

Springboard UK



Partnership Proposal 2015

Springboard.uk.net

A Partnership with Springboard

After successfully running careers campaigns for the Hotel, FSM, and Restaurant sectors, Springboard is partnering with ASAP to launch a careers campaign specifically for the Serviced Apartments sector; profiling the career opportunities of ASAP Members.

The campaign is open for all ASAP members to participate in. The following pages describe the elements of the campaign and its respective value to ASAP members, summarised at the end of this proposal.

ASAP Member Priorities

- 1. A pipeline for Apprenticeships and entry level positions**
- 2. Showcasing the serviced apartment sector as a 'great place to work'**
- 3. Embedding best practice HR processes, especially relating to work experience and the provision of Apprenticeships**
- 4. Recruitment for new sites nationwide**

Campaign Elements

Brand Awareness: engage with millennials in a language they understand

1. **Serviced Apartments Careers Magazine**
2. **Sector profile on the CareerScope website**
3. **Careers Events & Relationships with Schools**
4. **Social Media campaign**

Brand Reputation: enhance your reputation as an employer offering a career, not just a job through:

5. **Big Hospitality Conversation**
6. **Ambassadors**
6. **INSPIRE Work Experience**

Access Talent: recruit from a wide pool of motivated and aspirational talent

8. **IntoWork Employment Programmes**
9. **Talent Bank**

1. CareerScope Magazine

ASAP Member's employment opportunities will be presented in the a vibrant, (printed and digital) CareerScope magazine – specifically designed for the Service Apartment Sector - circulated to every school, college, university in the country – with an expected readership of in excess of 450,000 young people.



2. CareerScope Website

ASAP Members will have a prominent online presence on the CareerScope website with at least 5,000 unique visitors per month. This will be a lively and interactive presence, enhanced by interactive areas and video footage.

3. Careers Events

Opportunity to **showcase ASAP Members at local careers events** to promote current opportunities, including Big Hospitality Conversations, FutureChef local finals, and events hosted by our partner schools and colleges.



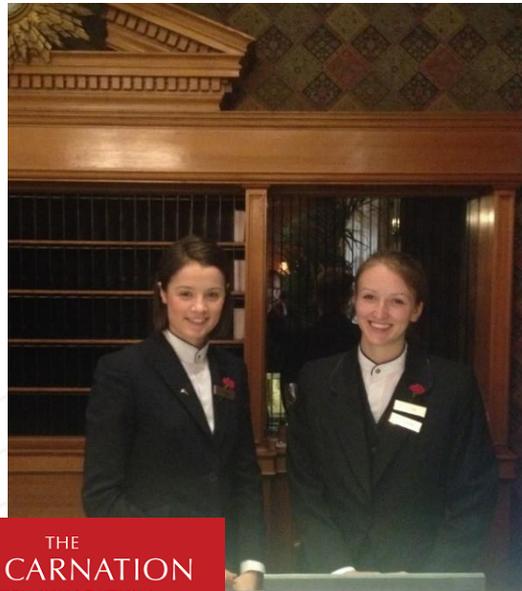
4. Social Media

Active campaigns to promote ASAP Members on Springboard's social network channels associated with our CareerScope Campaigns. Click the icons to see examples.



"Springboard's career managers are efficient and proactive. They are passionate about their candidates and want to obtain the best opportunities for them. Using Springboard, The Chesterfield Mayfair has recruited a fantastic receptionist in Lois Adams and it is wonderful to see her grow into her role, as I know that she will have a bright future ahead of her in hospitality."

Sarah Walsh, Red Carnation Hotels



THE
RED CARNATION
HOTEL COLLECTION



Looking for my first job in the hospitality industry was a daunting prospect. Springboard made the whole process feel more straightforward and accessible. I was really encouraged by Springboard's enthusiasm and was soon applying for reception jobs at Springboard's affiliated hotels. Attracted by the Red Carnation Group's reputation as an outstanding employer I accepted their offer and am now excited to learn all I can, as I develop my career within the industry."

Lois Adams, CareerScope Candidate 2015



5. Business Value of the Big Hospitality Conversation

- Exhibit at the BHC recruitment fair and present your career opportunities to the 500 young people attending looking for careers
- Promote the serviced apartment sector as a great place to work through presentations with leading sector representatives and young, talented individuals.
- Learn best practice in delivering work experience
Understand the views of young people through one to one conversations to shape recruitment strategy.

Supporting the Industry

The Big Hospitality Conversation (BHC) aims to stimulate an important dialogue between businesses and young job seekers; focusing on employability skills, work experience and Apprenticeships. The BHC has the target of creating 60,000 new opportunities for young people by 2016, with over 36,000 pledges already committed.

**Tailored BHC for
the Serviced
Apartment
Sector. 500
young people
attend the
careers fair.**

6. Business Value of Ambassadors

- Ambassadors share their experience in schools and colleges and say from personal experience why they love working for you!
- Springboard will develop your high-rising staff through a bespoke 2 day training course to develop their presentation skills and to create tailored material to use when inspiring your next recruits.
- Springboard then provides Ambassadors with tailored events and opportunities for them to present what it's like to work in your business to young people looking for work.

Supporting the Industry

Springboard's network of over 1500 Ambassadors, (young, motivated industry professionals) present in schools and at careers events- sharing their personal story to inspire. They give insight into what they actually do on a daily basis, the benefits of working in the industry and explain what long term career opportunities are available.

**36 Ambassadors
fully trained to
represent your
business and the
sector at tailored
careers events**

7. Business Value of INSPIRE

- Our research indicates that work experience is the number one driver of career decision.
- Springboard develops a series of sessions across your sites to effectively plan work experience with those responsible for its delivery, supported by a dedicated helpline and an online portal with guidance/resources. Once trained, front line staff are confident in their role with work experience.
- INSPIRE provides feedback mechanisms to measure and ensure value for both the business and the participant.
- Springboard actively markets the INSPIRE quality standard to schools and colleges; distinguishing you as an employer of choice.

Supporting the Industry

Explaining what the industry is like will only get us so far - real inspiration is achieved through personal experience. INSPIRE provides a step by step guide for delivering first class work experience – whether you are providing a short taster, a two week experience from school, or even a year-long degree placement.



INSPIRE
accreditation,
workshop
training and
support



In 2014/15, Springboard received 114,479 careers enquiries. We are continuously receiving requests from individuals looking to secure employment. Added to the participants of our employment programme IntoWork, we have developed a significant bank of talented people determined to develop their career.

Kickstart supports people in the transition from education to employment. It provides advice, training and mentoring to catalyse their careers. ASAP Members can present its opportunities during the 3 week programme – a perfect mechanism to fill apprenticeships and entry level positions.

This talent bank can be accessed by participating ASAP Members throughout the year, with the support of dedicated careers managers, to fill vacancies as they arise and also when ASAP Members are opening up new locations across the country.



**Access to
Springboard's talent
bank year-round and
nationwide. Present
your employment
opportunities at
Kickstart/IntoWork
recruitment days**



Sector Careers Campaign Summary

Bespoke CareerScope Magazine created for the Serviced Apartment sector	<p>£30,000 Exc VAT</p>	<p>X3 companies @ £10,000 each</p>
Exclusive British Hospitality Conversation for the Serviced Apartment Sector		<p>X6 companies @ £5,000 each</p>
36 Ambassadors trained with support for presentations throughout the year		<p>X12 companies @ £2,500 each</p>
Exclusive section on CareerScope's Website and a tailored Social Media Campaign		<p>X30 companies @ £1,000 each</p>
INSPIRE accreditation, workshop training and support for participating members		
Access to Springboard's Talent Bank of over 115,000 job seekers nationwide		



Hospitality offers fantastic long term career opportunities.

Springboard's mission is to ensure everyone realises the possibilities a career in hospitality has to offer, addressing sector skill shortages and providing a pipeline of talent for our business partners to access.

We would like to invite ASAP Members to join us in inspiring the next generation of recruits for the serviced apartment sector.



"Sharing the same values as Springboard, we work together to ensure there is a continuous pipeline of talent for the hospitality industry"

**Sue Parfett, Managing Partner,
Brookwood Catering**