

VENI Partners:



Working together for
the visitor economy



VENI Skills Prospectus

VENIproject@wsc.ac.uk



**VENI
PARTNERSHIP**

Who are we?

VENI is the Visitor Economy Network Initiative that will bring educators and SMEs closer together and at the same time create opportunities for young people to develop work-ready skills and participate in and learn more about, their local visitor economy. This project is part-funded by the European Social Fund.

Four key strands provide the framework for project activity.

These are:

- Developing the Visitor Economy workforce
- Supporting young people through a Visitor Economy Youth Pledge
- Encouraging SMES to get involved through business networks
- Creating a package of exciting events across the region, which galvanise local communities
- Engage local colleges
- Promote the region to visitors



Enquiries

For more information or to
make a booking please email
Nina at
VENIproject@wsc.ac.uk

What's the prospectus all about?

The VENI Partnership welcomes collaborative initiatives with businesses.

If you're interested in growing your business, building your customer base, improving the skills of your workforce or investing time in the next generation of young people coming into the industry, then we'd love to hear from you.

An introductory offer applies to SMEs in the visitor economy for a limited period.* Non Completion and cancellation fees apply.**

Can't find what you are looking for?

We hope to update this prospectus throughout the year - and over the VENI project period (up to December 2023). We welcome ideas that are likely to have high impact on the visitor economy and will be popular with businesses from the sector.

In this Skills Prospectus you'll find a range of courses we plan to pilot with businesses across East Anglia. We will also be offering many of these courses to our students, preparing them for the world of work and the many opportunities available in the Visitor Economy.

There could be all sorts of bespoke options for working with you so it's certainly worth contacting use.

If you would like to hear more about VENI or how to get involved contact Nina at VENIproject@wsc.ac.uk

*SME's in the visitor economy could be eligible for free or discounted courses

**Non completion and cancellation fees apply



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Visit East of England

A not-for-profit company bringing a unified tourism voice to East Anglia. Their aim is to develop the year-round visitor economy in the East of England, promote careers in tourism and hospitality, as well as making the visitor offering accessible to the world.

Visit North Norfolk

The official not-for-profit destination management organisation and visitor guide in the area, commissioned by North Norfolk District Council. It supports local tourism businesses by helping them to achieve a higher profile, and together, developing an all-year round destination to grow the visitor economy.

East Coast College

Offering a wide range of full time courses for school leavers, apprenticeships, degrees and adult opportunities to retain and upskill, East Coast College boast state-of-the-art facilities in their Lowestoft and Great Yarmouth campuses.

WSC Sustainability Centre

Based at West Suffolk College, offering a range of courses for both students and professionals, as well as working with businesses to support sustainable operations.

Visit Great Yarmouth

Visit Great Yarmouth is the Destination Management Organisation for the Great Yarmouth area. Their aim is to sustainably grow the overall tourism economy, encourage all year-round tourism and work with partners to develop the destination and its offer.

New Anglia LEP

Working with businesses, local authority partners and education institutions to drive growth and enterprise in Norfolk and Suffolk. We are transforming the economy by securing funds from government to help businesses grow, through the delivery of ambitious programmes to ensure that businesses have the funding, support, skills, and infrastructure needed to flourish and ensuring that the voice of our business community is heard, loud and clear.

Local Flavours

Working with producers, councils and other businesses to continuously remind buyers (commercial and consumers) of all the goodness they can enjoy from spending their money locally.

West Suffolk College

One of the country's leading further education and apprenticeship providers. Serving students outstandingly, and supporting the success of businesses and the regional economy through learning centres in Bury St. Edmunds, Haverhill, Ipswich, Sudbury and Thetford.

Suffolk New College

Further and higher education provider with campuses in Ipswich, Leiston, Halesworth and Otley, offering a range of full time and part time courses, apprenticeships and leisure learning.

icanbea...

A 24 hour digital careers and ideas platform focussing on relevant labour market information for young people in Norfolk and Suffolk.

North Norfolk District Council

Representing the interests of the district, playing an active role in identifying and addressing issues affecting North Norfolk.

Suffolk Growth

Bringing together public sector organisations to align and promote countywide economic growth objectives as part of a single, ambitious strategic vision. Suffolk Growth work across Suffolk and the wider region, engaging with a range of stakeholders to drive positive change through shared activity, delivery and promotion.

Think of us as a 24/7 digital careers fair with additional tools and support information for young people in Norfolk and Suffolk.

Business benefits:

The online platform is free to access, enabling businesses to showcase their presence and career opportunities directly to young people.

How do business use the platform?

icanbea... can generate a free business page to highlight what's working for individual businesses, including sector information and job vacancies.

Join the hundreds of companies that are already using icanbea... by generating a profile page. Contact us at team@icanbea.org.uk



Business can:

- **Target and source their future workforce**
- Alert young people to upcoming events, post jobs, apprenticeships and news
- **Inspire young people to pursue careers in specific sectors**
- Debunk common industry 'myths' and paint the real picture
- **Reach young people across Suffolk and Norfolk as well as parents, teachers and advisers with info on:**
 - » The range of in-sector opportunities
 - » Individual businesses and sectors
 - » Business specific entry requirements and career pathways
- **Gain an insight into the amount of young people interested in individual businesses and sectors**
- Control their own content and showcase their own company's contribution in region

How much are the courses?

Prices are stated within course listings throughout the prospectus. Unless stated, prices listed are per person and cover the full cost of the course. Prices are subject to change.

How do I book a course?

Please email any queries to Nina at VENIproject@wsc.ac.uk

When do the courses run?

Courses are run based on demand. Providers will require some notice to arrange their availability, but this can be discussed at the time of booking

Are discounts available?

SME's in the visitor economy could be eligible for free or discounted courses. Contact us for information on current prices

FAQ

I can't find a course to suit my needs. Do you offer any other course?

There could be all sorts of bespoke options for working with you so it's certainly worth contacting us

What is an SME?

A small or medium-sized enterprise with fewer than 250 employees.

What if I have another question?

Please email Nina at VENIproject@wsc.ac.uk

Is there a limit to how many people can book onto a course?

Capacity is course dependent, so please contact us to ask for more information

Courses:

Visitor Economy:

- ☐ Customer Service
- ☐ Food Hygiene for Supervisors
- ☐ Personal Licence
- ☐ Barista Skills

Sustainability:

- ☐ Understanding Climate Change and Environmental Awareness
- ☐ Environmental Sustainability Skills for the Workplace
- ☐ Environmental Sustainability Skills for Managers

Leadership and Management:

- ☐ Leadership
- ☐ Principles of Team Leading
- ☐ Leadership and Management

Finance and Accountancy:

- ☐ Financial Competence
- ☐ Bookkeeping
- ☐ AAT Essentials

Workforce Skills:

- ☐ CV Building and Interview Techniques
- ☐ Solving Problems and Making Decisions
- ☐ Understanding the Communications Process in the Workplace
- ☐ Understanding Performance Management
- ☐ Understanding Conflict Management in the Workplace
- ☐ Understand How to Establish an Effective Team
- ☐ Managing Staff Performance
- ☐ Conflict Resolution
- ☐ Equality and Diversity
- ☐ Digital Skills
- ☐ Learning Disabilities
- ☐ Train the Trainer
- ☐ Wellbeing
- ☐ First Aid



CUSTOMER SERVICE

Why: To provide a grounding in the principles of customer service for all business operating in the Visitor Economy.

WorldHost Principles of Customer Service

Online or at West Suffolk College or Suffolk New College

1 day course and exam, aimed at front-line staff who have regular contact with customers

Usual Price: £120**

VENI Price: Contact us for details of any introductory offers* **

City & Guilds Level 2 Award in Principles of Customer Service in Hospitality, Leisure, Travel and Tourism

Online or at West Suffolk College or Suffolk New College

1/2 day extension of the WorldHost Principles of Customer Service session to cover additional aspects of customer service in preparation for the level 2 City & Guilds online exam.

Entry Requirements: WorHdost Principles of Customer Service

Usual Price: £45**

VENI Price: Contact us for details of any introductory offers* **

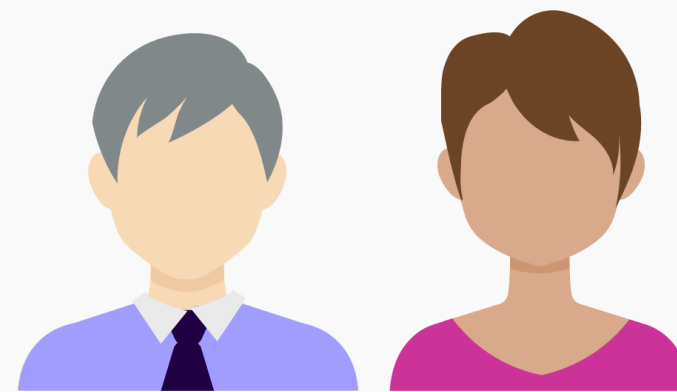
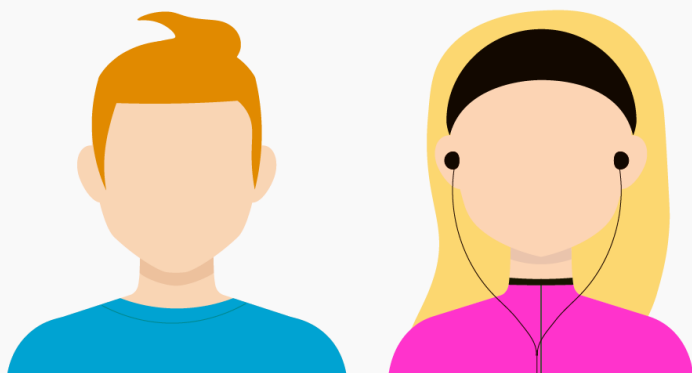
Gateway Level 2 Customer Care

Online or at East Coast College (Lowestoft or Great Yarmouth)

2 day course that explores good customer care practice and how to support a positive working environment

Usual Price: £75**

VENI Price: Contact us for details of any introductory offers* **



FOOD HYGIENE FOR SUPERVISORS

Highfield Level 3 Award in Food Safety in Catering

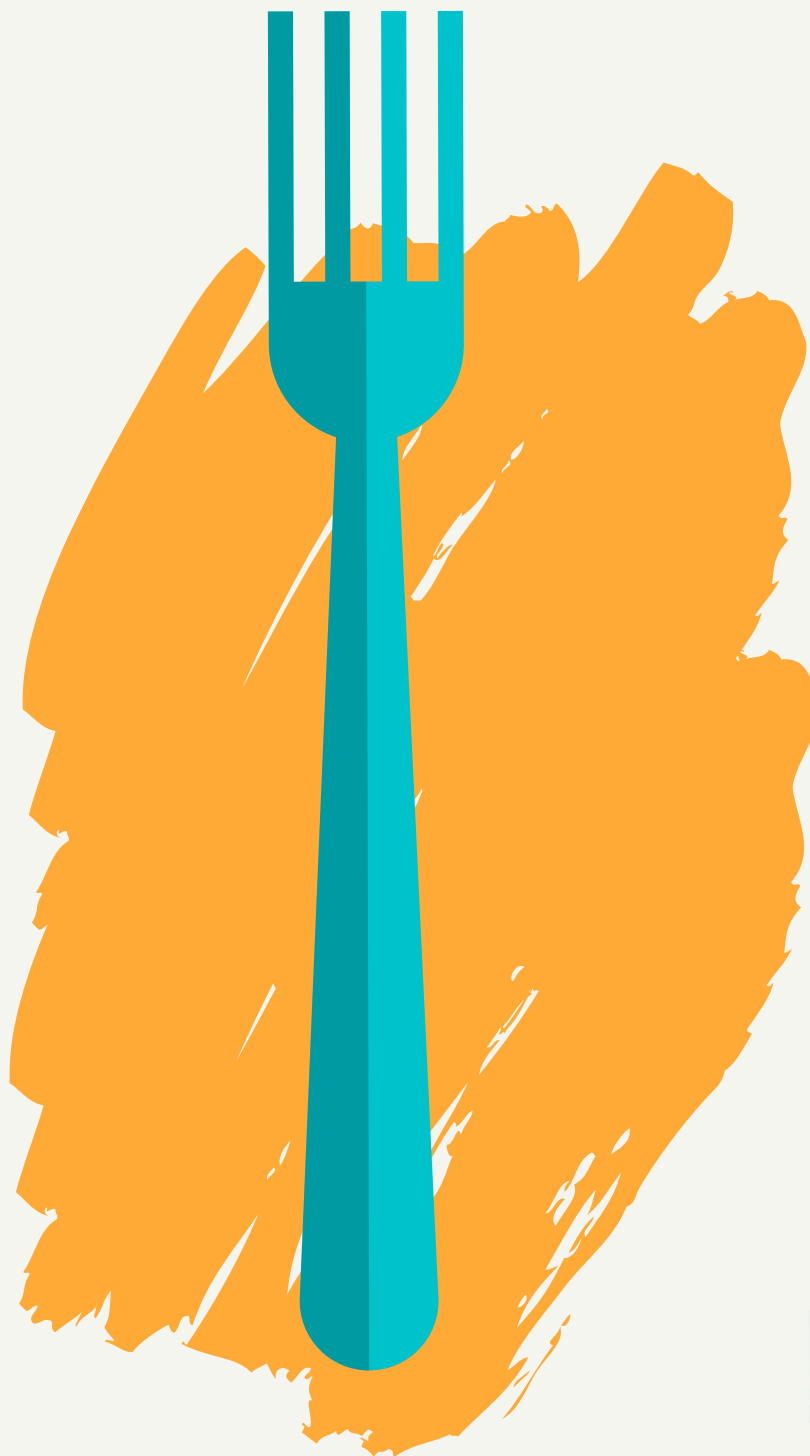
Online, self study (20 guided learning hours and an exam)

Why: To support those people already in the workforce– this qualification is specifically for supervisors and managers in the catering industry, as well as with other senior staff who wish to progress.

It is designed to help those in the food industry to understand their daily responsibilities around the relevant food safety legislation and how to communicate these requirements to employees.

Usual Price: £195 **

VENI Price: Contact us for details of any introductory offers* **



PERSONAL LICENCE

Highfield Level 2 Award for Personal Licence Holders

Online, self study (10 guided learning hours and exam)

Why: This is an essential qualification for people working in, or preparing to work in licensed retail right across the Visitor Economy.

Highfield Level 2 Award for Personal Licence Holders

Online, self study (10 guided learning hours and exam)

Usual Price : £95**

VENI Price: Contact us for details of any introductory offers* **



BARISTA

Introduction to Barista

West Suffolk College, 1/2 day

Why: Coffee is one of the most popular drinks worldwide, therefore gaining the basic knowledge of coffee and the skills required to prepare and serve are key when creating an authentic and professional barista service.

Industry specialist FreshPac will cover bean to cup, brew methods, espresso, drink compositions, how to steam milk as well as the ability to make a flat white cappuccino and latte.

This course is perfect for anyone looking to enter the hospitality sector or upskill in an existing role.

Usual Price: £55** per person (price based on 6 participants per session)

VENI Price: Contact us for details of any introductory offers* **

SCA Foundation Barista Skills

West Suffolk College, 1 day

Why: An entry level SCA accredited course offering an introductory understanding of coffee and the key practical skills required to brew. By the end of the session participants will be able to set a grinder, make espresso, as well as foam and texture milk for cappuccino.

Entry requirements: no experience necessary

Usual Price: £250** per person (price based on 6 participants per session) including accreditation

VENI Price: Contact us for details of any introductory offers* **

Latte Art

West Suffolk College, 1/2 day

Why: Impress customers and enhance social media presence through the practical skills learnt on this course. During this session participants will be covering milk steaming and latte art.

This course is great addition to the Introduction or Foundation barista skills courses to support an all round professional barista service.

Entry requirements: basic milk steaming is advantageous

Usual Price: £80** per person (price based on 6 participants per session)

VENI Price: Contact us for details of any introductory offers* **



SCA Intermediate and Professional Barista Skills accredited courses are also available.

Please contact us for more details

SUSTAINABILITY

NCFE Level 2 Understanding Climate Change and Environmental Awareness.

Online, self study conducted at your own pace (1-12 weeks)

Why: to support the business in becoming more sustainable, reducing waste and improving its image

During the course you will find out about the principles of climate change so you can drive positive change and become 'greener' in the workplace and at home.

Entry requirements: learners must be over 19 years of age and have lived in an EEA country for the last 3 years

Usual Price: £0 subject to meeting entry requirements**





IEMA Level 2 Environmental Sustainability Skills for the Workforce

1 day course, available at West Suffolk College or online

This one day course provides a practical introduction to environmental sustainability and covers the knowledge and skills you will need in order to make a difference at your workplace.

Usual Price: £145** per person

VENI Price: Contact us for details of any introductory offers* **

IEMA Level 2 Environmental Sustainability Skills for Managers

2 day course, available at West Suffolk College or online

This two-day course provides you with the skills you will need for improving the environmental sustainability of your team and your organisation.

Usual Price: £375** per person

VENI Price: Contact us for details of any introductory offers* **

IEMA Level 4 Foundation Certificate in Sustainability

4 day course, available at West Suffolk College or online

Foundation Certificate in Sustainability. Leading to Associate membership of IEMA, the professional body for sustainability professionals.

Usual Price: £995** per person

VENI Price: Contact us for details of any introductory offers* **

Find out more about the Sustainability Centre at www.wsc.ac.uk/sustainability



LEADERSHIP & MANAGEMENT

Why: Developing the supervisory skills of those in responsible positions in the industry or for those hoping to progress in their careers.

NCFE Level 2 Certificate in Principles of Team Leading

Online, self study conducted at your own pace (1-12 weeks)

Supporting the development of new or aspiring leaders

Entry requirements: Learners must have been at least 19 years of age by 1 August 2021 and have lived with the EU for the last 3 years

Usual Price: £0 subject to meeting entry requirements**

Leadership Training

East Coast College (Lowestoft or Great Yarmouth), up to 3 days

Supporting middle managers to develop confidence in leading a team within the visitor economy.

This course can be adapted to meet the needs of the teams attending, with the option to complete 1, 2 or 3 units (1 unit per day)

Usual Price: £75 per day**

VENI Price: Contact us for details of any introductory offers* **

ILM Level 3 Certificate in Leadership and Management

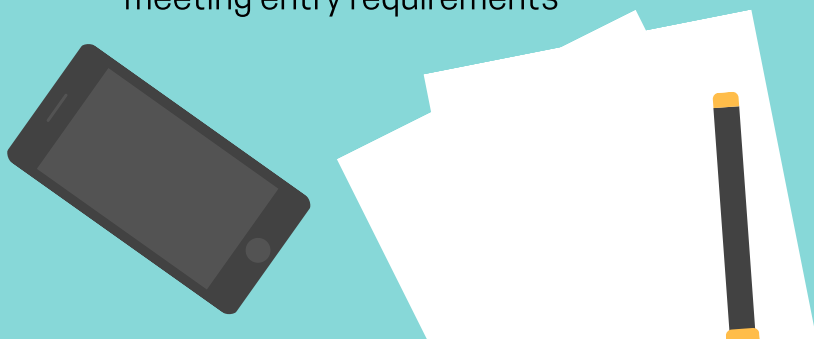
West Suffolk College, 1 year (1 day a week)

Aimed at practicing managers with no formal training, looking to progress to a higher level of management or lead a team through organisational change.

Entry requirements: Learners must have been at least 19 years of age by 1 August 2021

Usual Price: £1295**

VENI Price: Contact us for details of any introductory offers* **



FINANCIAL COMPETENCE

LIBF Level 2 Award in Financial Education (AiFE)

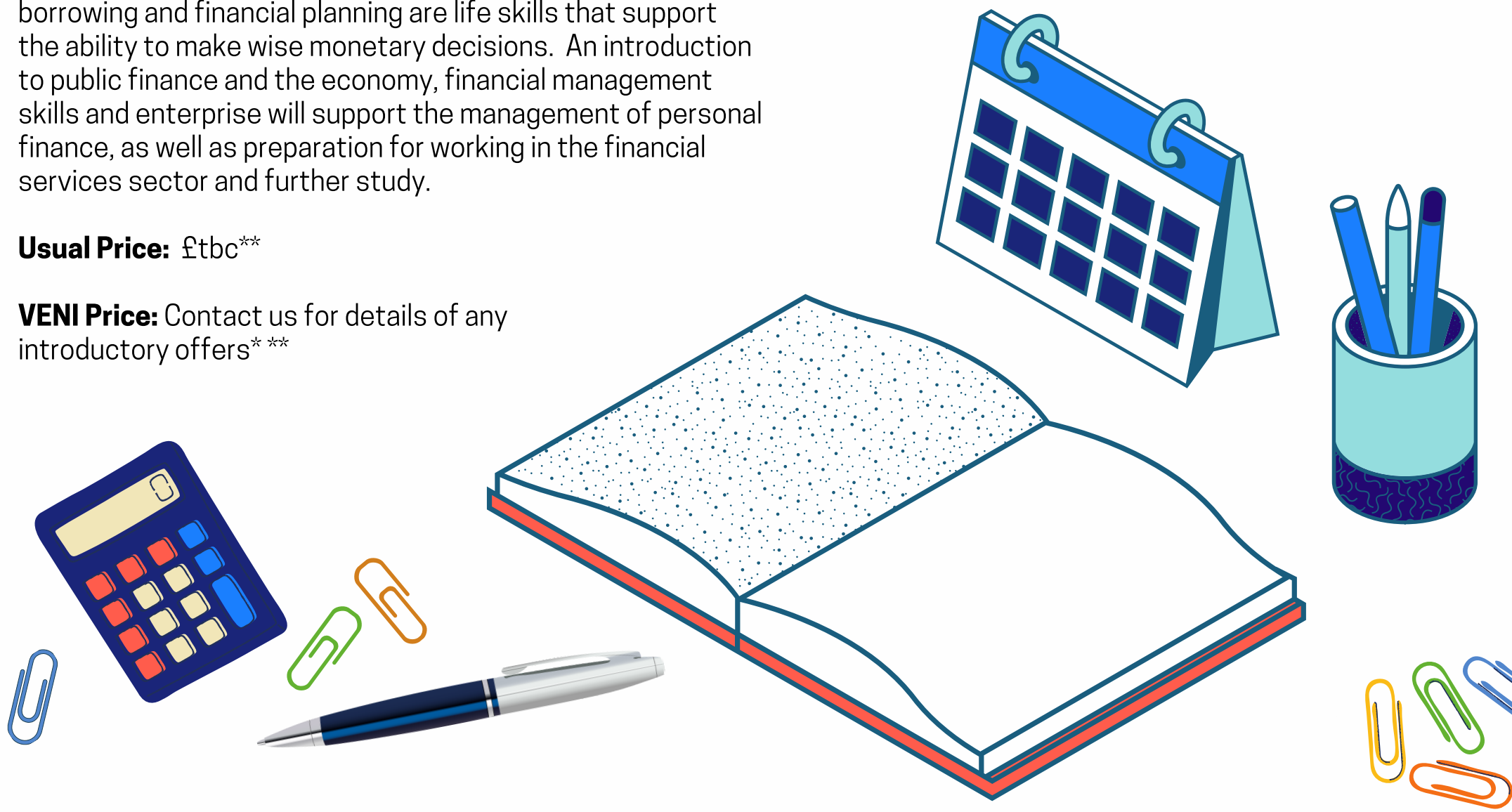
90 guided learning hours, West Suffolk College

Why: Financial literacy such as budgeting, spending, borrowing and financial planning are life skills that support the ability to make wise monetary decisions. An introduction to public finance and the economy, financial management skills and enterprise will support the management of personal finance, as well as preparation for working in the financial services sector and further study.

Usual Price: £tbc**

VENI Price: Contact us for details of any introductory offers* **

FINANCE



ACCOUNTANCY



Why: Being able to work out the difference between profit and loss, how to manage a budget and controlling cash flow can make the difference between success and failure.

AAT Level 1 Bookkeeping Access Award

5 week online course made up of 5 x 3 hour sessions, offering an introduction to the core areas of bookkeeping.

Usual Price: £170 per course**

VENI Price: Contact us for details of any introductory offers* **

AAT Essentials, a choice of three short online courses
4 hours per course

1. Finance for Non-financial Managers (financial statements, analysing company performance, differences between profit and cash, using budgets)

2. Budgeting (introduction and preparing budgets, cash flow forecasting)

3. Cash Flow Management (importance of cash, preparing a cash budget, controlling and improving cashflows)

Usual Price: £96 per course**

VENI Price: Contact us for details of any introductory offers*

**





www.icanbea.org.uk

icanbea... workshops include:

- CV building
- Interview techniques

Why: icanbea... shows the wealth of career opportunities on your doorstep. A 24/7 digital careers platform with additional tools and support information for young people in Norfolk and Suffolk.

icanbea... can help anyone test their ideas about work and careers by taking into account their skills, interests and proximity to opportunities.

Access is secure and completely free, whilst optional sign-up allows access to customise the experience, career alerts and the CV wizard.

24 hour digital service provides access to:

- 100+ pages of local industry information and over 600 videos
- More than 350 job ideas and integrated careers wizard
- Over 460 profiled regional employers and support organisations
- Customisable live opportunities feed for jobs, careers and events
- Dedicated Kickstart (GOV) opportunities feed
- Phone-friendly CV Wizard with personal statement builder
- Interview and CV tips for students and jobseekers
- Filters, map, search tools, 360° virtual tours and more...



CV Building Workshop

West Suffolk College, 1 hour

Why: During the session icanbea... work with participants step by step through the personal statement builder and CV wizard, enabling participants to leave the session with their completed CV. The session will also provide an overview of the icanbea... platform, where participants can gain 24 hour access to all of the digital services provided.

Entry requirements: None, though it is advantageous for participants to arrive with dates/ qualifications/ job titles etc. for ease of input during the session


Usual price: £0

Interview Techniques

West Suffolk College or online, 15 mins per person

Why: An interactive practical session which involves learners conducting mock interviews with icanbea..., gaining 121 feedback to enhance future interview success

Usual price: £0



WORK FORCE SKILLS

Why: It is important for people new to the workforce to have the basic employability skills employers are looking for. Learn to use and adapt your skills confidently and effectively in a range of settings and workplace contexts.

Duration 2- 3.5 days, West Suffolk College

Short Course(s):

Select a combination of 2 or more skills focused units that total to a minimum of 4 credits:

- **Solving Problems and Making Decisions** (2 credits) 1.5 days
- **Understanding the Communication Process in the Workplace** (2 credits) 1 day
- **Understanding Performance Management** (2 credits) workbook
- **Understanding Conflict Management in the Workplace** (1 credit) workbook
- **Understand How to Establish an Effective Team** (1 credit) 1 day

4 credits = ILM Level 3 Award in Leadership and Management (subject to passing end assessment)

Usual Price: £595 per person**

VENI Price: Contact us for details of any introductory offers*

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MANAGING STAFF PERFORMANCE

Half day workshop, West Suffolk College

Why: Effective performance management can lead to increased productivity using clear and constant systems, supporting the use of performance measures and feedback.

Usual Price: £285**

VENI Price: Contact us for details of any introductory offers* **



CONFLICT RESOLUTION

Gateway Level 2 Conflict Resolution Award

Online or East Coast College (Lowestoft or Great Yarmouth), 1 day

Why: To develop knowledge and skills for staff when faced with challenging situations in the workplace.

Usual Price: £75**

VENI Price: Contact us for details of any introductory offers* **

EQUALITY & DIVERSITY

Course(s):

- **TQUK Level 2 Equality and Diversity Certificate**

Online, self study conducted at your own pace (1-12 weeks), £30

- **Gateway Level 2 Equality and Diversity**

Online or East Coast College (Lowestoft), 1 day, £75

Why: Britain is a culturally diverse nation that respects and values the differences in people. Companies are legally required to follow a set of practices to tackle discrimination and ensure equality for their employees. If you want to learn about equality and diversity in different contexts, these courses will give you an understanding of the different issues affecting equality and diversity in society today.

Usual Price: £0 subject to meeting entry requirements**



DIGITAL SKILLS

TKUK Level 2 Principles for Digital Skills in Employment Certificate

Online, self study conducted at your own pace (1-12 weeks)

Why: Digital skills are a requirement in our daily and professional lives in this technological age. It is therefore important to develop a good understanding and knowledge of the digital skills necessary for employment in the workplace.

Entry requirements: Learners must have been at least 19 years of age by 1 August 2021 and lived within the EU for the last 3 years

Usual Price: £0 subject to meeting entry requirements**



LEARNING DISABILITIES

NCFE Level 2 Learning Disabilities

Online or at East Coast College
(Lowestoft), 2 days

Why: This course will support employees to develop an awareness of learning disability and how support can be provided in the workplace

Usual Price: £75**

VENI Price: Contact us for details of any introductory offers* **



WELLBEING

NCFE Level 2 Certificate in Understanding Mental Health First Aid and Mental Health Advocacy in the Workplace

Online, self study conducted at your own pace (1-12 weeks)

Why: Such an important part of building a successful business is looking after the wellbeing of staff. Understanding mental health problems and the support available in the workplace will help businesses to support individuals with their mental health, as well as understand what a mentally healthy environment is like.

Entry requirements: Learners must have been at least 19 years of age by 1 August 2021 and lived within the EU for the last 3 years

Usual Price: £0 subject to meeting entry requirements**

NUCO Level 2 Mental Health First Aid

East Coast College (Lowestoft or Great Yarmouth), 1 day

Why: Helps to provide the employee with confidence to support colleagues or customers who may be struggling with their mental wellbeing.

Usual Price: £75**

VENI Price: Contact us for details of any introductory offers* **

NCFE Level 2 Mental Health

East Coast College (Lowestoft or Great Yarmouth), 4 days

Why: This course will develop knowledge and understanding of various mental health conditions and how support can be offered.

Usual Price: £150**

VENI Price: Contact us for details of any introductory offers* **



FIRST AID

NUCO Workplace First Aid

East Coast College (Lowestoft), 3 days

Why: This course provides in-depth first aid training, equipping attendees with the knowledge and skills to administer a wide variety of first aid techniques in the workplace with confidence – from treating minor wounds to saving the lives of colleagues in life-threatening situations

Usual Price: £175**

VENI Price: Contact us for details of any introductory offers* **



NUCO Emergency First Aid at Work

East Coast College (Lowestoft), 1 day

Why: This course provides basic lifesaving first aid skills and knowledge of workplace, health and safety regulations. Inspire your employees by helping them learn first aid for their everyday lives.

- develops teamwork, leadership, communication and empathy skills
- increases people's willingness to act in an emergency
- contributes to a safer workplace.

Usual Price: £95**

VENI Price: Contact us for details of any introductory offers* **



QNUK Level 3 Emergency First Aid at Work

West Suffolk College, 1 day

Why: A practical course aimed at candidates over 16 who wish to undertake the responsibilities associated with emergency first aid in line with the requirements of the Health and Safety Executive (HSE). This includes:

- the responsibilities and reporting
- assessment of the situation
- resuscitation
- dealing with an unresponsive casualty
- basic hygiene in first aid
- anatomy
- minor injuries
- bleeding control
- burns and choking
- epilepsy and shock

Participants would be assessed through ongoing assessment during the course, as well as a multiple-choice test paper.

Entry requirements: attendees are required to administer CPR to a casualty on the floor as part of the assessment, therefore would need to be physically capable of this task.

Price: £415** (group of up to 12 delegates)



Course List

Customer Service

- WorldHost Principles of Customer Service, West Suffolk College (WSC)*, £120**
- City & Guilds L2 Award in Principles of Customer Service in Hospitality, Leisure, Travel and Tourism, West Suffolk College (WSC)*, £45**
- Gateway Level 2 Customer Care, online or at East Coast College (Lowestoft or Great Yarmouth)*, £75**

Hospitality

- Highfield Level 3 Award in Food Safety in Catering, online self study*, £195**
- Highfield Level 2 Award for Personal Licence Holders, online self study*, £95**
- Introduction to Barista, West Suffolk College*, £55**
- SCA Foundation Barista Skills, West Suffolk College*, £250**
- Latte Art, West Suffolk College*, £80**

Sustainability

- NCFE Level 2 Understanding Climate Change and Environmental Awareness. online self study, £0**
- IEMA Level 2 Environmental Sustainability Skills for the Workforce, West Suffolk College or online*, £145**
- IEMA Level 2 Environmental Sustainability Skills for Managers, West Suffolk College or online*, £375**
- IEMA Level 4 Foundation Certificate in Sustainability, West Suffolk College or online*, £995**

Leadership and Management

- NCFE Level 2 Certificate in Principles of Team Leading, online self study, £0**
- Leadership Training, East Coast College (Lowestoft or Great Yarmouth)*, £75 per day**
- ILM Level 3 Certificate in Leadership and Management, West Suffolk College*, £1295**
- ILM Level 3 Award in Leadership and Management, West Suffolk College*, £595**

Finance and Accountancy

- LIBF Level 2 Award in Financial Education (AiFE), West Suffolk College*, £tbc**
- AAT Level 1 Bookkeeping Access Award, online*, £170**
- AAT Essentials, online self study*, £96**

icanbea...

- CV Building Workshop, West Suffolk College, £0**
- Interview Techniques Workshop, West Suffolk College, £0**

Workforce Skills

- Managing Staff Performance, West Suffolk College*, £285**
- Gateway Level 2 Conflict Resolution Award, online or East Coast College (Lowestoft or Great Yarmouth)*, £75**
- TQUK Level 2 Equality and Diversity Certificate, online self study*, £30**
- Gateway Level 2 Equality and Diversity, online or East Coast College (Lowestoft)*, £75**
- TKUK Level 2 Principles for Digital Skills in Employment Certificate, online self study, £0**
- NCFE Level 2 Learning Disabilities, online or at East Coast College (Lowestoft)*, £75**
- Gateway Level 2 Train the Trainer, East Coast College (Lowestoft or Great Yarmouth)*, £150**

Wellbeing

- NCFE Level 2 Certificate in Understanding Mental Health First Aid and Mental Health Advocacy in the Workplace, online self study, £0**
- NUCO Level 2 Mental Health First Aid, East Coast College (Lowestoft or Great Yarmouth)*, £75**
- NCFE Level 2 Mental Health, East Coast College (Lowestoft or Great Yarmouth)*, £150**

First Aid

- NUCO Workplace First Aid, East Coast College (Lowestoft)*, £175**
- NUCO Emergency First Aid at Work, East Coast College (Lowestoft)*, £95**
- QNUK Level 3 Emergency First Aid at Work, West Suffolk College, £415** (group of up to 12 delegates)

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European Union
European
Social Fund