



Springboard

Annual Report

For the year ended 31 March 2021

Charity Number : 1045411 and SC040506. Company Registration Number : 03031621

About Springboard

Our mission

Springboard's mission is to futureproof the talent pipeline for hospitality and tourism.

The hospitality and tourism sectors are experiencing one of the most challenging periods in recent memory due to the devastating impact of the Covid-19 pandemic.

As the industry reopens and recovers, it is experiencing a major staffing shortage caused by a loss of European workers due to Brexit combined with the impact of Covid on job-losses and a generation of young workers not entering the industry.

However, during this recovery, Springboard is perfectly placed to lead the industry's response and ensure the skill gaps and staffing issues faced for many years are addressed to prevent a major long-term problem.

The Springboard Charity and Springboard UK are two distinct organisations, working interdependently to reach the shared goals of promoting hospitality and helping unemployed people get into work.

The Springboard Charity

Inspires young people into careers in hospitality, giving them knowledge, skills and advice through our education programmes in schools, colleges and universities.

Helps people get sustained employment through our training programmes, tailored support, dedicated after care and access to work placements; Launching people into future careers in the hospitality, leisure and tourism industries.

Springboard UK

Provides specialist careers advice and guidance – and champions the hospitality industry, promoting it as a rewarding and worthwhile career path. We also collaborate with our business partners to imaginatively attract and retain talent.

Equips hospitality businesses with hard-working, motivated and enthusiastic staff now and in the future.

Together, we tackle youth unemployment and poverty across the UK, help people achieve their potential, improve perceptions of the industry and build skills, confidence and morale to aid a full recovery post coronavirus.

Who we work with

Springboard's beneficiaries fall into three main categories:

- **Young people under the age of 25** – Springboard works with young people in secondary schools, colleges and universities to nurture them into careers within hospitality, leisure, and tourism. This includes resources to help teachers deliver vocational courses more effectively, activities that enhance student learning and bring the industry alive in the classroom as well as bringing young people out into the industry.
- **Unemployed adults of any working age** - Springboard offers a range of programmes to give people who are out of work the opportunity to enhance their chances of securing sustainable employment. Individuals are assessed to identify the type of support they need and directed onto the most appropriate Springboard programme or signposted to other specialist providers or straight into work depending on their level of need. Our programmes provide engaging and motivational job ready training, work placements that help people into jobs, change their lives for the better and provide mentoring support once in employment.
- **People living in poverty, facing hardships or disadvantages in life** – Springboard also helps to support those who face special challenges in securing employment and holding down a job. These programmes include a greater concentration on building self-belief and breaking down barriers, providing coaching to increase confidence as well as practical support, such as digital equipment and data, smart clothing, help with budgeting, covering travel costs to attend courses, interviews, and vital mentoring support. We ensure that everyone is given the opportunity they deserve, regardless of age, background and ability, so that we can make a lasting and sustainable impact.



Springboard in 2020/2021

27,010

Pupils reached through careers and education programmes

1,952

Beneficiaries supported through employability programmes

47,442

People gaining careers information and guidance

420

Schools, college and universities worked with



Strategic report

Chairman's review

The hospitality, leisure and tourism sectors experienced a year of turmoil last year, with many businesses shut or heavily restricted for 9 out of 12 months. However, one of the industry's biggest challenges has been many years in the making. Springboard was set up 30 years ago because there were not enough skilled young workers coming into the industry to fill all the jobs.

As hospitality rebuilds from the pandemic, we have a big job to attract more young people to address the current skills gap. The pandemic and Brexit have seen us lose some great talent from across the sector and it's imperative we showcase hospitality and its career prospects. Our role is to rebuild our sector again by creating job opportunities and providing the training and development that young people deserve. As an industry, we must demonstrate our commitment to the future of young people in this country.

Springboard's role of connecting young people with this industry, beginning within education and showcasing careers in hospitality, has never been more

important. Business will come roaring back and we need young talent at the heart of this growth.

In order to step up to this challenge, Springboard went through a period of change last year, strengthening the boardroom and senior leadership team while navigating the impact of the pandemic, adapting operations so they're fit for the Covid world and creating a sound financial position to grow the organisation in 2021 and beyond.

At the heart of this growth is Springboard to 2022, our response to the industry's staffing crisis and Springboard will be supporting 10,000 young people into work in hospitality, leisure and tourism. Progress is well under way and we are extremely grateful for the support of lead partner Savoy Educational Trust.

Finally, I would like to thank all the board of trustees, Chris and the Springboard team and all the individuals and businesses who have supported Springboard over the past 12 months.



Alastair Storey
Chairman
Springboard

CEO's review

It was an absolute privilege to have joined Springboard last year during one of the most challenging, but also important points in its 30-year history.

As the widespread coverage of industry staffing shortages demonstrate, Springboard has a vitally important role to play in addressing this, through promoting hospitality to the next generation, attracting talent into it, giving young people the skills to launch their career and helping them secure their first job.

The team did a fantastic job navigating the challenges brought about by Covid, reducing costs, switching fundraising from industry donors to emergency grants, industry foundations and corporate partners and creating a solid financial position to build on in 2021 and beyond.

Operations were adjusted for the world we found ourselves in and the creation of the Digital Hospitality Academy meant we were able to continue to support 1,952 trainees with a blend of online learning and virtual one-to-one support when national lockdowns put a stop to face to face activity. Developing a FutureChef digital academy and online competition allowed us to continue to engage 25,271 young people and develop the next generation of chefs.

A major development this year was the creation of CareerScope as the industry support hub for those whose jobs were affected by Covid and those looking to enter the industry. At the start of the pandemic, Springboard partnered with Hospitality Action, UK Hospitality, Savoy Educational Trust and the Institute of Hospitality in a historic move to leverage our support for the industry. CareerScope features free careers advice, training resources, health & wellbeing support, financial advice and live jobs.

In October, we launched Springboard to 2022, our most ambitious ever project and our solution to addressing the staffing

shortages we foresaw post-Brexit and post-Covid. Our goal is to have 10,000 young people engaged, skilled and ready for work when the industry recovers and needs them. Our role is as the central hub, seeking out, securing, training and nurturing the future talent pipeline, working with those we've trained to help them identify roles and move into employment.

Our trainees are engaged and ready for work and typically remain with their first employer for 18-24 months, nearly twice as long as the industry average, so we want to hear from any employer able to offer them an opportunity.

The government's Kickstart scheme is an important part of Springboard to 2022 and Springboard became a gateway employer this year, acting as the conduit between the industry and government, making the process easy for employers and maximising hospitality's participation in the Plan for Jobs programme. We are currently working with more than 200 different employers, helping them fill more than 3,000 hospitality vacancies.

None of this would have been possible without the support of our key partners, including Savoy Educational Trust, Diageo, Barclays, BaxterStorey, Compass, Hilton, IHG, CH&Co, Sodexo and many more businesses.

Finally, I'd like to thank Alastair and all the trustees, our patrons, supporters, the Springboard team and any business or individual who has given their time, energy and support to Springboard this year. We look forward to building on a successful year and playing a major role in the industry's recovery from the Coronavirus pandemic and futureproofing the industry talent pipeline in 2021 and beyond.



Chris Gamm
Chief Executive Officer
Springboard

Activity review



Springboard to 2022 is our signature programme to support the industry's recovery from the coronavirus pandemic, futureproof hospitality's talent pipeline and ensure the industry's staffing crisis doesn't return worse than ever. It will join together the various programmes and activities Springboard delivers, with a goal of delivering at least 10,000 young people into work as the industry recovers.

Springboard will oversee this process, from engagement and outreach, assessment, ensuring young people take the right path into work, accessing government funding, delivering training, managing relations with partners and employers and supporting beneficiaries into employment.

The support of a number of key industry organisations has been secured, including Savoy Educational Trust joined as lead partner, BaxterStorey and Diageo as official partners, and many project partners including Compass, CH&Co, Hilton, IHG, Sodexo, Nando's, D&D London, Ivy Collection, Gleneagles, Dorchester Collection, Hawksmoor and many more.

Education programmes

Springboard nurtures young people into careers in hospitality, leisure and tourism by equipping them with the inspiration knowledge, skills, advice and guidance they need. We do this through our award-winning education programmes in schools, colleges and universities.

Key programmes include:

- **FutureChef** is Springboard's flagship educational programme, consisting of a nationwide schools programme throughout the year, serving the Gatsby benchmarks, as well as a cooking competition open to 12-16 year olds.
- **Career Hubs** – a series of digital careers days, showcasing careers in hospitality to thousands of school leavers around the UK, featuring employers spotlights, talks from Springboard Ambassadors and advice on personal qualities, applying for work and interview skills.



Employability programmes

We help transform the lives of people who have barriers to work and can benefit from our support, so that they get sustained employment in hospitality, leisure and tourism, whatever their age, background or ability. We do this by providing tailored support, quality programmes, dedicated aftercare, access to work experience placements and ultimately sustainable employment.

Key programmes include:

- **Into work programmes** - Springboard runs a range of pre-employability and employability courses for unemployed people facing barriers to work, in partnership with Diageo, Barclays, Savoy Educational Trust, Compass and many others. These programmes include brilliant workshops equipping people with real skills to help them into jobs, soft skills and employability classes to make them valuable employees.
- **Digital Hospitality Academy** - Developed in response to Coronavirus, the Digital Hospitality Academy offers a range of courses for unemployed individuals in the UK and Ireland, including online learning, group training and one-to-one employability mentoring.
- **Kickstart** – Springboard is a gateway employer helping over 200 hospitality employers engage with the government's Kickstart work placement scheme, recruiting and training up to 3,000 young people.



Careers & advice

We provide specialist careers information, advice and guidance to inform young people, adults and key influencers about the industry and facilitate quality work experience opportunities. We do this through our specialist careers activities on-line, face-to-face and through careers events.

Key programmes include:

- **CareerScope** – the industry hub to support those who've lost their job due to Coronavirus and those looking to enter the industry. Delivered in partnerships with UK Hospitality, Hospitality Action, Savoy Educational Trust and Institute of Hospitality, CareerScope features careers advice, free training resources, redundancy advice, financial and health & wellbeing support and live jobs.
- **Ambassadors** - Our trained industry ambassadors give first-hand advice, inspire others through careers presentations and activities and champion hospitality as a career of choice.





Springboard Impact

2020 - 2021

During the most challenging of years, Springboard made a major impact in supporting our beneficiaries and delivering against our vision and mission

Careers & education

27,010

Pupils reached through careers and education programmes

25,271

Students registered for FutureChef Digital Academy

420

Schools, colleges and universities worked with



Springboard
FUTURECHEF



CareerScope
CAREER HUBS

Employability

1,952

Beneficiaries supported through employability programmes

11,022

E-Learning modules accessed

5,523

Training webinars attended



Careers services

47,442

People gaining careers information and guidance

1.1m

Campaign reach promoting hospitality, leisure and tourism careers

26,843

Schools, colleges and universities worked with



Success stories

We have helped 1,952 beneficiaries this year

Kayleigh, John, Devonte, Sian, Kirsty, Maria, Rachel and Redha are just some examples of how Springboard makes a difference.



Kayleigh Christie, Diageo Learning for Life Bartending & Hospitality Course

"I was a catering assistant before the pandemic set in and I lost my job in 2020. It really affected my confidence and self-worth and I sat around doing nothing most of the time. Then I discovered the bartending & hospitality course with Springboard and Diageo.

I learned a lot of things I didn't know working in the hospitality industry beforehand. My confidence is boosted so high and I'm so happy. The most helpful thing about the course was that the staff and fellow graduates were friendly and support and we all learned new things and gained new friends in the way. Now I have two interviews booked and my job prospects are opening up and I am confident and looking forward to my future."



John Harris, Diageo Learning for Life Bartending & Hospitality Course

"I have been unemployed for some time and always wanted to work in a bar or restaurant. The course has given me a great opportunity to work in hospitality and I have gained self confidence in my abilities to succeed. It was not easy, but I have now graduated the course and feel I can confidently apply for jobs in bartending and hospitality.

The training through Microsoft Teams and the modules were very good and I did my food safety and personal licence holder exams which I am most proud of. I have recently started work experience with a local café in which I am putting theory into practise and I am enjoying it very much. I have made friends through the course and the tutors and guest speakers have supported me to drive myself more. The online course was good for me as I could do it at my pace, but the modules were sometimes difficult to get my head around sometimes, but I graduated and I can now focus on doing more with my life."





Devonte Tulloch, Compass Destination Hospitality

"Amazing experience! Never had an opportunity like this and it was one of the best things I have done.

I enjoyed the online modules as they were fun and I also enjoyed the webinars the most because I loved meeting new people in different roles and learning what they do.

I also loved working with Tony and Sharon, it was a great experience and would recommend it to anyone, thank you very much for the care, support and opportunity, thanks a lot I really appreciate you all."

Sian Eedy, Digital Hospitality Academy Wales

"The training modules have been very helpful in my search for work and I continue to try new modules as and when I can. The CV building was particularly helpful to me, as I had not been able to write a successful one for many years. Your help was invaluable throughout the course and even now knowing I can contact you for assistance is very reassuring.

Thank you for all your assistance. I have been able to find work and it is mainly due to the Springboard course help!"



Kirsty Macbeth, Diageo Learning for Life Bartending & Hospitality Course

"The Diageo BHC Programme has helped me in an array of ways. Before I started the course, my anxiety was high and my motivation low but by taking part in this programme it has really helped bring me out of my comfort zone and achieve so many things I wouldn't have normally done.

Diageo BHC Programme isn't just a course, it's a family and a great way of making friends. Now I'm motivated every morning to get up and achieve not just my potential but above and beyond. I have also secured a job working in Owens Bar in Bellshill, North Lanarkshire."



Maria Bacol, Inspire Hounslow Destination Hospitality

"I heard of Springboard from the Job Centre. My Work Coach thought it would be a great programme for me to participate in as I have always been passionate hospitality. I have never really had any help with CVs or mock interviews as I have never really had to have a 'proper' job interview.

I feel more confident about the prospect of approaching people and providing excellent customer service. Before the programme I was shy before but now I had had a massive boost in my motivation. I have thoroughly enjoyed getting stuck in with the live webinars and training sessions. I'm now working as a waitress at Japanese restaurant brand Kokoro."

Rachel Creer, Diageo Learning for Life Bartending & Hospitality Course

"I knew I wanted to work in hospitality, but wasn't confident in the skills needed for these jobs. The programme content covered it all. I left with better qualifications and training, but also job searching and interview skills I didn't previously have. I gained more knowledge and skills about the functioning of bars and restaurants and the background to the food and drink served there. I received a lot of one-on-one support, particularly with interview help and choosing the best job for me. I can't wait to put everything I've learn to practice in my job working behind the bar at the Deramore Arms."



Redha Saad, Savoy Educational Trust Destination Hospitality

"I have really enjoyed the course- it has given me lots of valuable information and made me more aware of my personal strengths. I have already had a few job interviews and I'm really looking forward to securing a job where I can start to use what I have learnt on Springboard's course."

Industry partners

We are hugely grateful to all the organisations, businesses, individuals and partners who support our work. They include:

Corporate partners



Business partners



Funding partners

Savoy Educational Trust, The Storey Foundation, DM Thomas, Inspire Hounslow, Worshipful Company of Cooks, Worshipful Company of Innholders, National Lottery Wales, Tomoro Foundation, Lord Forte Foundation, Springford Trust, Skills Development Scotland, Peter Cruddas Foundation, Hilton Effect Foundation, Solidarity Accor, Jabbs Foundation, St James' Place Foundation, The Gerald and Gail Ronson Family Foundation, William A Cadbury, Robertson Trust, Rayne Trust, Gannochy, Garfield Weston, Moondance, Corra Wellbeing Foundation

Supporting partners

Job Centre Plus, UK Hospitality, Hospitality Action, Institute of Hospitality, Scottish Tourism Alliance, People 1st, City & Guilds, BIIAB, Movement to Work

Trustees, patrons and senior team

Springboard's mission is carried out by its trustees, patrons, supporters and senior team. They include:

Trustees



Alastair Storey (chair)
Chairman and CEO,
Westbury Street
Holdings



**Aisling Zarraga
(vice chair)**
Partner, Linklaters



Elaine Grell
Group People
Director, The
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Sean Haley
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Sarah Sergeant
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Bob Silk
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Director, Barclays
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Ian Springford
Chairman, Apex
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Senior team



Chris Gamm
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Kelly Johnstone
Chief Operations Officer



Priyanka Kwatra
Finance Director



Bryan Grierson
Operations Director



Inga McVicar
Operations Director



Amy-Jane Cahalane
Marketing & Events
Partner



James Isaacs
National Fundraising
Partner



Amanda McDade
National Head of Careers
& Education



Agnieszka Ferrel
Head of Business
Development

Life patrons



Stephen Moss
Founder & President



Alastair Storey
Chairman



Raymond Blanc
Life Patron



Linda Halliday
Life Patron



Julia Hands
Life Patron



Geoffrey Harrison
Life Patron



John Hyde
Life Patron



Tim Jones
Life Patron



Andy Kemp
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Stuart McCaffer
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Derek Mapp
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Vince Pearson
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Norman Springford
Life Patron



James Thomson
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Bill Toner
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Charles Wilson
Life Patron



Keith Wilson
Life Patron

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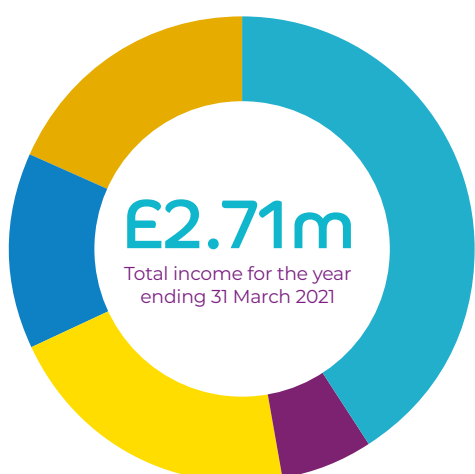







Finance report

2020 - 2021

Due to the impact of Covid on the hospitality industry, fundraising activity for the first half of the year was focused primarily on trusts & foundations committed to supporting education and employment, Covid grants, individual giving and commercial partners whose businesses had been least effected by the pandemic. This activity was lead by an in-house fundraising team and the senior executive team.

During the year, as hospitality businesses began to reopen, a business development team was created focused on creating business partnerships and sponsorships with hospitality operators and their suppliers. A Kickstart team was formed in the autumn to oversee Springboard's work as a government gateway employer, managing industry partners and overseeing their applications to the scheme. Fundraising in this year exceeded expectations and overachieved against a budget heavily reduced due to Covid.



Colour	Income stream	Total
	Business partnerships	£1,004,075
	Events & sponsorship	£155,706
	Trusts & foundations	£622,144
	Public funding	£421,523
	Individual giving	£507,953
Total income:		£2,711,405

The trustees have approved a strategic objective to secure free reserves of £1m by 2023 in order to safeguard the financial stability of the organisation. The longer-term target is to cover six months' worth of operating costs. At 31 March 2021, free reserves totalled £534,728.





Springboard

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