



Springboard  
CHARITY

# Annual Report

Springboard industry update 2022-2023

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



[www.springboard.uk.net](http://www.springboard.uk.net)



SpringboardUKCharity



@Springboard\_UK



Springboard\_UK



SpringboardUK

# About Springboard

## Our mission

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

This means we promote the industry as a great place to work to the next generation, we attract talent into the industry, give young and disadvantaged people the skills to launch their career and help them secure sustainable work in the industry.

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 2022/2023

3,357	10,384	45,240	661	161,572
beneficiaries supported through employability programmes	young people supported into work in hospitality through Springboard to 2022	pupils reached through careers and education programmes	schools, college and universities worked with	people gaining careers information and guidance



# Strategic report

## Chairman's review

**It is with great pleasure that I welcome you to Springboard 2022-23 annual report. Springboard's work training and empowering unemployed individuals while promoting the hospitality industry has been at the core of our work this year and it is my firm belief that providing skills, opportunities, and support can truly transform lives.**

Throughout the year, we have seen a multitude of success stories as Springboard's trainees transitioned from unemployment to ready to contribute their talents to an industry that values their hard work, dedication and determination. To have helped more than 10,000 young people secure work in the hospitality industry through Springboard to 2022 is a tremendous achievement.

While we celebrate these successes, we are mindful of the challenges that persist. The hospitality industry, like many others, has faced unprecedented disruptions in the wake of global events. Hospitality desperately needs more

inspiring people like Springboard's trainees, and I strongly urge anyone not working with Springboard to do so and support the important role it plays.

Over the past 12 months, Springboard has remained agile, adapting our programs to meet the evolving needs of the industry and the trainees we serve. We have also continued to strengthen the board of trustees and ensure it has the skills and information to best support Springboard's work, and I was delighted to welcome UK Hospitality CEO Kate Nicholls to the board this year.

Finally, I would like to thank the board of trustees, Chris and the Springboard team, as well as all of the individuals and businesses who have worked with Springboard over the past 12 months. Your generous support, trust and commitment are both vital and greatly appreciated.



**Alastair Storey**  
Chairman  
Springboard



## CEO's review

**Springboard's mission is to futureproof the talent pipeline for hospitality and tourism. This means we promote the industry as a great place to work to the next generation, we attract talent into the industry, give people the skills to launch their career and help them secure sustainable work in hospitality.**

Post-Covid and post-Brexit, this work has never been more important and I'm extremely proud of what Springboard has achieved over the past 12 months, transforming lives and supporting our beneficiaries and the hospitality industry throughout one of the most active years in the charity's history.

Springboard to 2022 has been our signature programme since 2020 and one of our proudest achievements

last year was completing the and supporting a total of 10,384 young and disadvantaged people to secure work in hospitality. We couldn't have done this without our lead partner the Savoy Educational Trust, official partners Barclays, Diageo, BaxterStorey and Trusthouse Charitable Foundation, and everyone who has contributed to this fantastic achievement.

The Springboard team have trained 3,357 young and disadvantaged people over the past 12 months, giving them CV and interview skills, meta skills including teamwork, confidence and resilience, accredited industry-recognised qualifications, practical hospitality skills, industry visits and work experience. I'm delighted that 73% of our trainees were inspired to join the hospitality industry. This has a significant impact as our trainees are motivated and loyal, with 74% still in work after 12 months.

During the year, 45,240 pupils benefitted from Springboard careers & education programmes, including 14,173 through FutureChef and 1,287 attending

a hospitality takeover day. In addition, 161,572 beneficiaries have accessed careers advice, including 109,785 users of the CareerScope hospitality careers portal, with 2,152 Springboard Ambassadors supporting our work.

At the end of last year, we were delighted to discover that our work empowering young people had been recognised with a Queen Elizabeth II Platinum Jubilee volunteering award. We were one of 20 charities to win this prestigious award, so we were rightfully delighted with this achievement.

One thing of which I'm certain is that the industry's staffing challenges have certainly not gone away, and Springboard's work promoting the industry to the next generation and giving people the skills and opportunities to launch their careers remains more important than ever.

We've set ourselves the goal of engaging 148,000 people per year through our employability training, careers & education programmes and the CareerScope platform. While supporting

5,000 people per year into work in the hospitality and tourism sectors. It's another huge, but massively important challenge.

Finally, I would like to thank Alastair and all of the trustees, patrons, Ambassadors, partners, the Springboard team and any business or individual who has given their time, energy and support to Springboard this year. Everything we've achieved wouldn't have been possible without your support.

As we look ahead to the future, we remain committed to our mission and inspired by the impact we have already achieved. With your continued support and dedication, we will strive to widen our reach, further enhance our training programs, and create even more opportunities for those seeking a fresh start.



**Chris Gamm**  
Chief Executive Officer  
Springboard

# Activity review



## Springboard to 2022

Launched in October 2020 to tackle the industry's long-term staffing challenges, Springboard to 2022 was our signature programme to support 10,000 young and disadvantaged people into work in hospitality.

Working with lead partner Savoy Educational Trust, this goal was achieved in December 2022, with 10,384 people supported into work in the UK's hostels, restaurants, pubs, bars, cafes and leisure venues. This included those going through a springboard training programme and those delivered by our partners, Kickstart work placements by Springboard partners, hospitality apprenticeships and CareerScope users.

We have set a further goal to support 5,000 people per year into work in the hospitality industry through our employability training, careers & education programmes and the CareerScope platform.

### 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. Last year, 14,173 students participated in the FutureChef competition and FutureChef Juniors.
- **Career Hubs** – a series of digital careers days, showcasing careers in hospitality to almost 2,500 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. Last year, 3,454 young and disadvantaged beneficiaries took part on an employability course, with 77% going on to secure a job in the hospitality industry.
- Last year, 3,357 young and disadvantaged beneficiaries took part on an employability course, with 73% going on to secure a job in the hospitality industry.



### 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 hospitality careers hub features careers advice, free training resources, financial and health & wellbeing support and more than 30,000 live jobs and apprenticeships. Last year, 109,705 people used CareerScope to kickstart their hospitality career.
- **Ambassadors** - Our 2,152 industry ambassadors give first-hand advice, inspire others through careers presentations and activities and champion hospitality as a career of choice.





# Springboard Impact 2022 - 2023

The 2022-23 financial year was one of the most active in Springboard's history as we supported the hospitality industry to rebuild following the pandemic and deliver our mission to futureproof the talent pipeline for hospitality and tourism.

## Careers & Education

**45,240**

Total pupils reached across all education programmes

**14,173**

students participating in the FutureChef competition and FutureChef Juniors

**1,287**

students attending Hospitality Takeover Days

**661**

Schools, colleges and universities worked with

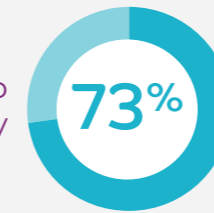


## Employability

**3,357**

beneficiaries supported through Springboard employability programmes

supported into work in hospitality



of trainees still in work after 12 months

**10,384**

young people supported into work in hospitality through Springboard to 2022



## Careers Services

**161,572**

Beneficiaries gaining careers information and guidance

**2.4m**

reach of campaign promoting careers in hospitality, leisure and tourism

**109,785**

CareersScope users

**2,152**

Springboard Ambassadors supporting our programmes and activity



# Success stories

**3,357 beneficiaries took part in a Springboard training programme this year**

Anzhelina, Jordan, Lucy, Toby, Safiyyah, and Jacqueline are just some examples of how Springboard makes a difference.



**Toby Markham,  
Galvin's Chance, London**

*"Before I joined the Springboard programme, I was receiving help from another charity who specialises in helping people with learning difficulties. It was not easy for me to find work as I have cerebral palsy and no work experience. I really enjoyed the programme, learning about hospitality and going on visits to amazing hotels and restaurants. At the end of the programme I did a work experience which I really liked and then Springboard began helping me to find work. In September, with the help of Springboard I secured my first ever paid job, working in the Cavalry and Guards Club as a Linen Porter."*



**Anzhelina Kuchmenko,  
Barclays Destination Hospitality, Edinburgh**

*"I joined the course after fleeing the war in Ukraine. The most surprising thing I've learned is that all the experience I have, all the skills I gained just by living my life can be exploited and turned into something personal and meaningful for the customers. Just after learning this, I understood that hospitality is a great match for me. I became a part of the Starbucks team who are the embodiment of what friendly and meaningful customer service is. I was supposed to be a barista, but within a few days of working, my manager offered me a higher position as a shift supervisor. This course has also helped me to overcome my language barrier and find new friends."*

**Jordan Harrison,  
Compass Gateway to Employment, London**

*"I had been doing a supported internship with Mencap, which was coming to an end. I was passionate about becoming a barista and as a result, was referred to Springboard to help find my first ever paid job. By doing the programme, I was able to step outside my comfort zone. I quickly made new friends and at the end of the course was offered a position at Chelsea Football Club."*



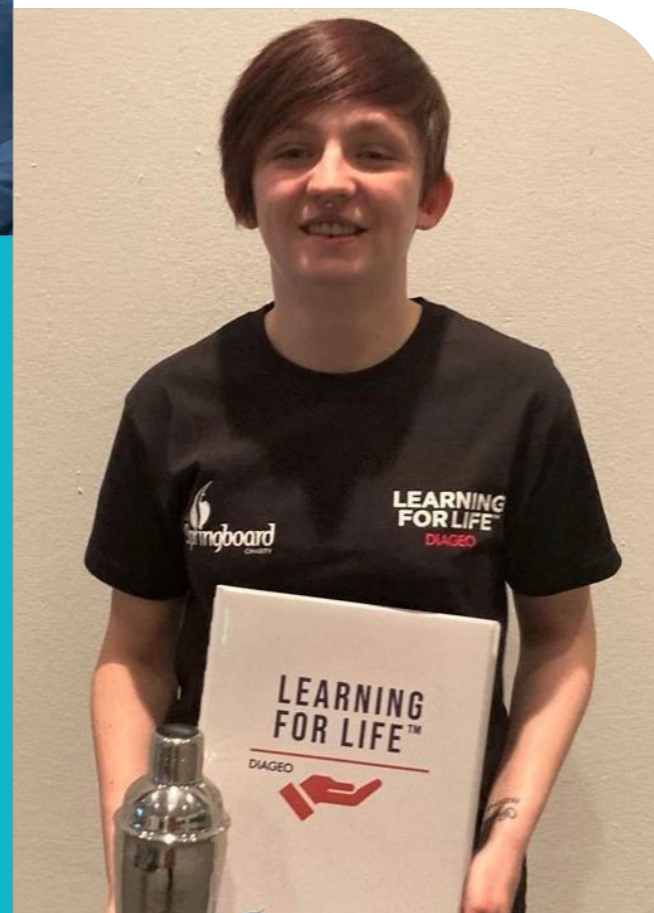
**Safiyyah Fletcher,  
Hilton Foundation Destination Hospitality, Birmingham**

*"I was so lost and unsure of my future. It had been a year since I graduated from university, and I was still unemployed. I now have all the effective toolkits with me now: To apply for jobs, send effective emails to companies, and understand how to prepare for interviews. All these skills, not just learnt but experienced and practised through the weeks at springboard, have really changed my life and helped me get into work. In a space where I felt lost, having a whole program to reinvent young people to believe in them that they have skills, they have worth, and that they are important is so invaluable."*



**Lucy Gilbert,  
Springboard Summer School, London**

*"I didn't know what I wanted to do once I had finished my GCSEs, but I knew I wanted to do something in hospitality because the opportunities are endless. I took part in Springboard's two-week Summer School, where I learned how to build a CV, money management and took part in team building exercises. I also took part in a few mock interviews and one went so well that I got offered an apprenticeship with the Sodexo Live! Academy with Raymond Blanc. In my apprenticeship, I am learning fine dining and French cuisine. I am doing a level 2 commis chef apprenticeship, which allows me to gain a qualification in which I can move up on the scale and hopefully one day become a head chef."*



**Jacqueline Haney,  
Diageo Learning for Life, Glasgow**

*"I was going through a tough time in life, had been homeless, was struggling with my mental health and didn't know where to turn. The course helped me gain new skills, grow in confidence and even make some new friends. It gave me a reason to get up in morning and gave me something to look forward to. Upon completing the course, I got some shifts at Ibrox stadium and also gained employment at the Scottish Events Campus working in the bars, before moving into the VIP area of the Hydro."*

# Our patrons and supporters

## Life Patrons



Stephen Moss



Alastair Storey



Raymond Blanc



Linda Halliday



Julia Hands



Geoffrey Harrison



John Hyde



Tim Jones



Andy Kemp



Greg Lawson



Derek Mapp



Vince Pearson



Norman Springford



James Thomson



Bill Toner



Charles Wilson



Keith Wilson

## Patrons

- Paul Ainsworth
- Nigel Anker
- Surinder Arora
- Abraham Bejerano
- John Bennett
- Vinu Bhattessa
- Michael Cannon
- Bob Cotton
- David Coubrough
- Simon Esner
- Sir Rocco Forte
- Neil Goulden
- Ian Graham
- Mark Heirs
- Michael Hirst
- Phil Hooper
- Hannah Horler
- James Horler
- Amanda Hyndman
- Sam Lee
- Simon Lester
- David Levin
- Francis Mackay
- Noel Mahoney
- Chris Mapp
- Ranjit Mathrani
- Namita Panjabi
- Anton Mosiman
- Harry Murray
- David Noble
- Sue Parfett
- Anne Pierce
- Sally Prescott
- Ian Prosser
- Michel Roux Jr
- David Rugg
- Nick Scade
- Robin Sheppard
- Mike Smith
- Jane Sunley
- Janice Talkington
- Tevin Tobun
- Paul Turner
- Bob Walton
- David Wilkinson
- Keith Williams
- Edward Wojakovski

## Funding Partners

- The Savoy Educational Trust
- The Storey Foundation
- Trusthouse Charitable Foundation
- London Community Foundation
- National Lottery Community Fund – People and Places 3
- DM Thomas Foundation for Young People
- Inspire Hounslow
- Worshipful Company of Cooks
- Worshipful Company of Innholders
- The Tomoro Foundation
- The Lord Forte Foundation
- Skills Development Scotland
- Hilton Effect Foundation
- Hilton UK Foundation
- Solidarity Accor
- The Gerald and Gail Ronson Family Foundation
- The PM Trust
- Peter Harrison Foundation
- Hugh Fraser Foundation
- St James's Place Charitable Foundation
- The Gannochy Trust
- Garfield Weston Foundation
- Charles Hayward Foundation
- The Robertson Trust
- The Holywood Trust
- The Castansa Trust
- William A Cadbury Charitable Trust
- The Rayne Foundation
- The Starbucks Foundation
- Tourism Northern Ireland
- No One Left Behind project – Perth & Kinross Council
- The Mayor's European Social Fund (ESF)
- The Hobson Charity

## Supporting Partners

- Job Centre Plus
- UK Hospitality
- Hospitality Action
- Institute of Hospitality
- Scottish Tourism Alliance
- People 1st
- Movement to Work
- The Prince's Trust
- City & Guilds
- BIIAB
- Hospitality & Tourism Skills Board
- Rinova



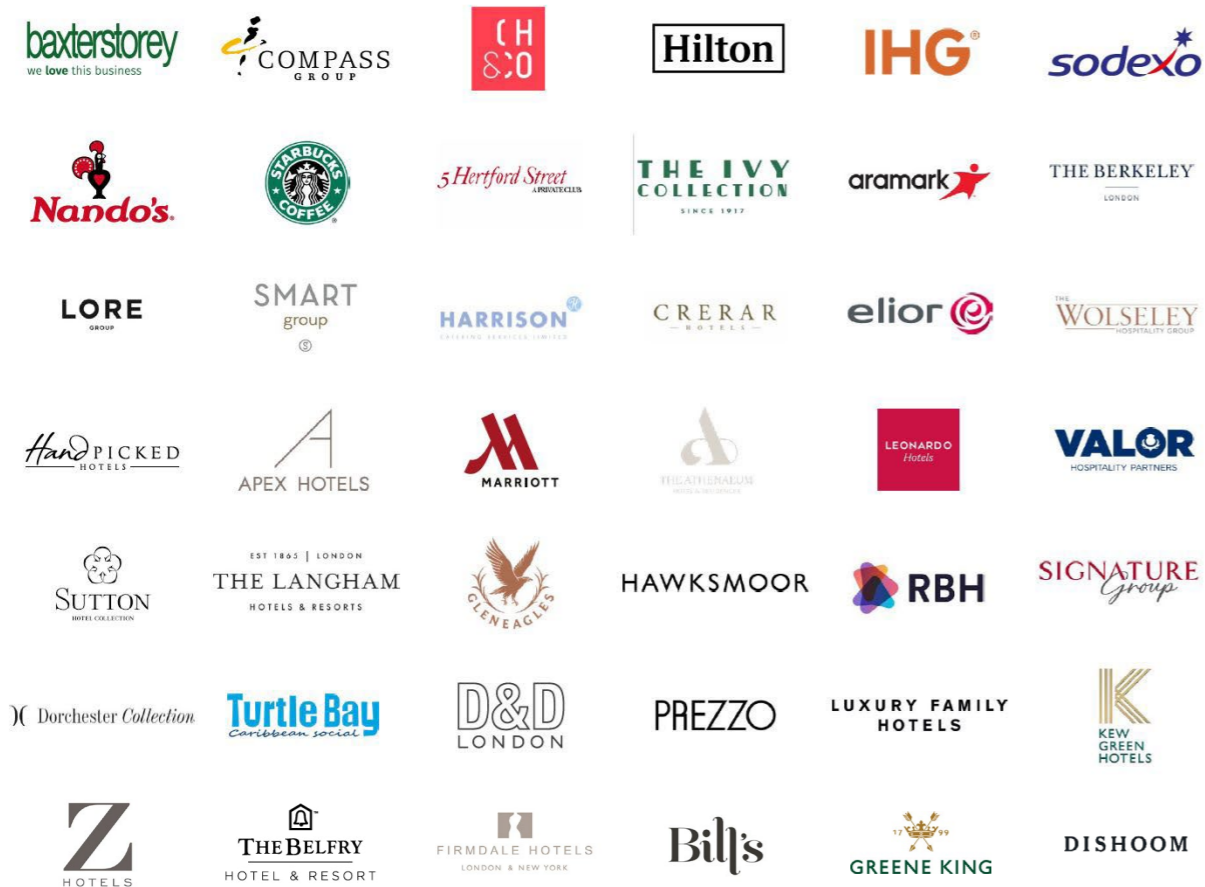
# Industry partners

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

## Corporate partners



## Business partners





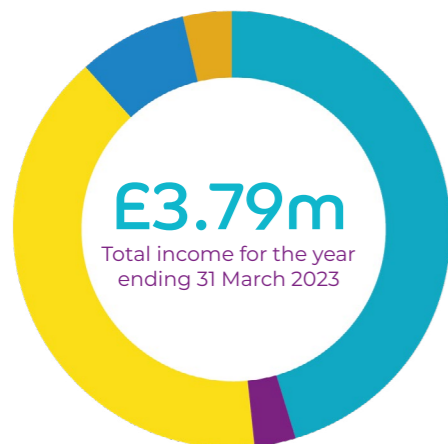
# Finance Report

## 2022 - 2023

An objective of the year was to build a balanced portfolio of income streams that raised sufficient income to deliver our ambitious goals, while achieving the strategic goal of building cash reserves to six months' worth of operating costs.

Trusts & foundations committed to supporting education and employment work represent a major source of funding, worth £1.5m, overseen by an in-house fundraising team and senior leadership team. Business & corporate partnerships represent the other major funding source at £1.7m. This includes partnerships with industry employers, corporate partnerships with the likes of Diageo and Barclays. This is led by the business development team and senior leadership team.

Public funding (£287k) includes local authority & government funding. Events & sponsorship (£126k) is led by the marketing & events team and supported by the fundraising committee. Individual giving (£136k) is made up of donations from patrons, hospitality professionals and donations at third party events.



Colour	Income Stream	Total
	Business partnerships	£1,710,287
	Events & sponsorship	£126,187
	Trusts & foundations	£1,523,985
	Public Funding	£286,966
	Individual giving	£136,787
<b>Total Income:</b>		<b>£3,787,115</b>





# Springboard

**The Springboard Charity & Springboard UK Ltd**

Coopers' Hall, 13 Devonshire Square,  
London, EC2M 4TH

**P:** 020 7921 420

**E:** [info@springboarduk.org.uk](mailto:info@springboarduk.org.uk)

**W:** [springboard.uk.net](http://springboard.uk.net)

Registered Charity Number: 1045411 (England & Wales) SC040506 (Scotland)  
Registered Company Number: 3031621