

Elevate Me Slough



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Employment in Slough 2015

The Visitor Economy

About the sector

The visitor economy sector covers a range of different activities, including hotels and other accommodation, bars and restaurants, travel agencies and related transport services, and also cultural and visitor attractions.

East Berkshire has a relatively strong visitor economy, with international destinations such as Legoland and Windsor Castle. Slough has significant numbers of jobs in sectors related to the visitor economy, although businesses in Slough are more likely to be servicing local demand and business tourism rather than the leisure tourism market, which is more focused around the Windsor area.

The visitor economy is dominated by customer facing jobs which require good customer service and teamwork skills. Qualifications and prior experience are not necessarily required if the required attitude and ethos can be demonstrated. . Relevant qualifications and experience are more frequently sought by employers recruiting chefs, receptionists, travel consultants, supervisors and managers.

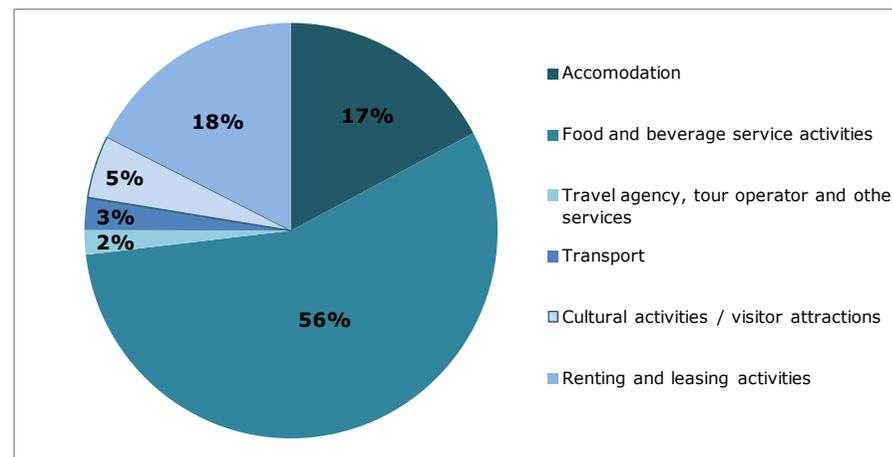
Employment

Employment levels in the visitor economy sector are rising (nationally and locally).

In 2015, there were around 4,200 employee jobs in the visitor economy sector in Slough, with the majority in bars and restaurants.

Between 2015 and 2020 forecasts suggest that employment in the visitor economy sector will increase by approximately 11% equating to the creation of approximately 500 additional jobs.

Visitor Economy Jobs in Slough

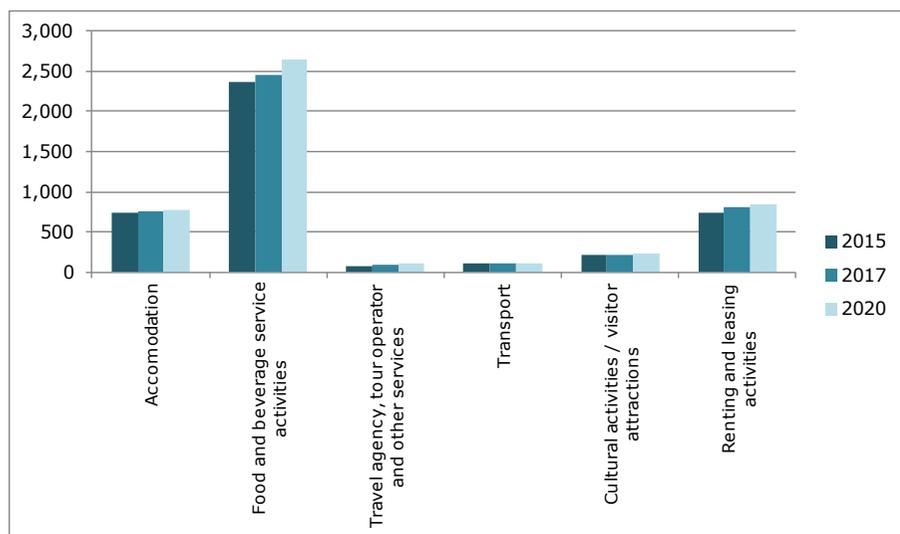


Major Local Employers

Key local visitor economy companies include:

- Absolutely Ice
- Copthorne Hotel
- Holiday Inn
- Marriott Hotel

Future Employment Growth



The majority of new jobs predicted to be created in the visitor economy sector in Slough over the next five years are likely to be in the food and drink services (bars and restaurants) sub-sector.

Future Occupational Growth

In addition to an increase in the overall number of jobs in the visitor economy sector, there will also be vacancies created by people retiring and leaving the labour force. A total of around 1,500 vacancies are forecast in occupations that are commonly found in the visitor economy sector as a result of retirements, and the table below provides details for a selection of these occupations.

Occupation	Qual Level	Jobs 2015 (& % growth 2015-2020)	Vacancies created through retirements 2015 - 2020
Kitchen and catering assistants	2	1,180 (8%)	330
Waiters and waitresses	2	580 (7%)	150
Chefs	2/3	480 (6%)	110
Taxi and cab drivers and chauffeurs	2	230 (7%)	70
Restaurant and catering establishment managers and proprietors	3-6	170 (9%)	60
Bar staff	2	300 (2%)	60
Cleaning and housekeeping managers and supervisors	2	170 (5%)	50
Bus and coach drivers	2	160 (6%)	50
Cooks	2	170 (9%)	40
Sports and leisure assistants	2	110 (6%)	40
Leisure and sports managers	3-6	90 (7%)	30
Catering and bar managers	2	120 (6%)	30
Hotel and accommodation managers	3-6	50 (6%)	20

'Qual level' is an indication of the typical level of qualification required to work in each occupation. Please refer to the [National Careers Services](#) website for a full explanation of each qualification level.

Occupations / Jobs Advertised

Between January and September 2015 approximately 1,500 jobs were advertised online in Slough in occupations commonly found in the visitor economy sector.

Occupation	Qual Level	Job Postings*
Chefs	2/3	200
Waiters and waitresses	2	100
Kitchen and catering assistants	2	70
Restaurant and catering establishment managers and proprietors	3-4	40
Conference and exhibition managers and organisers	6	40
Actors, entertainers and presenters	3	30
Bar staff	2	30
Hotel and accommodation managers and proprietors	3-6	20
Cooks	2	20
Catering and bar managers	2	20
Travel agents	2	20
Leisure and sports managers	3-6	10

* For vacancies posted online from 1st January to 1st September 2015. Please click on links for further information about these occupations from the National Careers Service website.

The data suggests that most vacancies being advertised online are jobs requiring skills at level 2 or 3.

Advertised Salaries

Based on information from local job advertisements posted online, the table below shows average full-time salaries for a selection of visitor economy roles. Since the start of 2015, the majority of these roles offered annual salaries between £15,000 and £25,000.

Occupation	Average Salary Advertised
Chefs	£23,000
Waiters and waitresses	£19,200
Kitchen and catering assistants	£20,600
Restaurant / catering managers	£22,600
Conference and exhibition organisers	£17,400
Actors, entertainers and presenters	£17,300
Bar staff	£15,000



Sector related courses

Further Education Colleges and Universities in the Slough area offer a range of post-16 courses related to visitor economy occupations. Below is a small selection of examples:

[NVQ Level 1 in Food Preparation and Cooking](#)
[Sport and Active Leisure Diploma Level 1](#)
[Introduction to Professional Cookery City & Guilds Diploma Level 1](#)
[Professional Cookery Diploma Level 2](#)
[Professional Cookery City & Guilds Level 3](#)
[CIEH Food Safety in Catering Award Level 2](#)
[Hospitality BTEC Subsidiary Diploma Level 3](#)
[Travel & Tourism Diploma Level 3](#)
[Level 3 Certificate in General Patisserie & Confectionery](#)
[Hospitality & Tourism Management Foundation Degree](#)
[BTEC HND Level 5 Diploma in Travel & Tourism Management](#)
[BA \(Hons\) Hospitality Management and Food Studies](#)
[BA \(Hons\) International Hotel Management](#)
[BA \(Hons\) Travel and Tourism Management](#)
[BA \(Hons\) Event Management with Tourism](#)
[BA \(Hons\) Airline and Airport Management](#)
[BSc \(Hons\) Culinary Arts Management](#)

For further information on courses being offered in the area please use the following links:

Colleges

[East Berkshire College](#)
[Brooklands College](#)
[Uxbridge College](#)
[Bracknell and Wokingham College](#)

Universities

[University of Reading](#)
[Brunel University](#)
[University of West London](#)

Apprenticeships

There are also a wide range of **Apprenticeships** relating to this sector, which offer the opportunity to combine paid work with on the job learning towards formal qualifications. Below are some examples of relevant Apprenticeship frameworks that are available to study through local providers:

[Travel Services \(Tour Operators\) Apprenticeship Intermediate](#)
[Intermediate Apprenticeship in Customer Service](#)
[Activity Leadership \(Exercise & Fitness\) Apprenticeship Intermediate](#)
[Food & Beverage Service Apprenticeship Intermediate](#)
[Front of House Reception Apprenticeship Intermediate](#)
[Hospitality Services Apprenticeship Intermediate](#)
[Hospitality Supervision & Leadership Apprenticeship Advanced](#)
[Professional Cookery Apprenticeship Intermediate](#)
[Professional Cookery Apprenticeship Advanced](#)



Skills in demand

Data from recently advertised jobs in visitor economy-related occupations suggests that the following skills are sought by employers in this sector. This list provides examples of the sorts of skills required to work in the sector in some of the most commonly advertised vacancies, but is no means exhaustive.

- Customer service / handling
- Team working
- Cooking
- Food Safety
- Product Sale and Delivery
- Cleaning
- Event Sales
- Stock Control
- Scheduling
- Account Management
- Employee Coaching
- Bartending
- Concept Development
- Social Media
- Operations Management
- Trade Shows
- Business Consultancy
- Lead Generation
- Music
- First Aid
- Event Planning
- Art Direction

Employability Skills

Employers are increasingly looking for skills that go beyond qualifications and experience when recruiting new employees. While education may enhance your eligibility for a job, today's workplaces require a varied mix of employability skills. These skills can be applied in any job in any sector, and include:

- Communication
- Self-management
- Thinking and solving problems
- Working together
- Understanding the business
- Using numbers effectively
- Using language effectively
- Using IT effectively

Data Sources

1. Employment figures and forecasts have been produced using the EMSI Analyst tool which used Office for National Statistics data from the Annual Population Survey 2014 and the Business Register and Employment Survey 2013.
2. Real time vacancy data is sourced from Labour Insight (Burning Glass Technologies), and is based on vacancies posted online between 1st January and 1st September 2015.
3. Information on post-16 learning opportunities are from local providers' own websites.

Access to locally-informed and easy-to understand labour market intelligence is a key component of providing good quality careers information to young people, to assist them in making choices about what to do when they reach the end of their compulsory schooling. This series of sector-based reports brings together a range of employment and jobs data about the local economy, and is aimed at providing a resource to support all employability and careers professionals working in the Slough area.

Employment in Slough 2015 aims to help individuals by giving them locally targeted information about the likely levels of demand for different types of work, common skills requirements and sources of learning to pursue qualifications relevant to each sector. Hopefully these reports will help people make better informed choices relating to work and learning, that will enable them to secure the careers they want within a growing and diverse economy.

For further information or support, contact **Elevate Me Slough**

Email: elevate@slough.gov.uk

Website: <http://slough.elevateme.org.uk/contact.htm>

Tel: 01753 875510 (Slough Young People's Service)

or

Employment & Learning Advice Service (Slough Borough Council)

Email: ela@slough.gov.uk

Website: www.slough.gov.uk/jobs/employment-and-learning-advice.aspx

Tel: 01753 476622 or 01753 476611

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Crews Associates

Crews
Associates

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and

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