

MARKETING PEAK DISTRICT & DERBYSHIRE

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PEAK DISTRICT
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*Hospitality
Charter*

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MARKETING PEAK DISTRICT & DERBYSHIRE



PEAK DISTRICT
& DERBYSHIRE
*Hospitality
Charter*



ABOUT US

THIS CHARTER EXISTS TO RAISE THE PROFILE OF WORKING WITHIN THE HOSPITALITY SECTOR IN DERBYSHIRE AND THE PEAK DISTRICT.

It has been designed to act as a collective voice on behalf of our sector, that commits us to be better employers by offering employees, opportunity, fairness, respect, quality training, a good work life balance and opportunity to grow and develop their career. Career development and job satisfaction has to be at the core of our operations, and our primary offer and commitment to people thinking of working within the sector.

BUSINESS LED

The Charter is the idea of Richard Palmer, Managing Director of the Devonshire Hotels and Restaurants Group and Neil Fischer, Managing Director of the Fischer's Group. It follows best practice and is inspired by the People 1st Hospitality Commitment and the 2020 Hoteliers' Charter which was founded by Sally Beck, General Manager of the Royal Lancaster Hotel London, and designed to dispel the myth that working in hotels meant 'long hours for little pay'.

SUPPORT

The development of a Peak District & Derbyshire Hospitality Charter has attracted strong support from Local Authorities, Colleges, Universities and training providers and other private sector businesses including Casa Hotel and Peak Edge Hotel, The Bakewell Bakery, Bluebell Dairy and Tickled Trout. This Charter will provide a platform for businesses to have regular conversations about working within the sector, with the aim to develop an Influencer Group.



OBJECTIVES OF THE CHARTER

EDUCATE

DISPEL THE CURRENT REPUTATION OF 'LONG HOURS FOR LITTLE PAY' EMPLOYMENT

- Educate the future people who will work in the hospitality sector by promoting the industry in schools, reaching children when they are making their career choices as well as parents and careers advisers.
- Educate the employment agencies in charge of advertising future job vacancies (many currently have a poor understanding of the careers available).
- Work in partnership with colleges and universities to design the right courses, to ensure they meet current demands and needs of hospitality businesses.
- Elevate the sector as the place to be - a sector that celebrates skills including creative, artistic, scientific, communication, a natural ability for customer care and incredible team working opportunities.

BE BETTER EMPLOYERS

CREATE A GOOD WORKING ENVIRONMENT FOR PEOPLE WORKING IN THE SECTOR

- Sign up a group of employers from a range of hospitality businesses to commit to the Charter - from high-end restaurants to good quality pub food.
- Encourage employment from their locality.

LOBBY

CREATE A COLLECTIVE VOICE FOR CHANGE IN GOVERNMENT POLICY

- Make changes to the current sponsorship rules for non UK citizens.
- Reform VAT across the sector.
- Reform business rates - currently inconsistent and constraining future investment.

“ Hospitality gives you opportunity, the world is your oyster - ultimately it's down to you

Neil Fischer
Fischer's Group



WHY YOU SHOULD SIGN UP TO THE PEAK DISTRICT & DERBYSHIRE HOSPITALITY CHARTER

“ We recognise the importance of developing people’s professional qualification to support their careers moving forward

Mark Thurman
Casa Hotels Group

AS A BUSINESS YOU WILL BE...

- Demonstrating commitment to your people.
- Offering high quality training, and promoting your business as a great place to work.
- Committing to developing opportunities locally working with like-minded businesses.
- Developing and promoting best practice.
- Helping to change current perceptions of the sector.

“ An apprenticeship is amazing, I want to learn as much as possible, working in different environments where there’s always someone there to help

Hannah Hicken
Devonshire Group



OUR PROMISE

THIS CHARTER SETS OUT THE FOLLOWING COMMITMENTS, WITH A LONG-TERM OBJECTIVE TO CREATE A SET OF ATTRACTIVE CAREER CHOICES, PROVIDING PEOPLE WITH A POSITIVE WORKING EXPERIENCE, AND A SOLUTION TO THE CURRENT SECTOR RECRUITMENT CRISIS.

- Commit to developing team members through training, apprenticeships, coaching and mentoring, positioning hospitality roles as careers, not just jobs.
- Support best practice models demonstrated by the ‘People 1st Hospitality Commitment’ to respect work/life balance and striking the right working hours for businesses open 7 days per week.
- Commit to paying a competitive salary, ending perceptions of the sector as low paid and provide the right training environment for people to develop their careers into leadership and management roles.
- Work with training providers to design the right training programmes that are ambitious and are attractive to people thinking about working in the sector.
- Recruit where you can from your locality, advocate diversity, inclusion and equality, and remove barriers and challenging attitudes to disability.
- Take full care of your employee’s mental health and well-being, both in and out of the workplace.
- Create a positive working environment and culture for people to learn, making employees part of the decision-making process.
- Develop clear pathways for progression for both existing staff as well as new recruits.
- Provide benefits to your employees, for example ‘eat on us’, offer bonuses at peak times of the year, introduce social gatherings that will nurture positive team working.
- Provide a platform and a voice for the sector, and continually work together to improve the working environment offering a long-term solution for both recruitment and staff retention.
- Get involved with job fairs and opportunities to promote the sector and create an army of industry champions for the Peak District and Derbyshire.
- Support schools/college Career Practitioners with the offer of industry group talks on a regular basis.

If you are a hospitality business interested in finding out more about the charter, and would like to sign up, see: www.visitpeakdistrict.com/industry



“ If you thrive on being busy and you like people, there’s no better industry

Jemma Beagrie
Bakewell Bakery



CREATED IN COLLABORATION WITH



SUPPORTING PARTNERS

- Buxton & Leek College
- Chesterfield College
- Derby College
- University of Derby
- YMCA Derbyshire
- Serco Group plc
- HIT Training
- The Careers Enterprise Company
- DWP
- Amber Valley Borough Council
- Bolsover District Council
- Chesterfield Borough Council
- Derbyshire Dales District Council
- Erewash Borough Council
- High Peak Borough Council
- North East Derbyshire District Council
- South Derbyshire District Council