

Frances Woodifield

Learning & Skills Strategy Manager



Resilient & sustainable industry in a rural area

- Place
- Natural capital and landscape
- Agritourism
- Food and drink
- Activity tourism
- Heritage and culture

Sustainable Tourism Strategy

- Support a further 6,000+ jobs, to 20,000 FTE by 2034
- Develop quality year-round employment for a skilled local workforce

Potential Workforce Entrants



SSDA Workforce & Skills Consultation

1. Employment costs
2. Lack of training
3. People skills
4. Motivation / attitude to work / passion
5. Specific technical skills
 - Kitchen / chef
 - Management
 - Digital / e-commerce
 - Outdoor activities

- **Workforce Challenges**

SSDA Workforce & Skills Consultation

1. Communication / customer service / people skills
2. Passion / work ethic / motivation / flexibility
3. Digital marketing and media
4. Adaptable thinking skills / inquisitiveness / problem solving
5. Chef / food and drink

- **Skills & Behaviour Gaps**

SSDA Workforce & Skills Consultation

1. Use education to prepare young people for work
2. Funding to support employment and training
3. Make hospitality an attractive career for school children and their parents – inspire them!
4. More links between education and industry
5. Increase visitor numbers in off-season

- **What would help?**

Public Sector Support

SOSE

- Marketing, Digital
- Fair Work
- Strategic planning
- Industry specialists
- Innovation & entrepreneurship

Business Gateway

- Entrepreneurs & small businesses
- Sector specific training & events
- Funding advice & grants
- Online resources & webinars

VisitScotland

- Business Support Hub
- Webinars & workshops
- Networking
- Marketing
- Responsible practices

Skills Development Scotland

- Regional skills insights
- Regional specialists
- Skills for Growth
- Careers Service

Schools & DYW

- Schools
 - Curriculum
 - College partnerships
 - Careers Service
- Developing the Young Workforce
 - Partner with a school
 - Become a sector ambassador
 - Work-based learning experiences
 - Recruiting young people

- **Influencing young people**

- **Influencing the influencers**

College & Employability Pathways

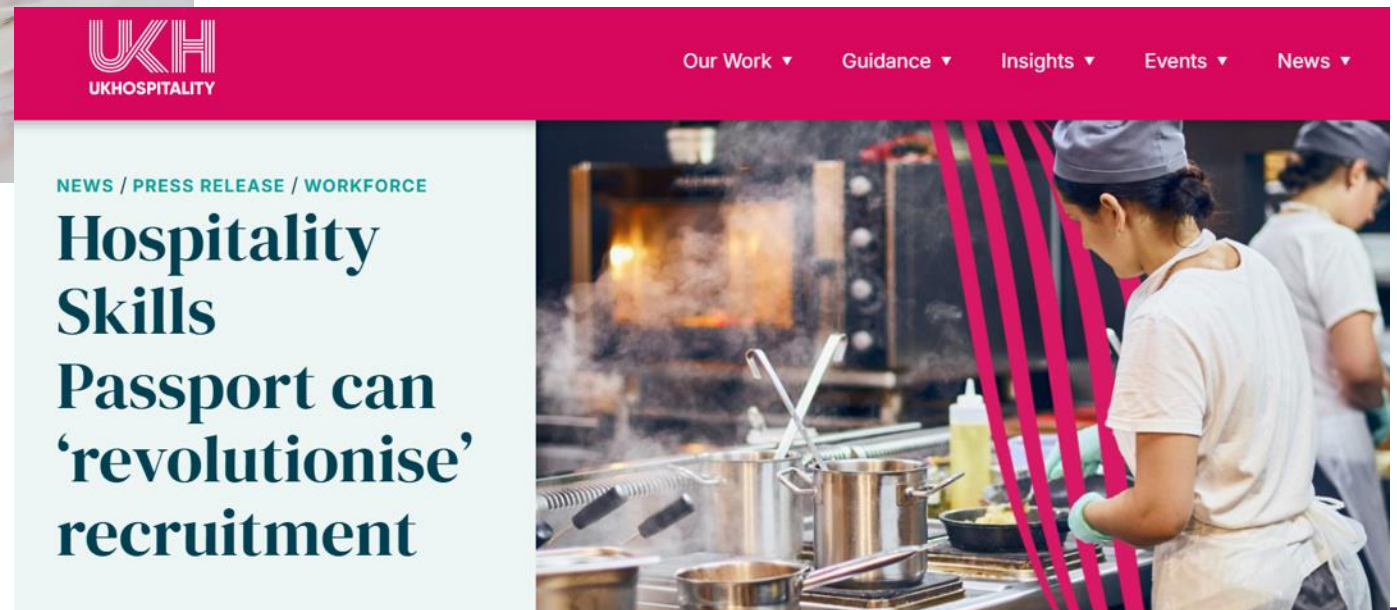
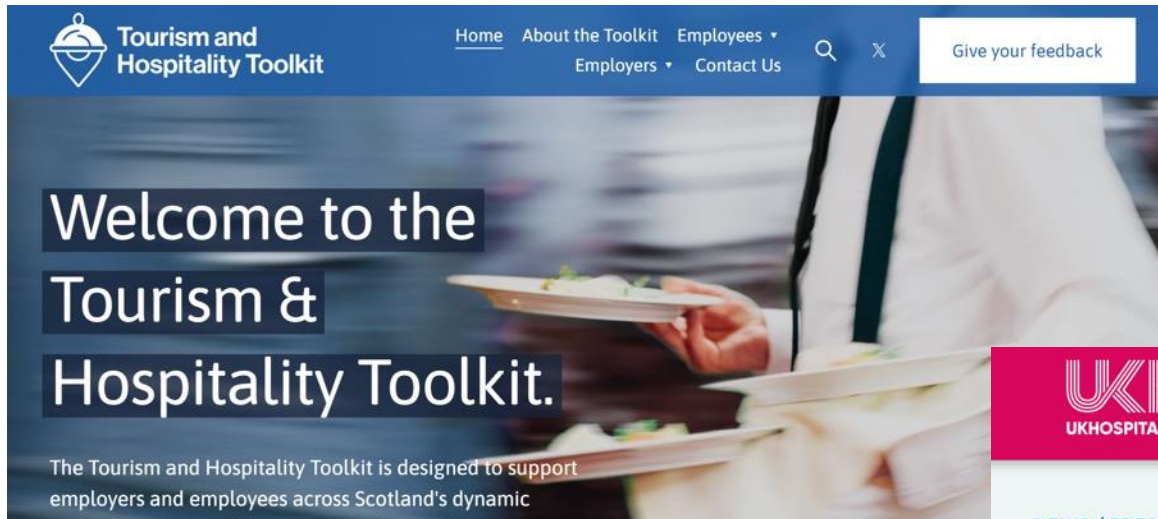
Colleges

- Professional Cookery
- Events
- Foundation Apprenticeships
- Modern Apprenticeships
- Mountain Biking

Employability

- Local Employability Partnerships
- Work readiness programmes
- Short courses
- Potential local workforce

National Programmes & Support



Multi Agency Collaboration

- Resilient & sustainable industry in a rural area
- Raise profile of industry to workforce entrants
- Rewarding & fulfilling career

- Industry
- Skills providers
- Public sector

Contact us

www.southofscotlandenterprise.com

01750 535855

frances.woodifield@sose.scot

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