

NEWS RELEASE
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STUDENTS IMPROVE JOB SKILLS WITH GLASGOW WELCOMES PROGRAMME

Over 170 pupils across Glasgow are completing a unique online programme, which aims to boost the city's reputation as a top tourist destination, to help them prepare for the world of work.

The S5 pupils from 12 city secondary schools are taking part in the Glasgow Welcomes-Online programme as part of the Culinary Excellence Programme for 16-18 year olds who are studying hospitality at school. The 12-week Culinary Excellence Programme has been delivered by Glasgow City Council for 19 years and offers students the opportunity to work alongside top chefs and front of house teams to learn invaluable kitchen and customer service skills.

Now, students will have access to the Glasgow Welcomes-Online module, which was completed by thousands of the city's frontline tourism and hospitality staff in preparation for the Commonwealth Games and other major events held during the summer. Students will complete the module before attending work placements at hotels and restaurants across the city.

Previously, students who have participated in the Culinary Excellence Programme received in-class Glasgow Welcomes customer service training, delivered by Glasgow Welcomes trainers from the hospitality industry. However, the online module, which can be completed in less than two hours, makes it easier for students to work within the school timetable.

Meaghan Reid, Glasgow City Council explained:

"The online module is a great learning opportunity for the pupils and will provide them with added knowledge and skills to enhance their CVs and help them prepare for work. The fact that so many hospitality businesses in the city have invested in the Glasgow Welcomes programme provides the students with confidence that their participation will be positively recognised when they enter the job market.

"The programme offers the pupils industry-approved knowledge and guidance on customer service delivery and a wealth of information on things to see and do in Glasgow, which is particularly valuable for those who are keen to forge a career in a customer-facing role. It's also a more time-efficient approach to the training, which means it's easier for students to fit it in around other subjects and school commitments."

Stella Callaghan, Project Manager, Glasgow Welcomes said:

"It's the people who work in the hospitality sector that make a huge difference to the city's reputation as a tourist destination, so it's vital they have access to the right training and development opportunities. By ensuring the young people who will work in the city's future hospitality roles are properly trained from the beginning of their career will mean that we can create a sustainable standard of customer service excellence and build a workforce that truly understands the impact of the customer experience."

The Glasgow Welcomes initiative is supported by the industry-led Glasgow Tourism & Events Leadership Group (which includes Glasgow City Council, Glasgow City Marketing Bureau, Glasgow Chamber of Commerce, Scottish Enterprise and VisitScotland), and is managed by VisitScotland on

behalf of industry and partners. Principal funders are Scottish Enterprise, with additional funding provided by Skills Development Scotland and the Glasgow city partners.

Notes to editors:

- Issued by Golley Slater on behalf of Glasgow Welcomes, the city's tourism service initiative.
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- The participating schools are: Bannerman High; Springburn Academy; Shawlands Academy; Drumchapel High; St. Roch's Secondary; St. Mungo's Academy; Smithycroft Secondary; Eastbank Academy; Whitehill Secondary; St. Andrew's Secondary; Cleveden Secondary and Kings Park Secondary. Students from the Education Vocational Inclusion Programme (EVIP) are also participating.
- Glasgow Welcomes, the city's tourism service initiative (previously Glasgow Service with Style) is a unique city-wide initiative designed to support the delivery of a world class visitor experience across the entire customer journey through training and development opportunities for tourism and hospitality businesses. It aims to further the development and regeneration of the city through the expansion of the tourism sector by raising service standards at every touch point of the visitor experience and improving bottom line benefits to businesses.
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- Glasgow Welcomes is an official Legacy 2014 Project.
- To find out more about the Glasgow Welcomes programme go to www.glasgowwelcomes.com