



## **Equine Hub: New Anglia LEP Visitor Economy (Tourism & Culture) Sector Skills plan.**

**18 January 2018**

### **Attendees:**

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### **Key notes:**

Summary paper explaining background to the Sector Skills Plan.



Newmarket equine  
hub focus group pa

Background to the sector skills plan. This is funded from European Social Fund. Roy has been commissioned by NALEP to produce 8 sector skills plans. The Horseracing Industry has also been included in the Life Sciences skills plan.

They are designed to be employer and stakeholder led and consider skills in its widest sense – young people starting careers through to higher level qualifications. The approach will take account of the wider needs of the industry that underpin the tourism industry.

Want to work with sectors to come out with 3 or 4 key strategic goals.

Data on tourist industry provided at New Anglia Level – shows value of sector 7% of economy.

### **Challenges**

#### **General:**

Reliance on EU labour – for catering and the wider horse racing industry. Horse racing has historically relied on the sub-continent and now increasingly on EU labour.

Low unemployment so smaller pool of people to select from.



Skills shortages –

### **Horse-Racing Industry:**

16-18 year olds coming into industry. Harder to find people who are resilient and want to do this. Misconception that it is badly paid. There is progression in the industry contrary to perception that there is not. It is a proper career. It is not just sitting on a horse on the gallops. Working through Newmarket Academy and the Heritage Centre to change that.

Particular issue with work riders (skilled riders) – shortage nationwide – typically ex jockeys – take on role through experience. No specific training available for that role.

Studs also struggling with staff.

**Accommodation** in Newmarket is an issue for young people – cannot get affordable accommodation. The British Horseracing School – struggles with placing young people in the town as accommodation is a major blocker.

National Stud has set up new programme with Thoroughbred Breeders Assoc as apprenticeships do not work. The scheme is attracting older people - 11 people have just gone through the programme. No gov funding as would restrict. Focussed on what the employers needed.

Racing School – has ground based training course – 6 weeks free. Funded by the school. Tend to be 25 – 42 year olds. Course very successful. Does not address level 2 skills as not needed but if the course drew government funding would be required to do this.

**Catering** – Jockey Club Catering provided by Compass. Challenge with people wanting to work in front line hospitality and retail. Also culinary staff shortage. Will train people and have a number of training options. Getting people through the door is a challenge. Part time and seasonal working is challenge – offering 39 days per year work so at not attractive to many people. Turnover high but is great progression.

### **West Suffolk College Perspective:**

The College has more students than before but recruitment into the hospitality and retail industry even harder. Restrictions around the qualifications and funding do not make this any easier. Work with schools critical for changing perceptions. Working on jobs fair with the Newmarket Academy. Want to engage rest of town in creating apprenticeship opportunities but recognise challenges in having apprenticeships.

Apprenticeships is a challenge for employers – has been a surge in 24+ as rebadging – e.g. middle managers doing advanced apprenticeships

In Racing Industry unlikely apprenticeships will be used by the industry as difficult to release staff away from the work place for the required amount of time.



### **Development of the skills Plan:**

NALEP will look at recommendations and look to available funding to implement. There is still EU funding and after that will be a local prosperity fund.

### **What the Industry needs:**

Be clear that this is a very skilled job and recruit accordingly, a world apart from having a pony at local stables. Need resilience and physicality. How do we attract people to the industry? It is a young person's job – typically under 40 as it is so physically demanding. At stud industry work through to retirement. Stud and racing are very different – specific skills.

Getting people into front door is the challenge. Need to promote the industry from here. What is the channel for getting messages out?

BRS - doubling recruitment effort. Taken on new staff for social media. Want to promote the industry. Also need to get to parents/carers to do this. BRS has lost apprenticeships contract –through SFA.

BRS- take young people from care – accommodation and supervision. BRS guarantee people a job.

### **Next Steps:**

JK send LEP & Roy copy of SQW report. (Complete)

Roy to draft plan and circulate relevant parts for comment.