

REPORT TO: Education Committee

MEETING DATE: 12 March 2013

BY: Executive Director (Services for People)

SUBJECT: Hospitality and Tourism Academy

1 PURPOSE

- 1.1 To update the Committee regarding the Hospitality and Tourism Academy and for the Committee to note the extension to the Academy programme.

2 RECOMMENDATIONS

- 2.1 The Committee is asked to:-
- i. Note the contents of this report.
 - ii. Support the involvement of East Lothian schools in the extended "Academy" model.

3 BACKGROUND

- 3.1 "The Academy", a partnership between East Lothian Council, Edinburgh College, Queen Margaret University and several prominent employers commenced with a total of 34 students from Preston Lodge High School, Musselburgh Grammar School and Ross High School.
- 3.2 At this point in time one student has left the academy to commence a hospitality course at Edinburgh College as a result of their experiences in the Academy. One has left to attend college for an entirely different career path and two are following a reduced academy content due to their commitment to 5 Highers this year. The remaining 30 continue and are expected to complete the first year successfully.

- 3.3 The young people have enjoyed learning at school, learning at college and learning at university. They have also taken part in visits to employers, work placement with employers and working at events for some employers. The employers have been very vocal in word and print in appreciation of their efforts.
- 3.4 The Academy students have been involved in Professional Kitchen training and qualifications, organising and carrying out events at school, reception training and assessment with employers. They have also been learning about events marketing and many other facets of the Hospitality Industry.
- 3.5 Five young students from the Academy will represent "The Academy" by taking part in the Scottish Culinary Championships at the Scottish Exhibition and Conference Centre, Glasgow in March 2012 in the Restaurant Flambé class.
- 3.6 The Academy will shortly be looking at the returners from year 1 and new intake for the coming year and the destinations of students who choose another route of study or career.
- 3.7 At present we know of at least two students who have applied to Edinburgh College for full-time courses in hospitality to train as chefs, as their experience with "The Academy" has inspired them to follow that particular career. If they complete their course with "The Academy", the college will guarantee them a place automatically, without interview, into the SVQ level 2 Professional Cookery course. This is one of the benefits they can enjoy despite the ever increasing number of applications to both colleges and universities.
- 3.8 The future of "The Academy" is no doubt one of expansion and consolidation. Changes have already commenced with the management thread of The Academy 2nd year developing to offer an HNC qualification, which, if successfully undertaken would result in automatic entry into 2nd year of the Hospitality and Tourism degree at Queen Margaret University direct from S6. In this first year of "The Academy" there will be a bridging course arranged to allow that transition, whereas the new first year programme is being designed to encompass that content for the benefit of those to who attend in the future.
- 3.9 The industry and the young people all welcome "The Academies Model" as a positive step to assist our young people in to an informed and focussed way forward into their careers. The fact that the young people are required to give up one afternoon and one evening a week to participate in "The Academy" and are willing to do so, and also see the value in doing this, is of real significance to employers.
- 3.10 With Hospitality and Tourism being one of the few industries continuing to show genuine growth, there has never been a more appropriate time for this successful partnership model to come into being.

3.11 Next Steps

Vacancies for all four academies coordinators have been advertised and offers of employment made to establish a group of coordinators based at Queen Margaret University to continue the running of the Hospitality and Tourism Academy and launch the other three academies, these being:-

- The Health Care Academy
- The Food Industries Academy
- The Cultural Industries Academy

All three new academies will now start enrolling for August 2013 starts.

With all the coordinators working together, allowing for cross fertilisation of ideas and shared use of individuals specific strengths, a very strong base of expertise will be available for future development of the model.

Each new academy will require to produce a syllabus involving all the partners, suitable for the 2 years of the academy and articulating to continuing education, training or employment, with multiple exit points.

Each will also require to gain approval for qualifications offered as part of the young person's journey and initiate approval for all the work placement/experience partners they will need.

Recruitment for the next intake and second year of the Hospitality and Tourism Academy will take place and a bridging course developed and put in place for students taking the management route to allow them success in their aim of articulation to year 2 degree at Queen Margaret University. This will only be required for this current year as changes to next year's 1st year programme will match the requirement. The Hospitality Academy will require to recruit many more employers into the academy model as demand grows due to operating multiply years.

4 POLICY IMPLICATIONS

- 4.1 There are no policy implications in relation to this report.

5 EQUALITIES IMPACT ASSESSMENT

- 5.1 This report is not applicable to the well being of equalities groups and an Equalities Impact Assessment is not required.

6 RESOURCE IMPLICATIONS

- 6.1 Financial – The current cost of the Academy programme is met from savings generated through the joint Director of Education post with

Midlothian Council. Future costs will be covered by the funding made available to Queen Margaret University through the Scottish Government.

6.2 Personnel - None

6.3 Other - None

7 BACKGROUND PAPERS

7.1 None.

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