

**BRIEFING NOTE:** Director - Business Development Education and Skills

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**Report Title:** Curriculum Development Opportunities in **Accommodation & Foodservice**.

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**Purpose of report**

To review the 2021 tourism, accommodation and food service curriculum offer and existing campus facilities, to realise curriculum opportunities going forward in support of regional growth priorities and to enhance the likelihood of success of those interested in a career in the tourism, accommodation and food industry which is a vital source of regional GVA.

**Background**

Northumberland is home to a significant and growing tourism infrastructure built upon a rich history, the Northumberland National Park and coastal areas of outstanding natural beauty.

Emsi labour market analytics study completed August 2020 indicates that '*Accommodation & Food Service*' is the fourth largest industry in terms of employment number in Northumberland (Fig 1.1) accounting for circa 11,000 employed positions (against 133,000 total regional employment of 190,000 working age population), Office for National Statistics census data suggests that this figure is circa 9000 however ONS data is less current and the sector is in growth explaining the increase in more current statistics. Also indicated by Emsi is that '*Accommodation & Food Service*' is a significant factor in regional GVA generating in the region of £200m (Fig 1.2). '*Accommodation & Food Service*' is also indicated as the most significant growth sector, exhibiting growth 3 times greater than Education which is the next greatest growth sector. (Fig 1.3).

Post 16 education in Northumberland does not yet offer an accessible, joined-up progression pathway through Further Education, into apprenticeships, employment and undergraduate education (including higher level apprenticeships) in the Accommodation & food Service sector.

Post 16 education must be aligned with the '*Good Work Pledge*' to provide young people and adults with access to '*Good Work*' that provides security, skills, progression opportunities, a decent standard of living, promotes health and well-being and helps to underpin regional growth in Northumberland County.

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Figure 1.1: Industry share of jobs (Northumberland), Emsi 2020.

### Largest Industries

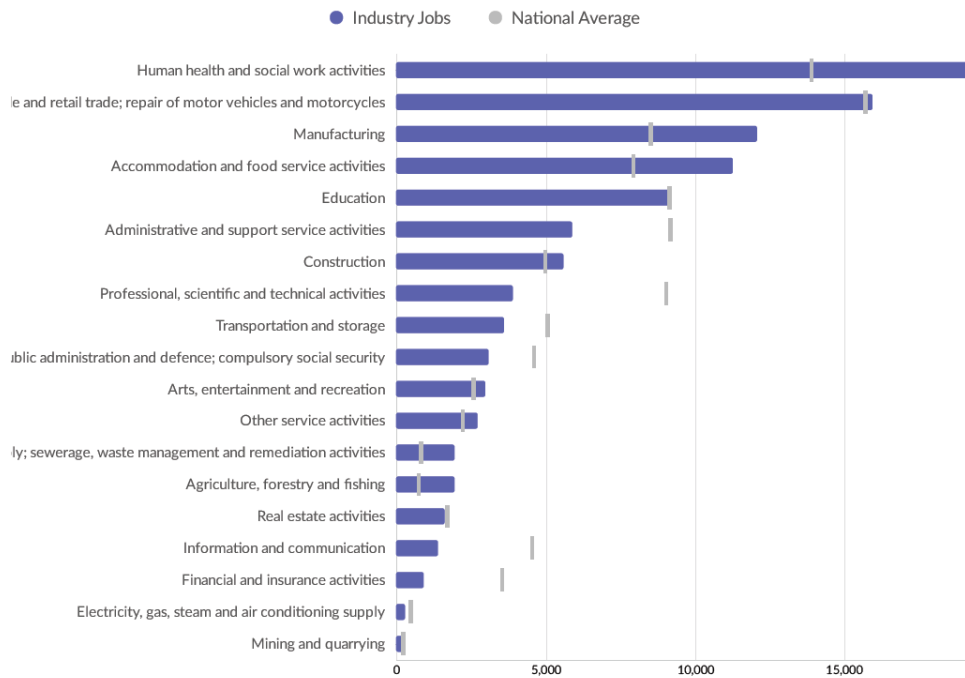


Figure 1.2: Industry share of GVA (Northumberland), Emsi 2020.

### Top Industry GVA

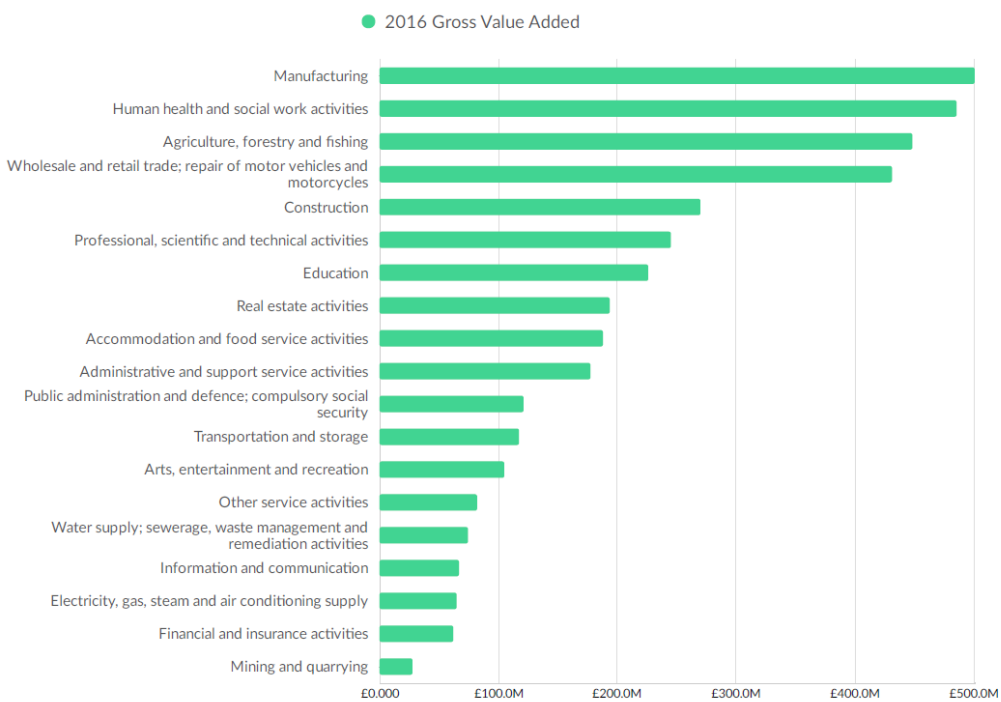
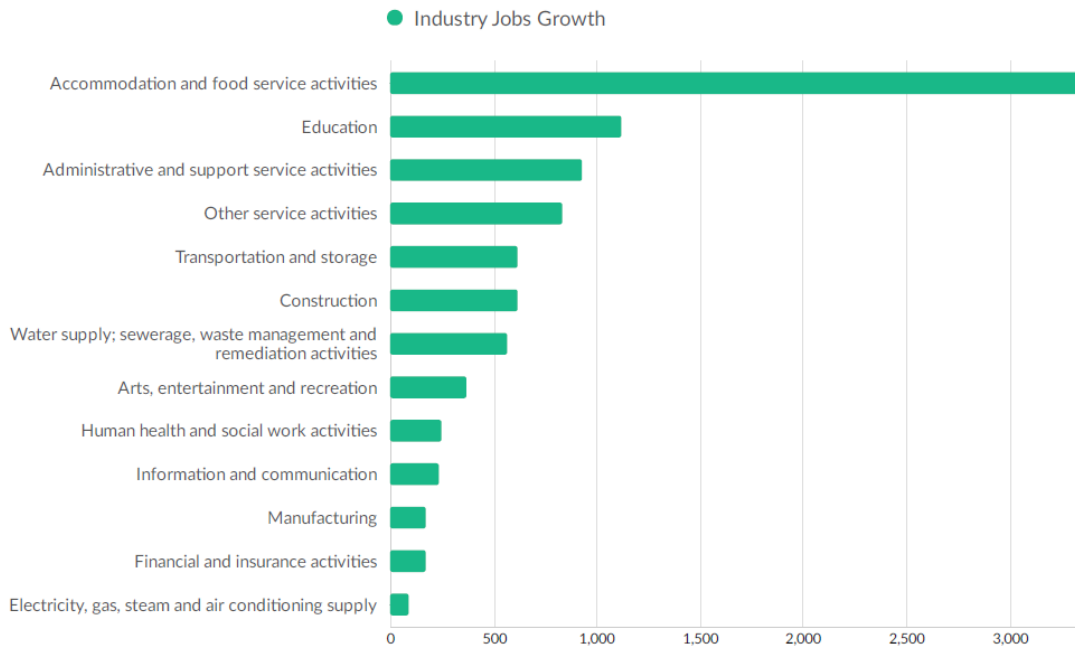


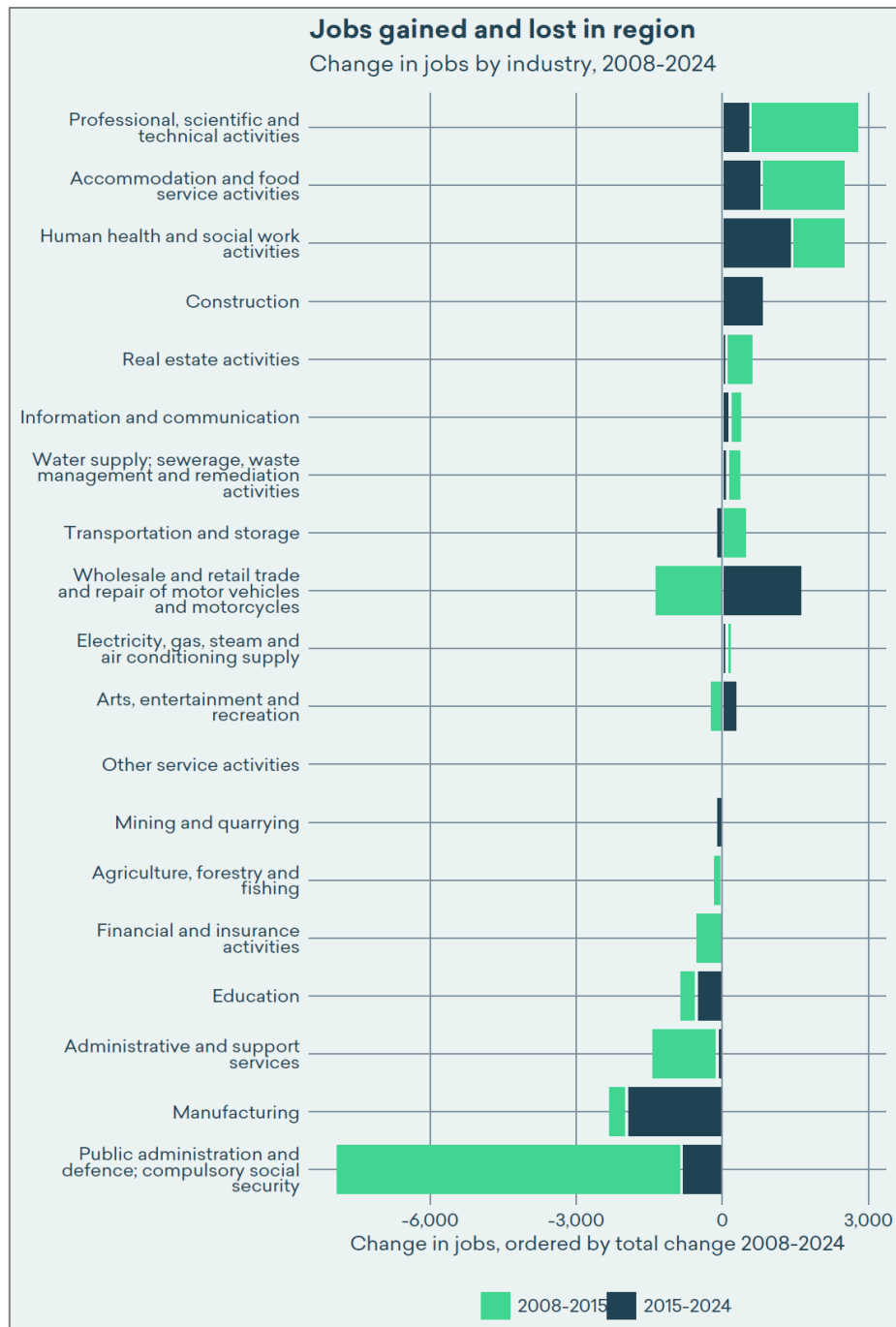
Figure 1.3: Industry share of top growing industries (Northumberland), Emsi 2020.

### Top Growing Industries



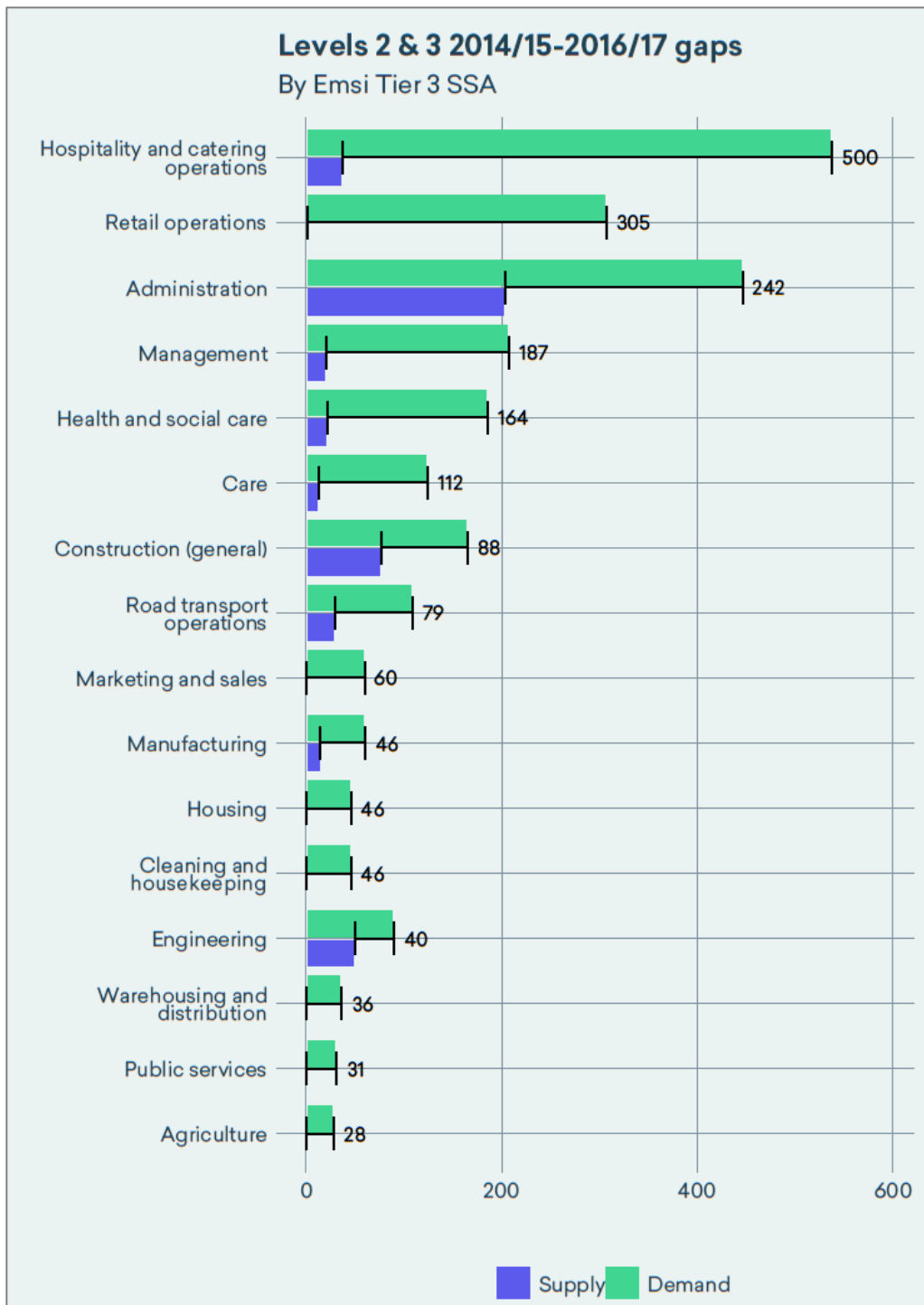
Emsi Economic overview published 2018 indicates that within Northumberland County 'Accommodation & Food Service' is in a period of sustained growth, that between 2008-2015 employment in the sector increased by 1600 and is projected to increase by a further 650 in the period 2015-2024 (Fig 1.4). Whilst not directly correlating with 2020 study growth figures, positive growth is predicted in both cases.

**Figure 1.4:** Change in jobs by industry (Northumberland), 2008-2024, Emsi 2018.

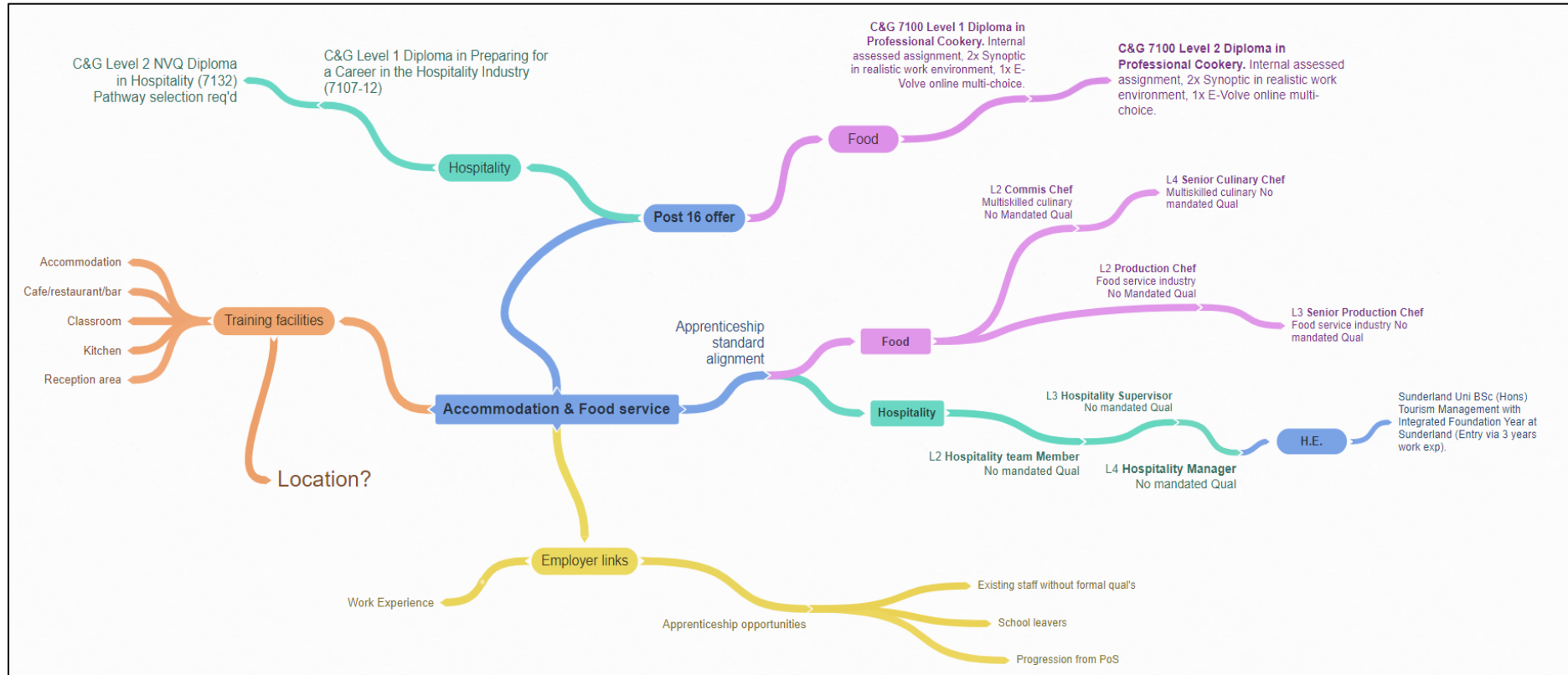


Emsi Economic overview published 2018 indicates that within Northumberland County '*Hospitality & Catering Operations*' has remained in a period of significant inability to satisfy employee demand 2014-2017 for roles pitched at L2 and L3 qualification with 500 unfilled roles over the period (Fig 1.5).

**Figure 1.5:** Employment gaps at L2 and L3 by sector (Northumberland), 2008-2024, Emsi 2018.



**Figure 1.6:** Accommodation & Food Service curriculum intent mapping, L.S.S. Senior Manager – Educational Development & Collaborative Projects, 2020.



### **Next steps**

- Review of report with Director - Business Development Education and Skills
  - Informal feasibility review with potential stakeholders.
  - Curriculum proposal review with potential stakeholders.
  - Staffing review with Learning & Skills Service.
  - Resources review with Learning & Skills Service.
  - Campus review with Learning & Skills Service.
  - Review of county geography and learner access obstacles.
  - Campus concept review with Property Services.
  - Business planning.
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### **Key Issues**

- Assessment of campus facilities and space utilisation to be able to determine capital investment.
  - Presentation of a capital investment plan and an initial business operating plan.
  - Recruitment of staff with specialist skills against market competitiveness.
  - Securing of partnerships essential to success.
  - Securing of a work placement pool of stakeholders.
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