

## PROMOTING PROFESSIONAL CRAFT SKILLS AND QUALIFICATIONS

The Hospitality Skills Academy is a strategic alliance of seven professional craft associations, dedicated to improving the quantity and quality of skills training throughout the hospitality industry. It aims to raise the profile of craft training in the industry, widen access to skills training and qualifications and recognise achievement by working with colleges, training providers and employers.

- Academy of Culinary Arts
- Academy of Food and Wine Service
- Amicale Internationale des Chefs de Reception (AICR)
- Clefs d'Or (Society of Golden Keys)
- Craft Guild of Chefs
- United Kingdom Bartenders Guild
- UK Housekeepers Association

In partnership with the  
British Hospitality Association

The Academy is administered by Hospitality and Leisure Manpower under the chairmanship of the chief executive of the British Hospitality Association.



**HOSPITALITY SKILLS  
ACADEMY**

★ **IMPROVING CRAFT SKILLS**

★ **RAISING STANDARDS**

★ **BOOSTING PROFITS**



### Hospitality and Leisure Manpower

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**The Hospitality Skills Academy** is committed to improving craft skills in the hospitality industry by encouraging more people into vocational training, raising the standard of craft training, and opening up new ways for people of all ages to acquire additional skills and qualifications.

**How will it do this?**

**By widening access to skills and qualifications**

The Academy will wish to work with the Sector Skills Council and awarding bodies to help create and promote a practical framework of work-based training and qualifications, based upon a modular system of credits or points. This will dramatically increase the numbers gaining practical skills and qualifications.

**In partnership with further education colleges**

By working with organisations, such as Springboard UK, it will forge links with schools to raise the profile of craft skills in the industry and encourage more young people to enter the industry through vocational courses at colleges. It will also work with the national network of Centres of Vocational Excellence so that skill levels throughout the industry can be raised and competence tested. It will also encourage employers to provide students and teachers with high quality industrial work release placements.

**By offering seminars and master classes**

It will create additional ways of learning through practical, short, one-day Skill Build Seminars for new starters and less experienced members of staff; it will introduce a series of Master Classes to develop new skills for more experienced members of staff.

**By using new training methods**

It will give people access to bite-size pieces of learning just when they need it, all with tutor and mentor support, through **learndirect** – delivered on-line, by CD ROM, or through work books.

**By creating Centres of Craft Training Excellence**

It will encourage employers to meet a 10-point Code of Practice for craft training so that they can gain recognition as a Centre of Craft Training Excellence.

**By providing Craft Training Awards and Apprenticeships**

It will create scholarships and other awards to encourage more young people to undertake work-based training and gain craft qualifications.



**What the industry thinks...**

**Steve Munkley**  
Craft Guild of Chefs

"We have some of the best chefs in the world - and all of them were trained in the UK. We've got the craft skills - we must make sure they are passed on to the next generation."

**Knut Wylde**  
Amicale Internationale des Chefs de Reception

"The days of the five year apprenticeship are over - there are new, faster ways of learning and we have to use them. But employers have a major part to play in providing training places, as well as colleges, and this is where the Academy can help."

**Ian Hughes**  
UK Housekeepers Association

"Vocational education has become the poor relation yet it's vital for the industry. We need far more qualified chefs, housekeepers, receptionists, hall porters than managers. That's the priority."

**Colin Short**  
Clefs d'Or

"The big challenge is to encourage parents and careers teachers to believe in the industry. We've got to sell hospitality as a very worthwhile career for talented people. We must be proud of what we do and train people to be even better."

**James Brown**  
Academy of Food and Wine Service

"We've been offering craft skills training to young people for many years. The talent is there - we can't afford to waste it."

**Sara Jayne-Stanes**  
Academy of Culinary Arts

"Why has the industry got such a poor public image? No other industry offers more opportunities to young people. If they have the skills, they can work anywhere in the world. We must make sure they have qualifications which are truly world class."

**Brian Page**  
United Kingdom Bartenders Guild

"Craft training has been the Achilles Heel of the industry - too little of it and often not of a sufficiently high quality. Now, the Academy gives us the opportunity to meet the extremely high cost meeting this challenge."