La Salle

Hospitality Education Charity
and Hotel School Liverpool



THEORY OF CHANGE

FOSTERING

PROSPEROUS & SUSTAINABLE COMMUNITIES

THROUGH

HOSPITALITY & HORTICULTURE







OUTCOMES

INDIVIDUALS PURSUING SUCCESSFUL CAREERS AND ACTIVELY PARTICIPATING IN SOCIETY AS AUTONOMOUS, RESPONSIBLE AND COMMITTED CITIZENS.

INDIVIDUALS CULTIVATING THE KNOWLEDGE NECESSARY FOR LEADING HEALTHIER AND SUSTAINABLE LIVES, BENEFITING THEMSELVES, THEIR COMMUNITY AND THE PLANET.

OBJECTIVES

- To drive career aspirations in Hospitality & Horticulture
- To enable life-changing social mobility through work placement opportunities in Hospitality & Horticulture
- To promote sustainable practices and healthier habits
- To reduce loneliness in the community
- To support the Hospitality industry in identifying and upskilling the next generation of hospitality leaders
- To feed the most vulnerable nutritious food made with ingredients homegrown at La Salle

PROGRAMMES

- **BE INSPIRED**
- **RISING STAR**
- **NEW BEGINNINGS**
- **SEED TO FEED**
- **UNITY IN GROWTH**

PILLARS

FURTHER EDUCATION AND COMMUNITY ENRICHMENT

- Enhance and complement the journey from Secondary School to Further Education.
- Provide an accessible and inclusive learning environment.
- Facilitate training in Hospitality and Horticulture sectors.
- Offer curated programmes through our Hotel, Restaurant, and Kitchen Garden facilities.

NEETs GUIDANCE

- Support young people not in education, employment, or training (NEETs).
- Provide the necessary assistance to re-enter education.
- Facilitate access to training, internships, and work opportunities within the Hospitality and Horticulture sectors.

SUSTAINABILITY & WELLBEING NURTURING

- Prioritise sustainable practices in the Hotel, Restaurant, and Kitchen Garden operations.
- Educate the community on the importance of sustainability and good nutrition through targeted programmes and campaigns.
- Provide support to those in greatest need.
- Foster a sense of community and encourage collaboration.

BE INSPIRED

PROGRAMME LOGIC MODEL

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ASSUMPTION

Young people are not even considering Hospitality or Horticulture as a career option.

GOAL

Deliver a fully funded programme that directly links secondary school students with practitioners, enabling them to be inspired by the myriad of possibilities and opportunities offered by both sectors.

INPUTS

- Funding
- Training Facilities and Equipment
- Partnerships & Collaborations
- Programme Design and Curriculum
- Recruitment and Training
- Marketing & Outreach
- Logistics & Operations
- Evaluation & Monitoring

SHORT-TERM IMPACT
LEARNING OPPORTUNITY

Enhancing awareness on:

- Aspirations
- Motivations
- Opinions
- Strengths & Weaknesses

- Engage participants with hands-on activities in hospitality and horticulture.
- Foster enthusiasm for practical learning experiences.
- Increase awareness of career opportunities in hospitality and horticulture.
- Increase participants' interest in hospitality and horticulture industries and their roles.
- Encourage a positive attitude toward pursuing education and training in these fields.
- Inspire a desire to stay connected with the programme for ongoing learning and development.

MEDIUM-TERM IMPACT
BEHAVIOUR CHANGE

Acquired learning leads to improved or enhanced:

- Attitudes
- Applied Knowledge
- Emotional Capabilities
- Social and Community-led Actions
- Decision-Making & Critical Thinking

- Encourage exploration of new ideas, techniques, and experiences.
- Encourage participants to pursue further education and training in hospitality and horticulture.
- Support enrolment in vocational courses, apprenticeships, and higher education programmes.
- Challenge stereotypes about careers in hospitality and horticulture.
- Highlight the diversity and growth potential within these industries.
- Actively engage participants in other programmes and activities.

RISING STAR

PROGRAMME LOGIC MODEL

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ASSUMPTION

There are few work placement opportunities and programmes available for young people in Hospitality and Horticulture.

GOAL

To effectively provide growth opportunities and pathways out of poverty for young people by establishing a fully funded work placement programme in Hospitality and Horticulture.

INPUTS

- Funding
- Training Facilities and Equipment
- Partnerships & Collaborations
- Staffing and Expertise
- Educational Resources & Curriculum Development
- Internship Opportunities
- Transportation & Logistics
- Monitoring & Evaluation
- Stakeholder Support

SHORT-TERM IMPACT

LEARNING OPPORTUNITY

Enhancing awareness on:

- Aspirations
- Motivations
- Opinions
- Strengths & Weaknesses

- Highlight the programme as a valuable opportunity for personal growth and skill development.
- Foster a positive attitude toward learning among participants.
- Build self-efficacy, enabling participants to believe in their ability to set and achieve personal and professional goals.

- Boost participants' confidence in their abilities to succeed in hospitality and horticulture.
- Improve communication, problem-solving, and teamwork skills.
- Encourage proactive steps toward further education, training, and employment in these fields.

MEDIUM-TERM IMPACT

BEHAVIOUR CHANGE

Acquired learning leads to improved or enhanced:

- Attitudes
- Applied Knowledge
- Emotional Capabilities
- Social and Community-led Actions
- Decision-Making & Critical Thinking

- Facilitate engagement in specialised training, workshops, and certifications.
- Help participants deepen their expertise in hospitality and horticulture.
- Prepare participants for advanced roles in these industries.

- Encourage participation in networking events, industry conferences, and job fairs.
- Provide opportunities to explore career options and gain industry insights.
- Support building connections with professionals for future employment.

NEW BEGINNINGS

PROGRAMME LOGIC MODEL

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ASSUMPTION

There is a notable absence of apprenticeship programmes tailored specifically to assist individuals not in education, employment, or training (NEET) in acquiring the requisite knowledge and experience essential for securing rewarding positions in the hospitality and horticulture sectors.

GOAL

To facilitate industry-relevant and pre-apprenticeship skills for NEETs from 18 - 26 years of age, helping participants to progress into a direct pathway to employment, apprenticeships or further training in Hospitality and Horticulture.

INPUTS

- Funding & Financial Resources
- Qualified Instructors and Trainers
- Training Facilities and Equipment
- Programme Curriculum and Materials
- Industry Partnerships & Work Placements
- Support Services and Case Management
- Monitoring and Evaluation

SHORT-TERM IMPACT
LEARNING OPPORTUNITY

Enhancing awareness on:

- Aspirations
- Motivations
- Opinions
- Strengths & Weaknesses

- Foster a positive attitude toward learning among beneficiaries.
- Cultivate strong motivation to succeed through newfound confidence and self-efficacy.
- Encourage belief in their ability to learn, overcome challenges, and achieve goals.
- Support beneficiaries in taking on new tasks and responsibilities.
- Actively engage beneficiaries in programme activities.
- Provide a clear understanding of introduced concepts and techniques.
- Improve communication and collaboration skills among beneficiaries.

MEDIUM-TERM IMPACT
BEHAVIOUR CHANGE

Acquired learning leads to improved or enhanced:

- Attitudes
- Applied Knowledge
- Emotional Capabilities
- Social and Community-led Actions
- Decision-Making & Critical Thinking

- Help beneficiaries develop essential employability skills such as professionalism, time management, teamwork, and adaptability.
- Encourage beneficiaries to take initiative, set goals, and pursue challenges.
- Prepare beneficiaries for entry-level positions, internships, or further training in Hospitality and Horticulture.

SEED TO FEED

PROGRAMME LOGIC MODEL

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ASSUMPTION

The local community faces challenges such as poor nutrition, a limited understanding of the food waste cycle, and a lack of connection.

GOAL

To provide healthy, nutritious food from sustainable sources, including La Salle's kitchen garden to the most vulnerable members of our community. In doing so, while promoting sustainable practices and combat loneliness within our community.

INPUTS

- Funding
- Facilities and Equipment
- Materials and Produce
- Operational Resources
- Human Resources
- Educational Resources
- Logistical Support
- Community Engagement
- Collaborative Partnerships
- Monitoring and Evaluation

SHORT-TERM IMPACT
LEARNING OPPORTUNITY

Enhancing awareness on:

- Aspirations
- Motivations
- Opinions
- Strengths & Weaknesses

- Provide beneficiaries with increased access to nutritious meals, reducing food insecurity.
- Promote improved eating habits, including more fruits, vegetables, and whole grains, while reducing processed foods.
- Encourage engagement in sustainable food practices.
- Foster a sense of belonging and camaraderie through community dining events, workshops, and volunteering.
- Encourage meaningful connections with community members, volunteers, and programme staff.
- Create a supportive and inclusive environment for all beneficiaries.

MEDIUM-TERM IMPACT
BEHAVIOUR CHANGE

Acquired learning leads to improved or enhanced:

- Attitudes
- Applied Knowledge
- Emotional Capabilities
- Social and Community-led Actions
- Decision-Making & Critical Thinking

- Support regular consumption of nutritious meals made with fresh, whole ingredients.
- Empower beneficiaries to become advocates for sustainable food practices.
- Support initiatives to reduce food waste and promote local agriculture.
- Foster greater social connectedness, belonging, and mutual support.
- Contribute to improved mental health and overall well-being.
- Encourage efforts to address food insecurity within the community.

UNITY IN GROWTH

PROGRAMME LOGIC MODEL

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ASSUMPTION

Ensuring a deeper connection with the community is essential to combatting the sense of detachment that can often arise when introducing a new initiative.

GOAL

Empowering the community to actively participate in every stage of the project is essential to foster a sense of ownership and pride in La Salle and its impact.

INPUTS

- Community Outreach and Engagement
- Training and Capacity Building
- Financial and Material Support
- Collaborative Partnerships
- Communication and Information Sharing
- Monitoring and Evaluation

SHORT-TERM IMPACT

LEARNING OPPORTUNITY

Enhancing awareness on:

- Aspirations
- Motivations
- Opinions
- Strengths & Weaknesses

- Encourage beneficiaries to engage in community activities and decision-making.
- Foster heightened awareness of community needs.
- Promote empathy for fellow community members.

- Develop essential communication and collaboration skills for community engagement.
- Build confidence and self-efficacy through new roles and challenges.
- Empower beneficiaries to apply their knowledge and skills in real-world contexts.

MEDIUM-TERM IMPACT

BEHAVIOUR CHANGE

Acquired learning leads to improved or enhanced:

- Attitudes
- Applied Knowledge
- Emotional Capabilities
- Social and Community-led Actions
- Decision-Making & Critical Thinking

- Foster a sense of ownership and responsibility for the project's success and impact.
- Encourage beneficiaries to collaborate with community members in problem-solving.
- Support joint decision-making to address shared challenges and opportunities.

- Help beneficiaries develop advocacy and organising skills.
- Empower them to advocate for policy changes and resource allocation.
- Support initiatives that enhance their community well-being and prosperity.


La Salle
Hotel School





La Salle

Hospitality Education Charity
and Hotel School Liverpool

Find more information at
lasallehotelschool.co.uk