

EMPLOYMENT & SKILLS PLAN

Dakota by Manchester Airport



LOCAL EMPLOYMENT

*Our brand has **heart and soul**. Our team has personality, enthusiasm, and opportunity.*

*The opening of Dakota by Manchester Airport will create up to 150 local jobs, and endless career paths with an employer voted within the **Top 15 Best Employers** in Hospitality for the last five years in a row (The Caterer).*

DEPARTMENT	NUMBER OF JOB ROLES (heads)
Housekeeping	30
Maintenance & Security	7
Bar & Grill	50
Kitchen	25
Front of House	25
Office functions inc Finance, HR, Reservations, General Management	8
ESTIMATED TOTAL	145 (FTE 90)

COMMUNITY OUTREACH

Dakota already has strong and meaningful relationships within the Manchester area fostered over 5+ years, which drive a pipeline of applicants and offer employment routes into our business. Community outreach initiatives and efforts include:

- Pledging to the Greater Manchester '*Good Employment Charter*'.
- Participant of the *Hospitality Connect Schools Programme*, with two partner schools: Kingsway School and Co-Op Academy Swinton.
- Close relationships with local colleges, particularly with Manchester College, Thameside College, and Trafford College, offering apprenticeships and work experiences.
- Key industry partner to *Manchester Metropolitan University*, being part of their mentor program as well as providing placements and delivering guest lectures to students.
- Co-chair of the Manchester Hoteliers Association, driving awareness of quality careers in hospitality within the city.
- Charity partner with Reach Out, Manchester-based *mentoring charity* with the aim of building aspiration to young people in underprivileged communities.

SKILLS PLAN

We take skills enhancement seriously.

This is demonstrated in a range of ways, not least the standard of service our team is able to provide:

- We have a track-record for recruiting individuals with little or no experience in hospitality, including in rural locations, harnessing their enthusiasm and training them internally to excel in their career.
- The importance we place on L&D is exemplified in our appointment of a dedicated 'Head of Learning, Development & Engagement' within our People & Culture Team.
- We proudly have industry-leading training resources which contributes to over 75% of our leadership positions coming from internal promotions.
- We have trademarked our Dakota Academy brand which is our umbrella term for our extensive catalogue of internal training sessions.



L&D STRATEGY

Our skills plan for Manchester Airport is underpinned by:



Our established relationships with local apprenticeship providers, FE and HE institutions to partner with on skills enhancement.



Dakota Academy; providing us with the training framework and content to be able to take local talent and train them with all the skills required to succeed internally.



Sophisticated learning management systems (LMS) which provides elearning solutions in multiple languages, as well as an industry-leading appraisal platform.



One of our five core values is 'Be your best self' showing that continuous upskilling, reskilling, and learning in hard and soft skills is at the heart of what we do to enable us to deliver excellent guest service.

For the last four years in a row, Dakota are proud to have had a member of our team win a prestigious Acorn Award.

Awarded by *The Caterer to the 'Top 30 under 30'* in the industry, this demonstrates our success in developing skills and talent.

PEOPLE | EMPLOYMENT | OPPORTUNITY



“Good service isn’t a mystery – employ nice people”