



People 1st

UK Sector Skills Council for the Visitor Economy Industries

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POLICY LEARNING FORUM

- ❑ **Context of UK Sector Skills Councils and their role and impact in VET**
- ❑ **People 1st ; representing the Visitor Economy**
- ❑ **Practical example from Travel and Tourism**
 - Labour market information and skills foresight
 - NOS development
 - Qualification development
 - Apprenticeship development
- ❑ **COLLABORATION**

context

UK skills system is demand-led and collaborative:

- Four nation
- Different NQF and SCQF
- Sector Skills Councils - employer led bodies licensed by Govt to develop occupational standards and skills solutions
- UK Commission for Employment and Skills (UKCES) - offers advice on UK skills and employment issues and labour market intelligence
- Employers involved in design and delivery
- Education measured by the effectiveness of vocational programmes

SSCs

- Introduced from 2002; charities or social enterprises
- Employer owned and employer driven
- Licensed by Government but not funded by Government
- 16 SSCs and several related organisations undertaking analysis and workforce skills development
- Responsible for National Occupational Standards
- Responsible for Apprenticeship Frameworks
- Represented by the Federation for Industry Sector Skills and Standards
- Working with UK Commission for Employment and Skills

The role of SSCs in the UK

- Labour market Information, skills foresight and analysis
- Strategic skills planning
- Employer engagement
- Occupational standards and qualification development
- Business solutions
- Collaborative partnership

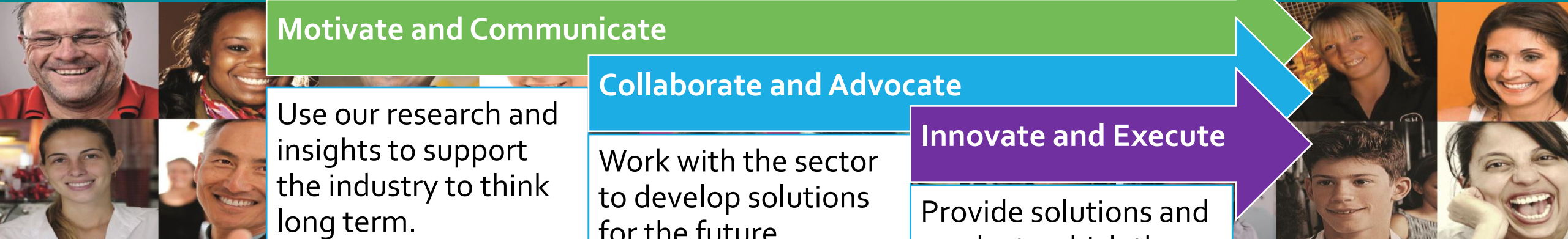
People 1st

UK Sector Skills Council for the Visitor Economy Industries

Performance through people



How we deliver performance through people in customer facing industries



Motivate and Communicate

Use our research and insights to support the industry to think long term.

Collaborate and Advocate

Work with the sector to develop solutions for the future.

Innovate and Execute

Provide solutions and products which the sector can utilise now.

BUSINESS SOLUTIONS

Some Examples;

- Employability Programmes
- Management 1st / Women 1st
- National Skills Academies
- WorldHost Customer service programme

PRACTICAL EXAMPLE; TRAVEL AND TOURISM SERVICES

- Travel Services;
 - Leisure and Business Travel
 - Tour Operations – Head Office
 - Tour Operations – Field Staff
- Tourism Services
 - Tour Guides
 - Tour Operators
 - Tourism Information Services

NOS – SVQ – MODERN APPRENTICESHIP

Travel Services

- **How** the learning outcomes are defined and articulated
- **How People 1st set** the content and profile of the learning outcomes
- **Who** is involved in the definition and articulation of these learning outcomes
- **Why** this particular approach has been chosen and how this is embedded in particular education/VET and employment policies

- PPLTT06 - Give customers a positive impression of yourself and your organisation
- PPLTT07 - Make sure your own actions reduce risks to health and safety
- PPLTT10 - Develop and maintain your effectiveness at work
- PPLTT11 - Arrange non-multi-sector air travel
- PPLTT19 - Help customers to choose and book travel services
- PPLTT03 - Process travel and tourism services payments
- PPLTT04 - Assist customers prior to and after travelling
- PPLTT05 - Set up and maintain promotional displays
- PPLTT08 - Research travel and destination information
- PPLTT14 - Identify and provide tourism-related information and advice
- PPLTT17 - Complete foreign exchange transactions
- PPLTT20 - Arrange travel itineraries
- PPLTT23 - Obtain and analyse customer feedback
- PPLTT49 - Build and maintain face-to-face relationships with customers

NOS

- How the NOS are developed and reviewed
 - Unit overview
 - Performance criteria
 - Knowledge and understanding
 - Range
 - Behaviours
 - Glossary
- Taking the NOS and turning them into education and business solutions
- Embedding them in industry
- Embedding them in education

WHAT IS A NOS

- A National Occupational Standard is a statement that describes what an individual needs to do, know and understand in order to carry out a particular job or function to an acceptable standard

ABOUT NOS

- NOS are developed for employers by employers
- NOS are National because they can be used in every part of the UK where the functions are carried out
- NOS are Occupational because they describe the performance required of an individual when carrying out functions in the workplace, i.e. in their occupation (as a plumber, police officer, production engineer etc)
- NOS are Standards because they are statements of effective performance which have been agreed by a representative sample of employers and other key stakeholders and approved by the UK NOS Panel

ACCESSING NOS

- NOS are a free resource for all employers, NOS can be downloaded from a national website called the NOS database <http://nos.ukces.org.uk/Pages/index.aspx>

USES OF NOS

- NOS are used in many ways not exclusively in the development of qualifications, below is a list of examples of how other businesses have used NOS:
 - To develop training plans
 - To develop job descriptions or guide recruitment
 - For staff appraisals or performance management
 - For succession planning
 - Benchmarking

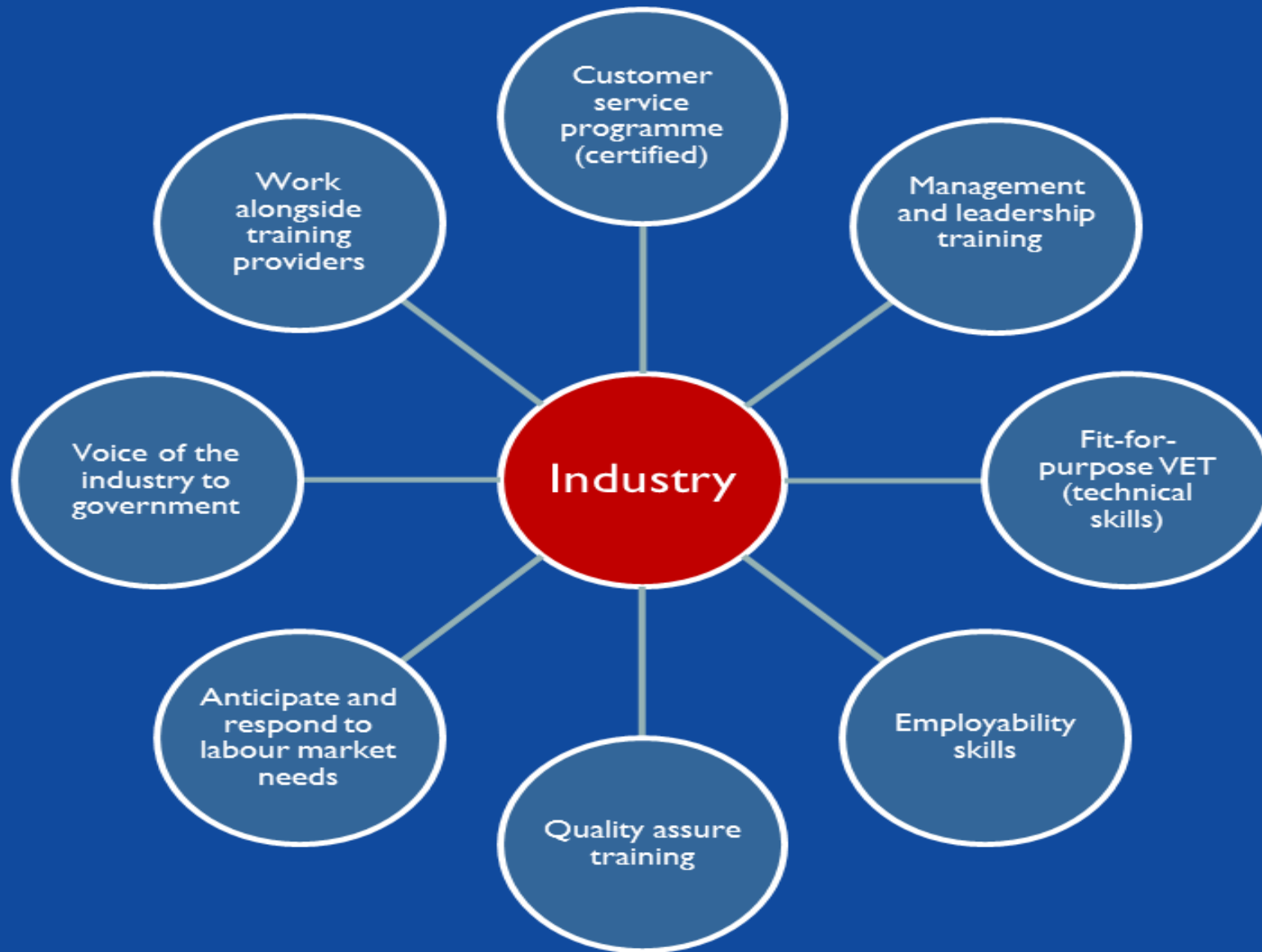
SVQ

- SVQ Frameworks
 - Credit rating for the SCQF
 - Assessment Strategy
 - Evidence requirements
- Embedding them in education and employment policies
- Embedding them in industry

MODERN APPRENTICESHIP

- Modern Apprenticeship Frameworks
 - Content
 - Core skills mapping

Embedding them in employment policies



QUESTIONS WELCOME

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