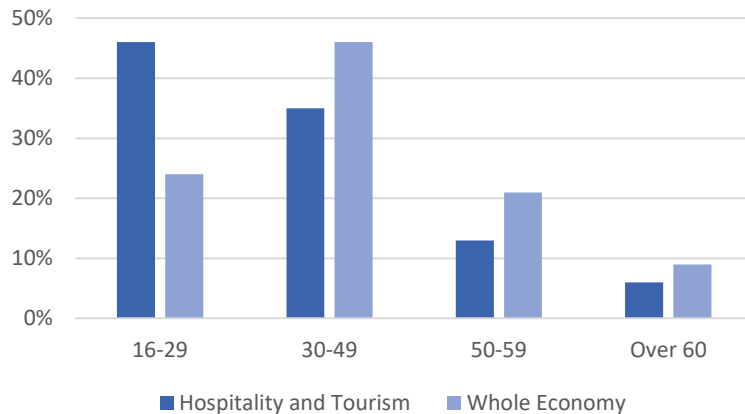
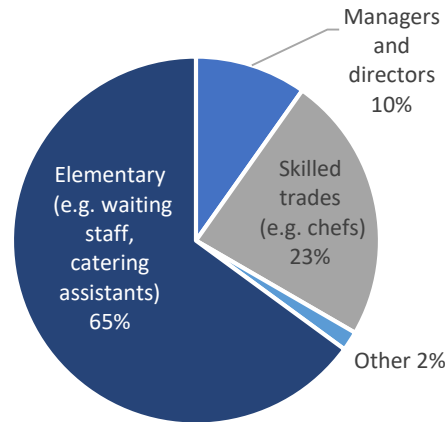


Hospitality Job Family

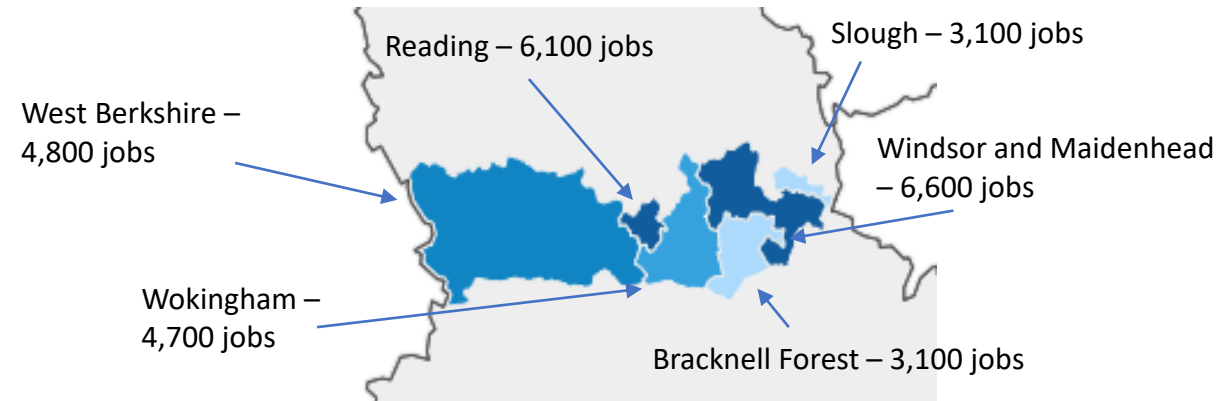
There are a large number of hospitality opportunities across the private and public sector within Berkshire.

The majority of those working in hospitality roles work in 'elementary' roles. Whilst a large proportion of the workforce are transient (e.g. students) others develop careers and progress quickly through the ranks.



The hospitality and tourism workforce is very young. Just under half (45%) of the workforce is under the age of 30. Many young people work in the sector as bar and waiting staff whilst studying or before perusing a careers in a different sector.

Employees	28,400 (6% of all employee jobs in TVB)
Self-employment	2,900
Employee jobs growth projection (2016-2024)	6% (1,700 additional jobs)
Proportion of workforce over the age of 50 (national figure)	19% (low)
Migrant workforce (national figure)	25% (high)
Jobs at risk of automation (national figure)	26% (high)
Male:Female ratio (national figure)	44:56



Workforce Challenge: Attracting people to hospitality roles

In a tight labour market it can be difficult for employers to attract people into hospitality roles, which can be perceived as having unsocial hours and comparatively low pay.

Workforce challenge: Rural location of some jobs

In some rural parts of Berkshire, a lack of regular public transport can make recruitment more difficult.

Workforce Challenge: Reliance on EU workers

Partly as a result of recruitment difficulties, Berkshire employers are more reliant on EU nationals than is the case nationally. This potentially creates a greater risk as Britain prepares to leave the EU.

Hospitality Job Family



National skills shortages (Tier 2 Shortage Occupation List)

- Executive chef
- Head chef
- Sous chef
- Specialist chef

Local hard-to-fill vacancies

- Chefs
- Catering roles
- Housekeepers
- Front of house staff
- Waiting staff

Future workforce strategies

Offer 'good work'	Learn from the best in class to offer 'good work', for example a mix of contract types, flexible working and training opportunities
Improve productivity	Maximise new technologies that improve customer experiences
Diversify workforce	Encourage more girls and young people from ethnic minority groups to consider becoming chefs

Local institutions	Location	Type of provision
HIT Training	Reading	Full range of hospitality Apprenticeships and short courses
Reading College	Reading	Full and part-time, entry level to level 3, certificates and diplomas and Professional Cookery Apprenticeships
Windsor College Group	Langley, Windsor and Egham	Apprenticeships and Professional Cookery Diplomas
Bracknell and Wokingham College	Bracknell	Hospitality & Catering BTEC Extended Certificate Level 2 and Apprenticeships at Levels 2 to 4
Newbury College	Newbury	Level 1 and Level 2 diplomas in Cookery and level 2 in Food and Beverage

Hospitality and catering Apprenticeship starts (Berkshire learners)

