



The Headland Hotel & Spa

NEWQUAY, CORNWALL



ESTD 1897



THE HEADLAND

★★★★★

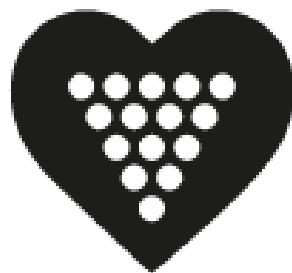
HOTEL, COTTAGES & SPA

The idea...



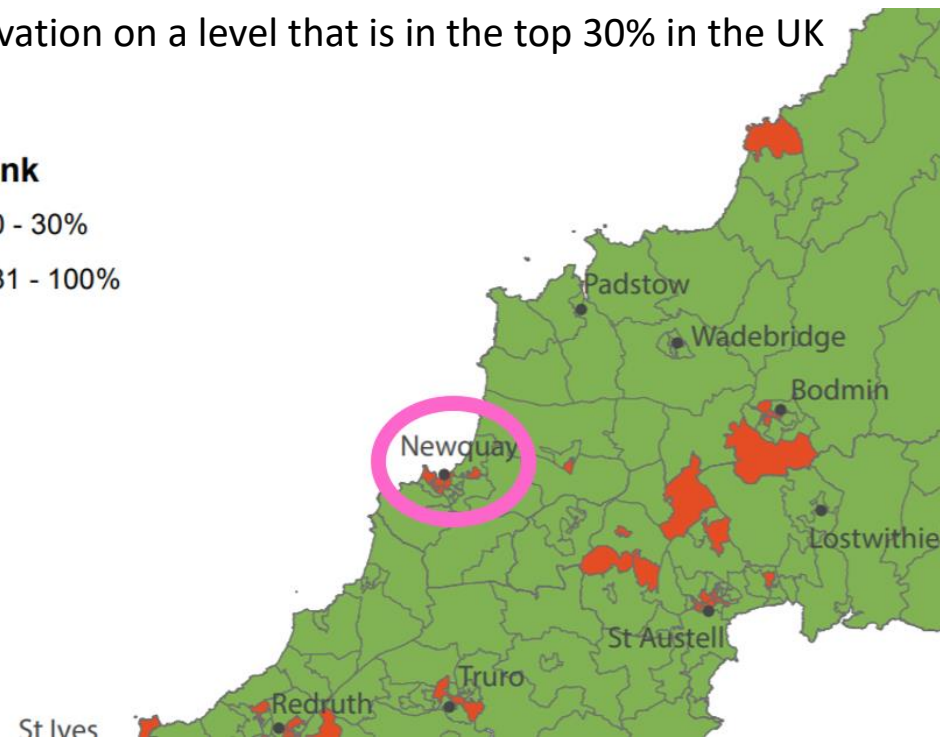
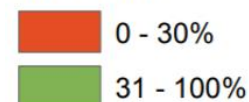
Why we are doing this...

The majority of Newquay and surrounding area is experiencing deprivation on a level that is in the top 30% in the UK



**Cornwall
Community
Foundation**

IMD rank



Map showing Lower Super Output Areas by neighbourhood (orange areas show area within a highest 30% deprivation rate in UK)

Why we are doing this...



**1 in 4 Cornish jobs
are in hospitality**

only 1 in 16 young Cornish
people would consider a career
in hospitality

What did we do...

Contacted everyone we could think of who might open the door to us:



**CORNWALL &
ISLES OF SCILLY**
LOCAL ENTERPRISE PARTNERSHIP



**Health
Works for
Cornwall**



skills **your** way

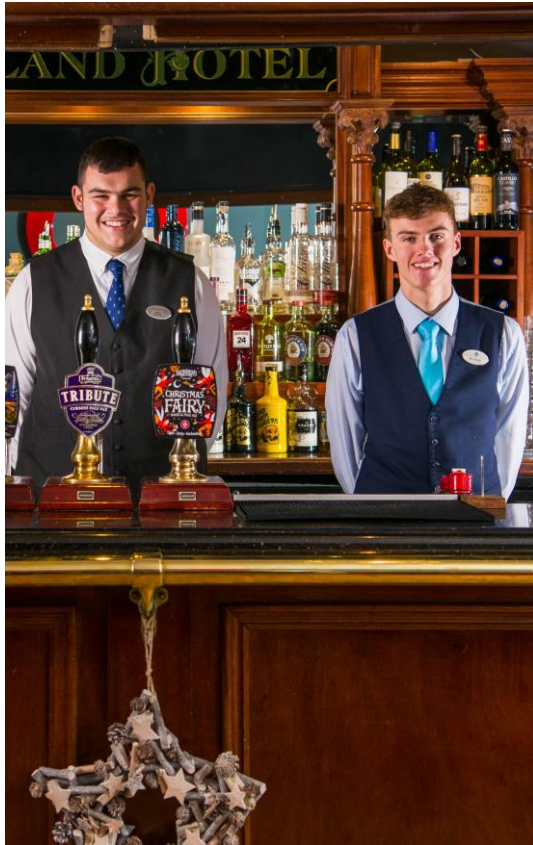
The Headland young person placement scheme

The offer for the six week placement scheme

- Start date:** First weekend of your summer holidays
- Pay rate:** £8.81 per hour + service charge
- Holiday:** 28 days inclusive of bank holidays (pro rata)
- Benefits:** Bucket loads of training, food at work, uniform
AquaClub swims, team events eg coasteering,
....lots of fun with The Headland Team!



Who works in hospitality?



ESTD



1897

THE HEADLAND



HOTEL, COTTAGES & SPA



The Headland young person placement scheme

What you will learn

- Barista skills (how to make a perfect coffee!)
- Housekeeping skills (how to make a swan towel!)
- Waiting skills (makes you globally employable!)
- Self-confidence
- Ability to talk to EVERYONE



How to apply



Send us a one minute video using your phone

1. Why do you want to work at The Headland?
2. What is your super power or super skill?

Summer '21 cohort

Summer 2021 cohort

49 applicants, 32 starters, 30 finishers

2021 survey results

93% of young people said they received enough training

100% of young people said they were made to feel like they did a great job

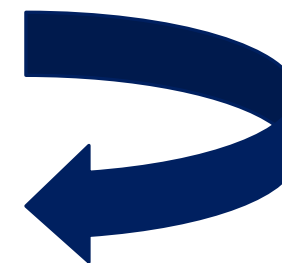
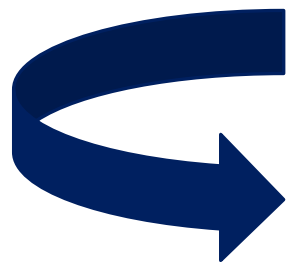
100% of young people said it was a positive experience

Biggest things were 'gaining confidence' and 'making new friends'



Summer '22 cohort

78 applicants
22 short listed
10 selected



100% of last year's cohort have volunteered as buddies

Want to give it a go?

Engage with mainstream schools and colleges

Engage with non mainstream schools – additional needs & pupil referral units

Engage with parents/guardians

Engage with your local council

Engage with your skills hub/council work experience team

Market the placements appropriately to young people AND parents

Pay your young people PROPERLY and treat them PROPERLY

This is not a quick fix....its a long term strategy

Any questions?

