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WOMEN RETURNERS

# Women Returners

In Travel, Tourism and Hospitality



# Women Returners

## WHAT?

**Women in Travel CIC will identify, select and prepare women for recruitment in the travel, tourism and hospitality industry working with CRISIS UK**

## WHY?

- Access otherwise unavailable talent that has been pre screened and carefully selected
- Display good citizenship by recruiting women otherwise lost to the economy
- Save money (on recruitment & search/selection fees).
- Engage one's employees by investing in a worthwhile venture
- Engage with customers: retain and expand customer base/build loyalty.
- Innovate (by looking at own products through a CSR lens and by bringing diverse talent).

# The WRS Programme

1. Women in Travel working with Crisis identify & select women returners (WRS)
2. 1 week long programme provides upskilling; mentoring; industry knowledge with opportunity to talk to employers
3. Introduce WRS back into businesses for possible recruitment/ internship.

# STEP1- Identify & select women

- Women in Travel will identify and select the appropriate/work ready women from a pool made available via Crisis UK
- The Women in Travel Programme kicks off **after** women have been engaged by Crisis for a while, meaning they are work-ready
- Women in Travel will meet /engage with the women in the PRE TRAINING period to begin to identify the most suitable/interested
- Women targeted will have been unemployed for at least a year
- THESE WOMEN ARE CAPABLE but might have gone through some personal challenges and now need some support to regain their confidence and one opportunity to prove they can do it!



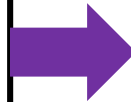
# STEP2 Put women through a 1 week programme that provides coaching + key EMPLOYABILITY skills

Women in Travel and CRISIS UK provide targeted programme

Delivered at central London location owned by Crisis

In addition:

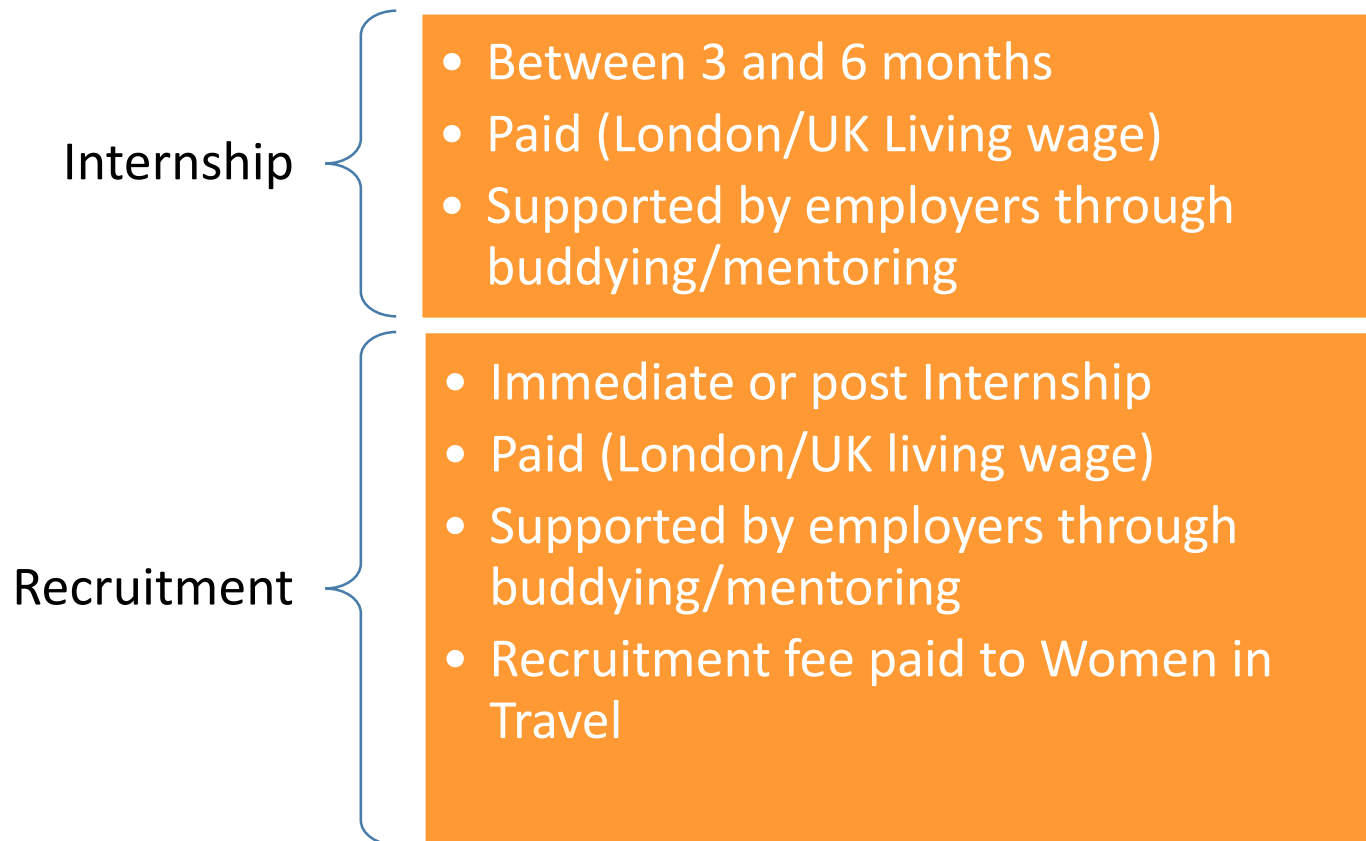
- CRISIS continues to coach and support the women for up to 1 year AFTER they are employed
- Women in Travel engages with employers for feedback and on going support



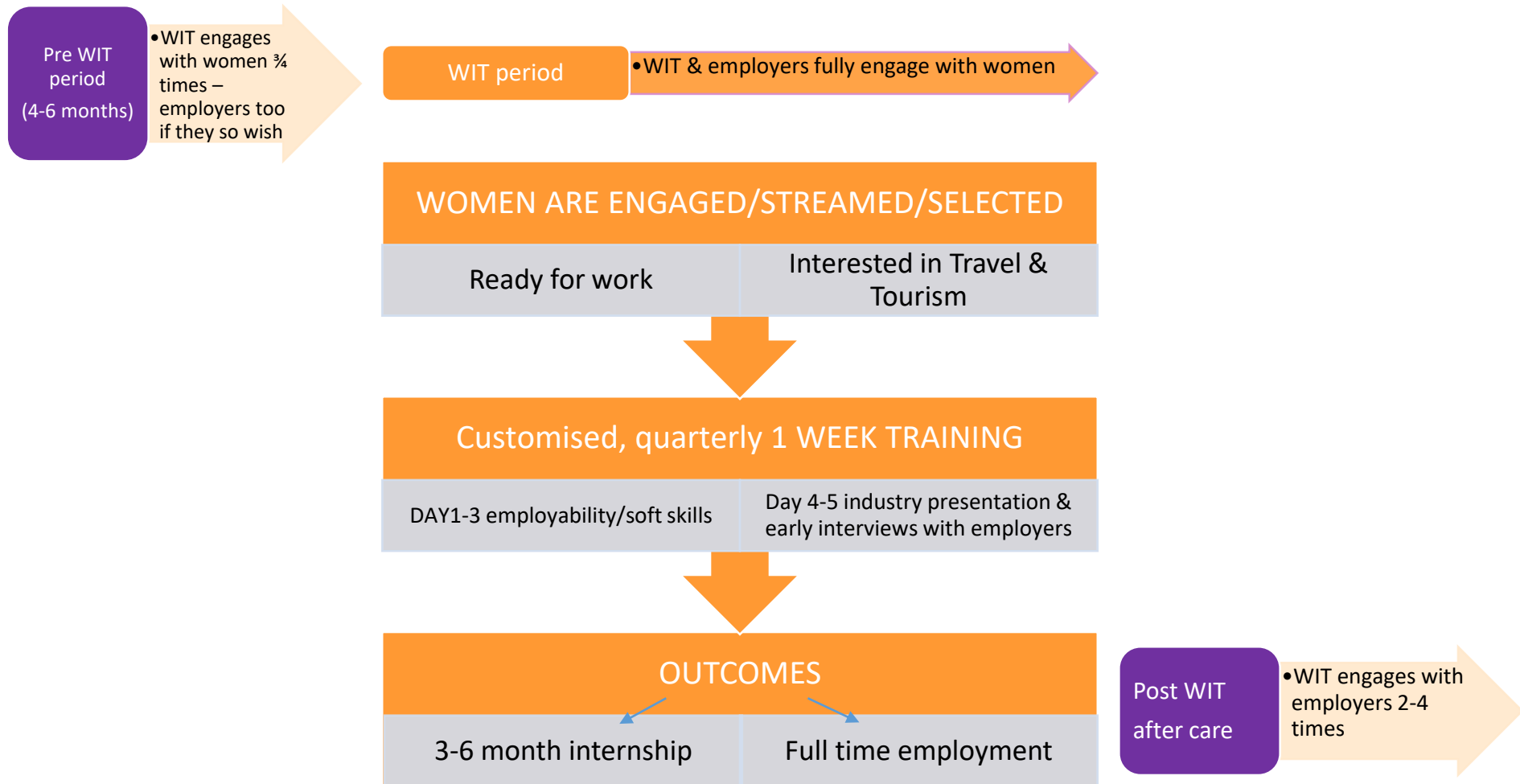
DAY 1-3 [EMPLOYABILITY SKILLS]	DAY 4-5 [INDUSTRY KNOWLEDGE in partnership with employers]
<ul style="list-style-type: none"><li>• Positive mindset; confidence and employers expectations</li><li>• Presenting yourself &amp; Interviewing skills</li><li>• Communication skills</li><li>• Team working skills</li><li>• Customer Service skills</li></ul>	<ul style="list-style-type: none"><li>• Introduction to industry</li><li>• Company specific talks</li><li>• Company focussed skills training</li><li>• Scenario based group discussion</li><li>• Interviews</li></ul>

# STEP 3 – Internship & Recruitment

Employers engage, meet and interview possible candidates over days 4 & 5



# Programme Flowchart



# Employers' Programme At A Glance

Join WRS

Meet & Engage  
with WRS

Recruit Intern/FT  
Employee

## Membership

- Pay yearly
- T/O based membership fee
- Access exclusive benefits & talent

## Training

- Engage in the early stage period (optional)
- Join weekly training programme on day 4/5

## Internship OR Recruitment

- London wage paid to woman
- NO fee for internship
- Recruitment fees:
  - for immediate recruitment
  - for recruitment post internship ('temp to perm')

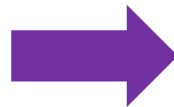


# Join WRS – Costs & Benefits to Employers

## Corporate Membership Fee (valid for 2018)

- Paid yearly by the business that wishes to join the Women in Travel Women Returners' Club
- Flat fee based on size of company turnover:

Annual turnover	Fee
Up to £100k	500
£100k - £250k	1,000
£250k - £500k	1,500
£500k - £1m	2,000
£1m - £5m	3,000
£5m - £49m	5,000
£50m+	10,000
<b>Social enterprises charity with T/O ≤ £100k</b>	£100



## Membership benefits

1. Recognised and promoted as gender balanced and CSR focussed employer
2. Able to display Women in Travel's WOMEN RETURNERS logo
3. Access to diverse female talent, selected and screened by travel, tourism and hospitality specialist Women in Travel (cic)
4. Listing on website with logo
5. Access to employers' open day(s)
6. Right to interview women
7. First refusal on employment
8. First refusal on Internship
9. Coaching and mentoring skills HD training for 2 x employees yearly
10. Networking events (2 x yearly)

# Meet & Engage with WRS

- Opportunity to meet women in person
- Engage, discuss, experience the programme
- Full immersion through training and mentoring
- Company Presentation



# Internship/Recruitment Stage

## Internship

- Lasting between 3 and 6 months
- Supported through buddying/mentoring
- Paid at living wage salary [London]
- During internship employers will refund women of travel costs over and above their normal place of work when they are asked to travel on behalf of the employers
- CRISIS can pay costs of first month of travel within London. If the intern is expected to travel outside London this has to be taken into account by the employer in the salary paid to the intern.

**Nothing to pay to Women in Travel during Internship**

## Recruitment

- Supported through buddying/mentoring
- Paid at living wage salary [London/UK]
- CRISIS can cover costs of first month of travel within London. If the employee is expected to travel outside London in the first month before first salary, this has to be taken into account by the employer

**Flat recruitment fee equivalent to 10% salary if the woman is employed immediately**

**Flat recruitment fee equivalent to 12.5% salary if the woman is employed AFTER an internship period (temp to perm fee)**

# Interested? Get in Touch!

Please contact

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**THANK YOU**