

Women Returners to Travel Tourism and Hospitality



What is Women in Travel's Women Returners Programme ?

1. A unique scheme to get unemployed & disadvantaged women returners back into Travel, Tourism and Hospitality (TTH) focussed work. Brainchild of **Women in Travel**, a social enterprise dedicated to empowering women through employability & entrepreneurship in Travel & Tourism founded by Alessandra Alonso who has spent 20 years in the industry, 15 dedicated to supporting women.
2. We work with women cross-referred to us by the likes of Crisis; Refugee Council; St Mungo etc. but also by the women trained with us.
3. A customised, week long programme providing women with upskilling; mentoring; industry knowledge and access to employers. Currently operating in Greater London but organic growth planned for rest of UK from 2019.
4. A unique and socially minded way for employers to demonstrate their CRS commitment; support diversity & inclusion and most of all access much needed, yet otherwise inaccessible talent.

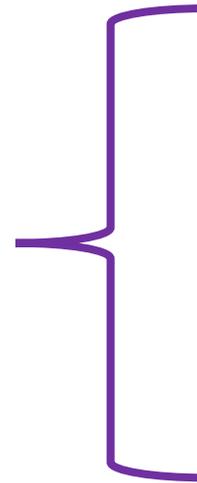
Why Women Returners?

- ✓ Access capable & carefully selected women.
- ✓ Address 'war for talent' & save by recruiting from a local pool.
- ✓ Publicly support diversity and inclusion.
- ✓ Engage employees by investing in a worthwhile venture.
- ✓ Engage with customers: retain and expand customer base/build loyalty.



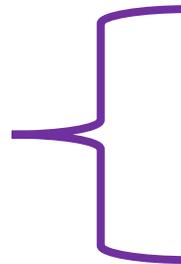
STEP By STEP

STEP #1 Women in Travel identifies and select the appropriate/work ready women from a pool made available via Crisis UK and other charities.



- Women who were made redundant/lost their job
- Women who have gone through a 'rough patch' (divorce, change of country, family fall outs etc.)
- Women who were previously working in a different sector and now wish to consider TTH
- Women with a modest level of disability who are capable but in need of support/boost and flexibility in order to work

STEP #2 Women in Travel runs a 1 week training that provides coaching + key EMPLOYABILITY skills + access to employers on days 4 & 5



- Employers presents their companies and live job opportunities
- Employers engage with women through discussion groups
- Employers provide short one to one interviews

STEP#3 Women suitable are selected for follow up interviews leading to recruitment or paid internship.



- Paid internship & Jobs
- Supported by employers through buddying/mentoring

First Year: 2018

'Paul and myself were truly inspired by the women that we met on your course, at their strength and positivity and at the thorough, relevant answers they gave to our questions.'

Kelly Forrest

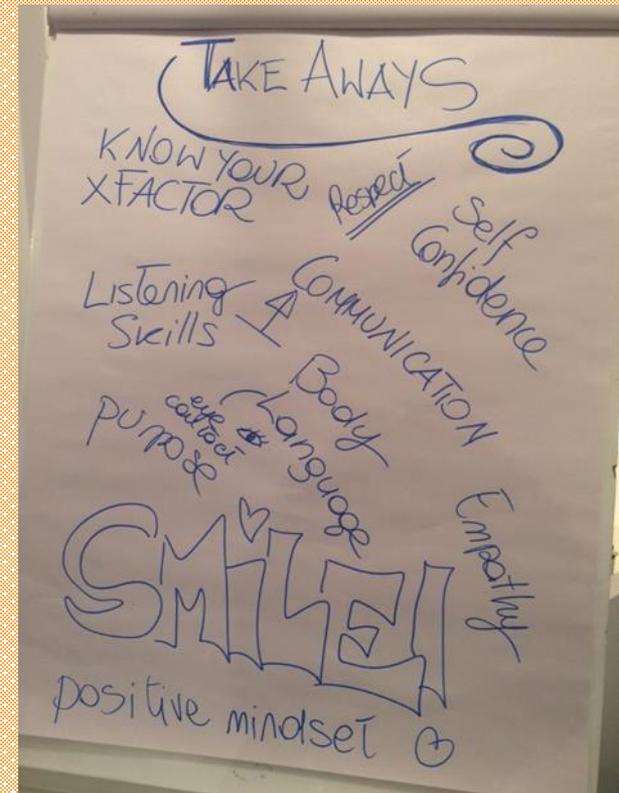
Recruitment Officer MTR Crossrail

- ✓ Launched with: Diamondair; Crossrail; Georgian House Hotel; Under the Doormat; Digital Dialog
- ✓ 3 Programmes run
- ✓ 20 Women trained
- ✓ 25 x 1st round interviews
- ✓ 10 x 2nd round interviews
- ✓ 4 x women permanently employed
- ✓ 1 x internship



About the Women

- Age: 25 to 55
- Diverse in background, race, etc.
- Job seekers because of previous challenging circumstances
- Mentally/physically job-ready
- Educated up to degree level
- Experiences in retail/hospitality/office admin/PR
- Skills including customer services, sales, marketing, admin, IT



About the Jobs

- Customer Service / Admin / reservation /Finance
- Entry to junior level jobs with available progression
- £18-25k initial salary
- London Wage (ideal)
- Full time or part time but PERMANENT
- Some flexibility might be required
- Supported by employers & by WIT



Employers' Engagement At A Glance

Join WRS

Meet & Engage
with WRS

Recruit Intern/FT
Employee

Commitment

- Access to programmes and many benefits including FREE training

Training

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

Recruitment

- **10% recruitment fees to WIT**

Benefits

- ✓ **Access** diverse female **talent**, selected and screened for TTH by WIT
- ✓ **First refusal** on employing women returners
- ✓ **FREE Coaching/mentoring or skills training** for employees**
- ✓ **Dedicated social media** features
- ✓ **Recognised & promoted** as gender balanced & CSR focussed employer
- ✓ Able to display **WOMEN RETURNERS logo**

(*) fees TBC & subject to change

(**) available for up to 15 employees annually,
worth £250 pp for one day training



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]
- 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)

Next Steps

1. Ask any questions
2. Become a Member!
3. Join our **next programme**
4. Involve your employees
5. Spread the word & refer your contacts



Thank you! Any Questions?

For further information

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