

HOSPITALITY & CATERING

A Recruitment Solution



GetMyFirstJob
Talent Portal

As predictions for other industry sectors are increasingly changeable, the hospitality industry has never been as important to the ongoing success of the UK economy and society. With an estimated 250,000 chefs in the UK, with an impressive rise since 2011 (+36%), recruitment in this field for young talent is at its highest rate yet, and set to keep increasing with estimations of demand set to continue.

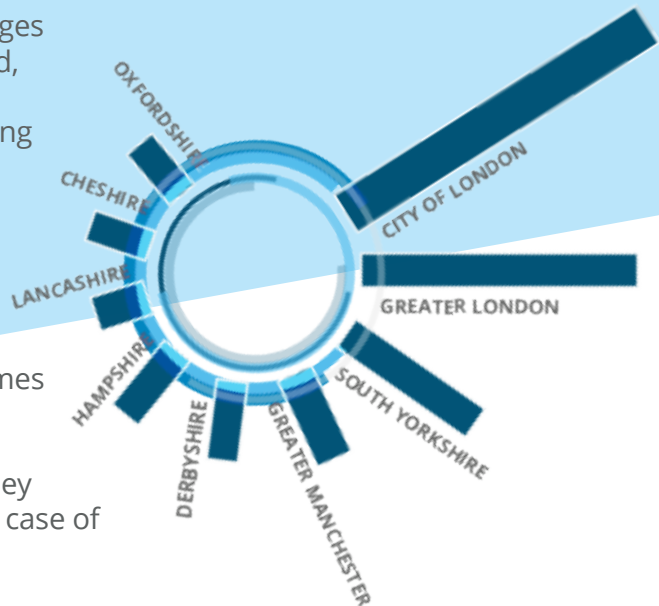
Over half of the young people within the GetMyFirstJob data pool are 19–24 years and 34% 16–24 years old. Over 6,900 candidates expressed an interest in working in the sector.

The Industry is facing a number of key challenges to make sure that staff have the right skills and, once trained, that they stay and develop their skills to fulfil their career ambitions, contributing to increased productivity and business profitability.

TRAINING & APPRENTICESHIPS

The industry is renowned for providing industry related and vocational training, however only around 3% of the training becomes a formal qualification that is recognised, more reason for hospitality to embrace apprenticeships and be known for the skills they instil as an employer. The skills gap is a classic case of demand outweighing supply.

The level 4 higher apprenticeship in hospitality management is intended to bridge the gap between supervisory skills gained at an early stage of your career in hospitality and the strategic management skills required to work at a senior level, and is suitable for those within a management role.



GetMyFirstJob.co.uk, has over 100,000 visits and 17,000 job applications every month.

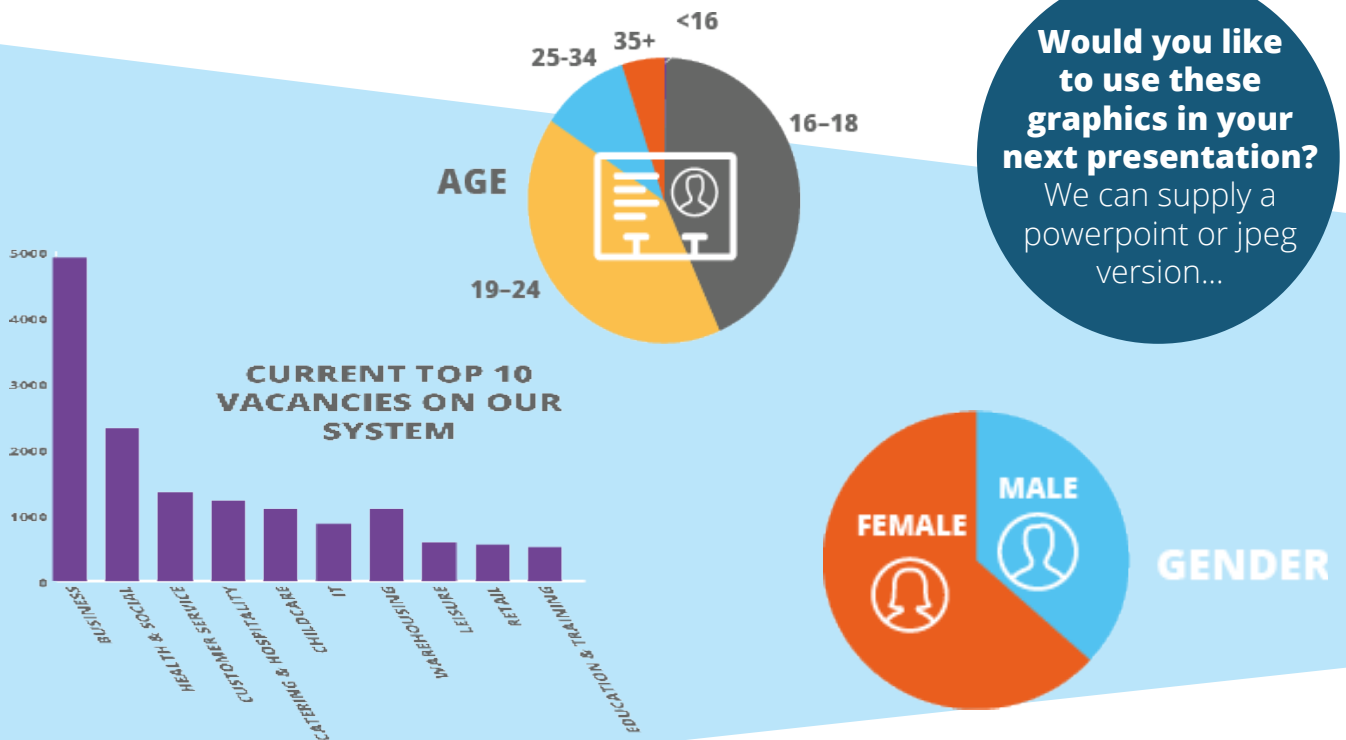
You can search, shortlist & contact over 60,000 registered candidates across the UK.

We gain circa 7,000 newly registered candidates every month.

GetMyFirstJob has 360,000 detailed young candidate profiles.



HOSPITALITY & CATERING STATS



A THRIVING INDUSTRY

According to the British Hospitality Association who are behind The Big Hospitality Conversation – backed by our partners [The Prince's Trust](#) – they state the hospitality industry is the 4th biggest employer in the UK, accounting for 3.2m jobs through direct employment in last year.

'[it is critical] to stimulate an important dialogue within the industry around employability skills, work experience and apprenticeships'

British Hospitality Association

Industry leaders from top hospitality businesses have supported better engagement with young people, with hopes to inspire the next generation, with the aim to create 300,000 new jobs within the hospitality and catering industry and 60,000 job opportunities for young people (aged 16-18).

INSPIRED CANDIDATES

[GetMyFirstJob](#) post thousands of hospitality and catering vacancies every year on our recruitment platform, with tens of thousands of applications. London and the North have typically the highest number of vacancies.

Looking at candidate insight this year, we have over 3,000 young people in an active pool who have expressed a high interest in the industry, where talent shortages are likely to peak in 2020.

We have also seen an increase in candidates interested in the Hospitality and Catering industry over the last 2 years. Yet only 7% of our vacancies are hospitality or catering related, offering

an opportunity for those in the sector to reach more people. Of our vacancy pool within this sector the city of Manchester accounts for 10%.

"We've taken on over 2,500 apprentices this year."

Greene King

A third of the industry is aged under 25 years and with flourishing prospects, it's no wonder some of the biggest employers such as Rick Stein (Apprenticeship Academy) and Greene King, along with some other big names are key advocates in the upskill and apprenticeship employability programmes.

IMPACT OF BREXIT

With the uncertainty of how Brexit will impact the industry, and the introduction of the points based skills system, we know that there will need to be changes in the recruitment of young people, with training such as apprenticeships at the forefront of any solution. With nearly a quarter of the hospitality and tourism industry made up of overseas workers, and an industry growing, the recruitment and retention drive must improve in effectiveness and reach if the inevitable skills gap is to be bridged.

SOLVING THE SKILLS SHORTAGE

We can see from our 'high interest' candidate pool that Hospitality & Catering often falls lower in comparison to other industries such as business, Finance and IT industries. With some great incentives behind the industry and discussions around the fantastic opportunities in hospitality we can work to encouraging employers to inspire young people and get them to understand the opportunities the sector offers.

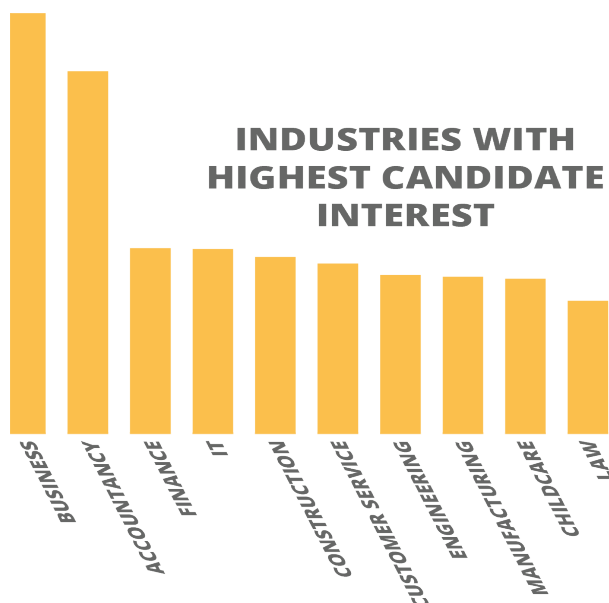
We've seen many establishments such as the British Hospitality Association and the Institute of Hospitality (IoH) speaks out about the industry and how it is working to correct the notion that that a career in the sector is the 'last choice' especially amongst young people, and highlight its advantages.

The TalentPortal is developing solutions to close the skills gap and showcase the great opportunities to the right audiences, and by reaching over 100,000 candidates every month to promote the sector.

PREFER AFTER A MORE IN-DEPTH REPORT?

We can tailor a report for your organisation, based on your region or create a PowerPoint graphic to allow you to distribute highly relevant reports throughout your business.

INDUSTRIES WITH HIGHEST CANDIDATE INTEREST



Talk to our The TalentPortal team today!

What are you doing to promote the sector to young people? We would love to hear about it... Telephone: 023 9387 6400. Email: info@GetMyFirstJob.co.uk