

Choose Suffolk Tourism Partnership – Training and Business Advice Group Action Plan

Item No	Theme	Action	Partner (Lead)	Partner (Support)	Remarks
Business Support – Research					
	Service Support	To consult with the hospitality sector about their attitude and approaches to training which can help inform training providers and business support programmes	Choose Suffolk	Local Authorities, Learning and Skills Council	
Business Support - Business Development					
	Support to new enterprises – industry awareness	To provide advice to new start-ups and raise their awareness of working in the sector. For example, linking up to established businesses who can offer familiarisation experiences	Enterprise Agencies, Business Link East	Choose Suffolk, Local Authorities	
	Support to new enterprises – development phase	To provide advice and support to start-ups during the planning and development phases. For example, signing up to Enterprise support programmes, sharing good practice and encouraging new skills development	Enterprise Agencies, Business Link East	Choose Suffolk, Local Authorities, East of England Tourism	
	Support to existing enterprises – operational	To encourage use of business support advisory services, such as the IDB (Informing, Diagnosing and Brokerage) service and use of specialist advisory services,	Business Link East	Choose Suffolk	
	Support to existing enterprises – growth	To encourage participation in networking and mentoring opportunities	Choose Suffolk, Norfolk and Waveney Enterprise Services, Suffolk Chamber of Commerce	Tourism Groups, Local Authorities	
Business Support - Product Development					
	Promotion and development of quality – accommodation	To promote participation in Quality Assurance schemes and the value of participation	Choose Suffolk, East of England Tourism, Local Authorities	Quality in Tourism, the AA, Business Link East	
	Promotion and development of quality – attractions	To promote participation in the Visitor Attraction Quality Assurance Scheme (VAQAS) and sign up to the Visit Britain Code of Practice as a first step	Choose Suffolk, VSA, Suffolk Museums Service	Choose Suffolk, East of England Tourism, Local Authorities	
	Promotion and encouragement of Green Tourism Business Activity	To include: Green Tourism Business Scheme, Walkers Welcome, Cyclists Welcome and other advisory services	East of England Tourism, Business Link East	Choose Suffolk, Local Authorities	Awaiting outcome of RDPE proposal
Skills Development – Training					
	Skills Development – Training Needs Analysis	To encourage businesses to use services focused on helping to identify Training Needs and follow up support	Train to Gain brokers (TCHC), Choose Suffolk	Business Link East	
	Skills Development – Core Operational Needs	To encourage the development and delivery of customer service courses targeted at front line staff and management	Choose Suffolk, East of England Tourism, Business Link East	FE/HE Colleges	
	Skills Development – Management and Leadership	To encourage supervisory staff to undertake management and leadership courses	Business Link East, East of England Tourism (Beyond 2010)	Choose Suffolk	
	Skills Development – Business Awareness	To promote and encourage training for business opportunities, i.e. Marketing and Communication, IT, Finance, Disability markets	Business Link East, FE/HE Colleges	Choose Suffolk	
	Skills Development – Food and Farming Awareness	Developing links between hospitality businesses and local farms and food and drink companies producers to learn about farming and production	East of England Tourism, Otley College, EBLEX	Choose Suffolk, Suffolk Agricultural Association	Awaiting outcome of RDPE proposal
Promoting Hospitality Careers					
	Careers Development – Career Choice	Promotion of the variety of employment opportunities and career development pathways	Choose Suffolk, FE/HE Colleges, Suffolk Education and Business Partnership	Commercial partners	
	Careers Development – Work Experience	Provide networking link between teachers/lecturers in identifying suitable work placement opportunities with industry	Suffolk Education and Business Partnership, Choose Suffolk, FE/HE Colleges	Commercial partners	
	Careers Development – Skills Champion	Liaise with participating FE colleges regarding Suffolk Young Chef of the Year	FE Colleges, Choose Suffolk	Suffolk Education and Business Partnership, Archant, Sponsor	