap.ac.uk/onourmarks2012information](http://www.leap.ac.uk/onourmarks2012information)

# Other training/opportunities for employers....

- Short courses – training in particular vocational areas- some leading to accredited qualifications
- Can be delivered at the workplace
- Courses developed and updated in response to industry development and legislation
- Delivery of bespoke training where required

# Other training/opportunities for employers.....

- 🎓 Project funding to support businesses
- 🎓 Organisational Needs Analysis and evaluation of impact of training on the business
- 🎓 Skills for Life
- 🎓 ESOL - English Speakers of Other Languages
- 🎓 Foundation Degrees

Thank you

Any questions?