

# HOSPITALITY CONNECT: WINTER 2023 EDITION

## OUR NEWS -

Following the success of our hotelier's partnership project since Winter 2021, Laura Johnson has now started in the national role as our Schools & Hotels Liaison Manager. This project will now be known as 'Hospitality Connect' and is kindly funded by the Savoy Educational Trust.

Laura will be replicating our successful partnership model to around 10 city regions in the UK, collaborating with Hotelier Association leads and careers education teams to launch their own local Hospitality Connect projects.

The regions will include Leeds, York, Newcastle, The Lake District, Birmingham, Cardiff and Newport in Wales, Southampton, West and Central London! Chester and Liverpool have got started earlier this year and have around 20 partnerships in place with the support of Steve Hesketh and their

local careers education teams. Cornwall also has a phenomenal partnership project already in place, managed by the Cornwall Hospitality Collective.

We will be launching a Hospitality Connect LinkedIn page so you can follow the progress – *please do watch out for new branding and information on being a Hospitality Connect Ambassador coming soon!*

The Hospitality Connect strapline will be 'inspiring the next generation of hospitality talent' – with thanks to those hoteliers who provided feedback on this following the November Manchester Hoteliers Association meeting!

For any queries on our Manchester project or regions developing the model, please contact Laura on [Laura.Johnson@hospitality-connect.org](mailto:Laura.Johnson@hospitality-connect.org)

### FOCUS FOR EARLY 2024 FOR OUR SCHOOL AND HOTEL PARTNERS:

- In person visits to the partnered hotel so students can witness the exciting occupations in action within the Manchester hoteliers and hospitality world. Great practice to involve any apprentices on these visits to inspire the students!
- We would love for our hotels to also have opportunities for engaging with parents either at school-based events or inviting parents for a special afternoon at your hotel.
- National Apprenticeship week is 5th-11th Feb and National Careers Week is 4th – 9th March. Speak to your school about including you in these event weeks to represent the hospitality sector – an important growth sector of the GM Economy!

## **CAN YOU HELP WITH THE DEVELOPMENT OF RESOURCES?**

We will be working on project briefs that will help prepare students for forthcoming exams covering food technology and business studies. We will also produce presentations and resources to assist should our hotels be asked to provide CV / job application guest speaker sessions to our schools.

If you would like to support the development of these resources or have a starter for 10 already – please get in touch with Laura.

## **ACTIVITIES THAT HAVE TAKEN PLACE IN TERM 1**

All of our partnered hotels and schools have planning in place for the year ahead including careers events in schools, trips and tours of our hotels and technical skills workshops including bedmaking competitions and cookery demonstrations. National Careers Week is coming up in March and several of our hotel members are already booked for activities within their school. A few of our hotels have already hosted school groups and visited the schools to support their in-house careers events:

### **HOLIDAY INN MEDIA CITY WITH OASIS ACADEMY MEDIA CITY**

Oasis Academy in Media City visited their partnered hotel, Holiday Inn in Media City for a tour on the 9th November. Here, Calum Berry writes about the opportunity, what they hope to do next, and the Summer Springboard Future Chef offer which his students attended...



“One of our yr10 Catering and Hospitality GCSE classes visited the Holiday Inn in Media City in November to explore the occupations within hospitality with the other class scheduled to visit in December. This will mean that around 50 of our students will engage in gaining knowledge on the workings of a hotel and, by seeing practical applications of the theory they learn in class they were able to make explicit links to their GCSE course. Their teacher has reported a large jump in the interest in employment in the sector amongst students. Having a hotel partner has meant that we are able to actively promote the hospitality sector and bring our careers education programme to life!

This year we look forward to continuing the partnership with Alice Ng and her team and hope to visit in smaller groups through the year to give students some opportunities to practice key skills relevant in areas such as front of house, facilities management, ensuring rooms are presented to an appropriate standard, staffing reception and hotel management. We also had two of our year 11 leavers engage in summer placements via the Hotels Partnership and Springboard where they had 4 days of training in food hygiene, employability skills and the varied roles in hospitality and catering followed by a 5 day placement in a hotel kitchen, one of which was Holiday Inn Media City. Not only does this look absolutely brilliant on their CVs but the students reported back that it was a really enjoyable and worthwhile experience!”

## THE LOWRY HOTEL WITH THE LOWRY ACADEMY

In November, the Lowry Academy in Little Hulton made two trips to The Lowry Hotel, firstly for a tour of all of the departments and secondly for a bedmaking competition. Sharon Maddocks, Head of Hospitality at the school said:

“Year 10 Hospitality and Catering classes enjoyed a tour of all 14 departments in The Lowry Hotel Manchester. This links their classroom learning with the real world of work and is very valuable to our students understanding about their next steps. Adrian and his teams were very welcoming and answered all the students questions about their own experiences and the hospitality industry generally. On our second visit the students were invited to a Bed Making Competition, where in pairs the students made a bed up and were judged on quality of the finished bed and how long it took them. This was a really fun and exciting day for them! All students were rewarded with a Lowry Hotel bear, golden tickets and school house points for taking part.

Thank you to the Lowry Hotel for two excellent visits which gave the students a clear insight into the industry!”



## THE MIDLAND HOTEL WITH STRETFORD HIGH SCHOOL

Jennie Edwards, Careers Leader and Head of Hospitality at Stretford HS is partnered with The Midland Hotel who kindly volunteered at their large careers fair event in October. This event was a valuable opportunity to talk with students to inform on the variety of occupations and pathways in hospitality.

Jennie said: “Our partners at The Midland Hotel kindly supported our evening careers fair in October - whereby we have a number of employers present to showcase information on their sectors and speak with students about occupations, pathways and general careers advice. The Midland stand was really busy with students engaging in conversations on technical pathways and potential roles.

It is really important for our students to hear these messages directly from employers so they can continue these conversations at home - so we are really grateful to Alex at The Midland for supporting this event. We are also looking forward to the year ahead with other activities in school and out at the hotel to bring the Hospitality and Catering curriculum to life for our students! A number of our Year 10 students will be completing their work experience placements at the Midland Hotel and they have already met with Alex to plan out how to get the most from this fabulous opportunity alongside their parents.”

## IMPACT STORY

On the 22nd November, Adrian Ellis attended an event at Worsley College (part of Salford City College) training restaurant where a young student approached him called Jess. She had been involved in the partnership with The Lowry Hotel with her school in the last two years – attending visits and engagements and is now a full time level 2 student studying Hospitality and Catering at Worsley College!

If you have an impact story from a school or hotelier perspective, please do get in touch with Laura as we would love to feature this in a future edition of this newsletter!

## SHARING IDEAS

Take a look at this [Instagram post](#) from 45 Park Lane, London. We are a bit late to do this sort of project for this Christmas in Manchester – but we shall remind you next September as this would be a great design challenge for our school's art departments with a theme of Manchester emblems or icons perhaps!

## DO YOU KNOW ABOUT THE GATSBY BENCHMARKS?

Since 2018, every school in England has a nominated Careers Leader who is working to implement all 8 Gatsby Benchmarks to demonstrate that their careers education strategy is of good quality and actively engages with multiple sectors reflective of their local economy. Our hotelier's partnership project greatly complements this framework, in particular the following benchmarks:

- Linking careers in the curriculum – so that students can connect what they are learning in school to skills needed in their future careers.
- Encounters with employers and employees – so that students can gain insight and advice on the hospitality industry, and the many exciting occupations.
- Experiences of the workplace – during hotel tours and takeover events, students are gaining an in-person understanding of how this workplace feels and they get an impression on if this feels right for them and their next steps.
- Encounters with further and higher education – 4 of Greater Manchester FE college groups support this project and offer taster days and further activities to highlight both the courses and apprenticeships available. If you have an apprentice in your hotel – please involve them in your activities when the school visits you as its very impactful for our young students to see someone a couple years ahead of them!

If you would like to brush up on employer standards within careers education, please take a look at this excellent resource from the [Careers and Enterprise Company](#) [here](#).

## CELEBRATE

Manchester Hoteliers Association member hotels are now supporting schools in 8 out of 10 Greater Manchester boroughs! We work closely with Greater Manchester Combined Authority (GMCA) Youth Employment and Opportunities team to enhance our partnerships with the schools and align priorities so that young people benefit from industry influenced careers education programmes and are inspired to choose hospitality related post 16 pathways.



## PARTICIPATING HOTELS & SCHOOLS

PARTICIPATING IN 2023-2024, WE NOW HAVE 32 PARTNERSHIPS:

### SCHOOLS

ABRAHAM MOSS HIGH SCHOOL, MANCHESTER  
ALL SAINTS CATHOLIC COLLEGE, TAMESIDE  
ASHTON ON MERSEY HIGH SCHOOL, TRAFFORD  
BROADOAK SCHOOL, TRAFFORD  
CROMPTON HOUSE COFE, OLDHAM  
DENTON COMMUNITY COLLEGE, TAMESIDE  
DROYLSDEN HIGH SCHOOL, TAMESIDE  
FLIXTON GIRLS SCHOOL, TRAFFORD  
GREAT ACADEMY ASHTON, TAMESIDE  
KINGSWAY SCHOOL, STOCKPORT  
KNUTSFORD ACADEMY, CHESHIRE  
LOSTOCK HIGH SCHOOL, TRAFFORD  
LOWRY ACADEMY, SALFORD  
LOWTON HIGH SCHOOL, WIGAN  
MANCHESTER COMMUNICATIONS ACADEMY  
OAKWOOD SIXTH FORM AT UTC MEDIA CITY  
OASIS ACADEMY MEDIA CITY, SALFORD  
OASIS ACADEMY OLDHAM  
OLDHAM HULME GRAMMAR SCHOOL  
SALE HIGH SCHOOL, TRAFFORD  
ST ANNE'S CHURCH OF ENGLAND ACADEMY, ROCHDALE  
ST ANTONY'S ROMAN CATHOLIC SCHOOL, TRAFFORD  
ST JAMES' ROMAN CATHOLIC SCHOOL, STOCKPORT  
ST. PETER'S RC HIGH SCHOOL, MANCHESTER  
STRETFORD HIGH SCHOOL, TRAFFORD  
THE EAST MANCHESTER ACADEMY  
TRAFFORD ALTERNATIVE EDUCATION PROVISION  
URMSTON GRAMMAR, TRAFFORD  
WELLACRE ACADEMY, TRAFFORD  
WESTHILL HIGH SCHOOL, TAMESIDE  
STRETFORD HIGH SCHOOL, TRAFFORD  
THE EAST MANCHESTER ACADEMY

### HOTELS

CROWN PLAZA MANCHESTER AND HOLIDAY INN  
NOVOTEL CITY CENTRE  
HOTEL FOOTBALL & STOCK EXCHANGE  
HOLIDAY INN, CITY CENTRE  
KIMPTON CLOCK TOWER HOTEL  
DOUBLE TREE BY HILTON, PICCADILLY  
GOTHAM HOTEL  
HILTON GARDEN COURT, LANCS COUNTY CRICKET  
MACDONALD HOTEL MANCHESTER  
DAKOTA MANCHESTER  
CLAYTON HOTEL MANCHESTER AIRPORT  
HOTEL INDIGO  
LOWRY HOTEL  
THE ABODE  
CLAYTON HOTEL MANCHESTER CITY CENTRE  
HOLIDAY INN, CITY CENTRE  
HOLIDAY INN MEDIA CITY  
MALDRON HOTEL  
INNSIDE MELIA  
HILTON DEANSGATE  
V&A  
LEVEN HOTEL  
DOUBLE TREE BY HILTON, MANCHESTER AIRPORT  
MALDRON HOTEL  
MIDLAND HOTEL  
LEONARDO HOTEL  
CRESTA COURT HOTEL  
MOTEL ONE  
THE ALAN HOTEL  
NATIVE APARTMENTS  
MIDLAND HOTEL  
LEONARDO HOTEL