

UK Events: Skills, Talent & Diversity Working Group (ST&DWG)

Meeting notes

Date: 31st August 2023

Time: 12:00

Location: Online

Attendees: Claire (EvCom), Juliet (BEAM), Alden (AEV), Kerrin (MIA), Lauren (AEO), Jenny (AEME), Richard (EAAB)

Agenda

Introduction

It's been a long while since our last meeting, so each attendee took a moment to reintroduce themselves, and highlight why they first joined this working group.

There were some key themes that ran through, including, helping entry level and upskilling, how we can promote best practices and and how best to support the industry, how we can create a more diverse and inclusive sector to attract new talent.

Alden reshared with the group the [Five Pillars of Inclusion](#)

Update on Precarious Careers Research

- Thanks for sending out the initial survey to your members
- Funding bid has been submitted, still waiting to hear the outcome of this - have been advised this may take a while
- The bid application has taken into account the cost of having a UK Events team member assist with the research throughout its

As a reminder, the research will provide reliable data that can be used to compare the events industry to other sectors of the economy and help shape the industry to ensure it remains a positive and appealing sector to work in.

The results will provide insight on:

- Events careers – including patterns of work, hours worked, salaries, workplace benefits (like pensions), training and development, work-life balance
- Diversity in the events industry
- The experiences of different age groups within the events industry

We currently do not have that kind of data, so these findings will be an important opportunity for the industry to collect robust data that can be used to lobby government, to inform workforce planning and development, to educate students and potential newcomers to the industry, and to try and ensure that all jobs in the industry are rewarding.

Update from Hospitality & Tourism Skills Board - Provided by Kerrin

Unlocking Hospitality Campaign

- Looking at getting prison leavers into work. Last year the campaign helped 48 people into work

Hospitality Rising campaign

- Just under 72,000 jobs posted
- 605,000 interviews
- 156,000 job applications
- Raised over £906,000

You can find further information on the [Hospitality Rising Campaign here](#).

The campaign has increased interest from 1 in 5, to 1 in 3 and has improved the appeal of the hospitality sector for 18-30 year olds.

The aim for year 2 is to get 250,000 applications and attract new individuals who haven't considered hospitality previously.

The bursary campaign went live and talks about simplifying the process of people getting into work

Skills boot camps/academies

Q for UK Events - what discussions are we having with our events APPG

Meeting with Kate Nicholls - Events don't have a voice, events should be using the same content and should be part of the narrative. She will connect with Hospitality Rising.

Conversation with Sir John Wittingdale - Depletion of workforce through Brexit / Pandemic - an unappealing career path. He will talk to DFE about the work that is being done. Youth mobility scheme.

Please see below an invitation to attend a series of webinars on Diversity & Inclusion from BBPA. UKH have teamed up with specialist consultants enei (employers' network for equality & inclusion) to host a series of webinars for the hospitality industry to drive greater diversity and inclusion throughout your businesses.

The four webinars will be free to attend, open to anyone interested in learning more about making their business more diverse and inclusive and include specialist speakers from both our industry and others to share learning and best practice.

The first session, Recruiting brilliant people and keeping them, will take place on **14th September at 2pm**, you can [sign up here](#). The session is open to people at all levels of a business but will be particularly relevant for anyone involved in recruitment or workplace culture.

Update on Events Apprenticeship - Provided by Richard

Things are progressing well

<https://www.eventsapprenticeships.org/>

- We've continued to update information on the website – we have a great infographic that shows the process for companies to follow in setting up apprenticeships.
- The Live Production Technician has just been signed off with IFate and is now live
- We are currently recognising 9 apprenticeships for the industry and will be adding more
- We're had calls with IFate (institute for apprenticeships and technical education) building a stronger relationship with them – they now have a better understanding of our ambitions / role – i.e. we're here to support, promote and educate on behalf of the wider industry.
- Our following on linkedin is slowly climbing
- We've had a number of individual calls with senior directors / head of HR within a number of agencies – a lot of interest and engagement.
- All UKEvents members were sent information and hopefully have forwarded/used in their member communications – really important that we make sure comms are being cascaded.
- Also messages are being shared on linkedin, would be great to increase engagement and visibility of these. So please like, comment and share whenever you see these
- Fundraising is slow on our side, and we have found it hard to get businesses to support, so left until we have more traction / news to share. We have £10k in bank thanks to EIF and a pledge for another £10k if we hit agreed KPIs which should not be a problem.
- EIF donation has been a life saver as it allows us to push ahead with stuff without constantly panicking about funds – this gives us the time to prove to the industry the benefits, have more to show them and then go after their support.
- **Events Apprenticeships Webinar** (Thursday 14th September 2023 at 10am)
– EA is promoting awareness of apprenticeships across the industry, how they work, the benefits and what companies need to do to get started in building an apprenticeship programme within their organisation, as well as understanding how they play a key part in building businesses back stronger. It will also be an opportunity for the industry to enhance their understanding and the importance of building an apprenticeship programme to drive social mobility, diversity, inclusion and belonging. Details to register:

When: Sep 14, 2023 10:00 AM London

Topic: It's your industry, their future: Embracing Event Apprenticeships

Register here:

https://us06web.zoom.us/webinar/register/WN_VXatIDvKQqisFL8l1OcjLA

AOB

There was a discussion about separating Diversity into its own separate group as it is a lot of work on its own. The group likes the idea of keeping it all together as one group as there is a lot of alignment. It was suggested to have members of the Diversity Advisory Group join this group instead of running two separate groups. One for the UK Events board to discuss.

The regularity of our calls will be once a quarter. Calendar invites will be sent. Any other pressing matters will be sent via email.