SOCIAL VALUE IMPACT REPORT

LA SALLE HOSPITALITY EDUCATION CHARITY
operating as LA SALLE HOTEL SCHOOL

La Salle Hotel School (LSHS) will impact on the local community and wider hospitality in a number of different ways:

- Kitchen Garden, food and cooking
- Career/employment opportunities for local people
- Value added to the industry, community and individuals

KITCHEN GARDEN, FOOD and COOKING

LSHS has been delivering programmes out of its Kitchen Garden since 2020 with endorsements and support from such as Linda McCartney Foods and the National Lottery Community Fund. Our garden provides educational opportunities for the local community and the food grown opens the door to conversations about food self-reliance and learning to cook.

Current programs aim to build growing beds in gardens, further extending the network of food growers in Croxteth and Norris Green. Supported by our in-house gardening team, we guide and nurture families to growing basics like vegetables and fruit. Volunteers are welcome to attend the garden two days per week and on a third day adult students study for City & Guilds Horticulture Skills Levels 1 and 2 with tutors from Myerscough College on their Croxteth Country Park campus.

*According to the Greater Manchester Cost Benefit Analysis Tool

BENEFITS:

- Wellbeing benefits of gardening to the participants
- Direct encouragement to cook fresh and more healthy than unhealthier prepared meals, both takeaway and supermarket
- Direct cost-savings as a result of cooking with fresh ingredients
- Qualifications leading to better career options and greater self-confidence

We are recruiting 12 families in the next phase during 2025 and 2026. Each additional family costs us £500 in materials but is an investment in a neighbourhood of growing families.

SOCIAL IMPACT:
According to the Greater Manchester Cost-Benefit Analysis, a one-point change in an individual's wellbeing is worth c. £13,000 over their lifetime. Therefore, we believe that the Growing Families programme adds £208,000 of social impact to the local area, with significant opportunity for increases

NEW LIVES AND CAREERS

Our mission at LSHS is to transform the lives of young people in our community by facilitating new careers in hospitality and the Visitor Economy.

Unlike many other career options, success in hospitality is defined by hard work, creativity, social skills and dedication, rather than purely academic prowess - all character traits in abundance in Liverpool.

By acting as a gateway to successful members of the industry and direct hands-on experience in the industry we aim to transition young people who would otherwise become NEET into fully-fledged active hospitality professionals.

We have several programs to achieve this:

ASPIRATION AND AMBITION-BUILDING 12-16 YEAR OLDS:
Working with schools we facilitate industry exposure in the school environment with showcases, careers evenings, and speaking opportunities. In our dedicated hospitality school facility upon completion, we will arrange taster sessions and

*According to the Greater Manchester Cost Benefit Analysis Tool

masterclasses that give them exposure to the industry in a practical way and allows them to meet successful professionals on a one-to-one basis. We have the capacity at La Salle to accommodate 2 groups of 15 secondary students each day, morning and afternoon, three days per week Monday to Wednesday, when we will close the kitchen for catering to the public after breakfast for hotel guests. We will work with 8 week terms for each of the three school terms.
In Yr1 we expect to bring school groups into the hotel school 1 day per week, 30 students per week, 240 per term and 720 per annum. In Yr2 that number will rise to 60 students per week, 480 per term and 1440 per annum. In Yr3, operating at full capacity, we would expect 90 students per week, 720 per term and 2160 per annum.

POST 16 PROVISION:
Our flagship dedicated program, in partnership with City of Liverpool College, will work directly with young people in cohorts of 12 who will be exposed to hospitality careers in a supervised setting over an 8-week period. Targeted at young people in the community who would otherwise become NEET, this is a transformation program creating opportunities where none existed. Running 3 cohorts a year, we can offer direct intense learning experiences that will prepare them for further study and success with Level 3 apprenticeships. The learning experience will be guided by our links with the sector, ensuring that their experience is based on real-life need and expectations.

VALUE TO THE HOSPITALITY SECTOR

PROFESSIONAL UPSKILLING:
Working with our partners in the industry and Further Education, we will provide opportunities year-round to upskill existing staff members, who have been identified for advancement, or management. Bespoke programmes for our partners allow a targeted approach to learning in the house-style of the sponsoring business in a small and safe learning environment.

SOCIAL IMPACT*

ASPIRATION AND AMBITION-BUILDING 12-16 YEAR OLDS

*According to the Greater Manchester Cost Benefit Analysis Tool

Our target for this cohort is a 50% conversion into the early-stages of a career in hospitality, measured by Level 2 City & Guilds or equivalent, representing an annual economic benefit of £1.3k per student.

Number:	100
p/u:	£1.3k
Social Impact:	£130k p.a.

POST 16 PROVISION:
The Marginal Lifetime Benefit of Achieving a Level 3 Apprenticeship compared to level 2 qualifications for males is £216,107 and £96,635 for females. Assuming a 50/50 gender split, the average per young person who successfully passes through LSHS and, as a result, goes on to enter the industry and achieve their apprenticeship is £156,371.

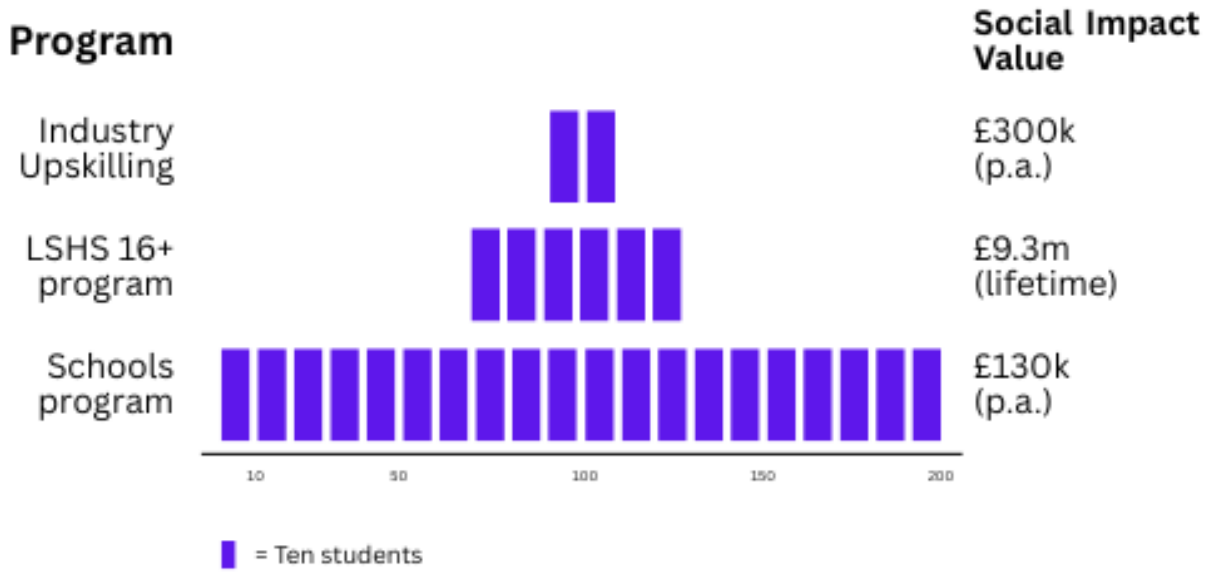
Number:	60
p/u:	£156k
Social Impact:	£9.3m lifetime

PROFESSIONAL UPSKILLING:
In addition to positioning Liverpool as a preferred city for industry development, we hope to see city-based businesses perform better than average. In the UK staff turnover in the hospitality industry is 35%, with 42% of new employees leaving in their first 90 days, at significant cost to the business. One of the reasons cited is lack of career prospects. LSHS' professional upskilling potential can therefore save business significant costs and create sustainable career choices for staff.

This is difficult to quantify. Government research has only focussed on the cost benefit of reducing unemployment through the transition into work (c. £11k a year). However, our mission includes the benefits of increased wages and the wider productivity of the sector in Liverpool. It is clear further research is needed to understand the system-wide benefits of upskilling. While we study this further, we propose to measure a modest £15k pa direct benefit to the student of

*According to the Greater Manchester Cost Benefit Analysis Tool

progression in employment. Even if our ambition is to encourage Liverpool-trained LSHS graduates in senior management across the world.



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