



**January 2026**

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## **LOCAL BENEFIT PROPOSAL FRAMEWORK**

**Premier Inn – 229-bed Hotel, Manchester**

## 1. Introduction

This Local Benefit Proposal Framework (“the Framework”) has been prepared by Whitbread Group Plc, operator of Premier Inn, to discharge **Condition 28(a)** of the planning permission granted by **Manchester City Council** for the 229-bed Premier Inn hotel.

The purpose of this Framework is to set out the **planned approach** to local labour recruitment, apprenticeships, skills development, and long-term community benefit during the operational phase of the hotel.

This document draws on Whitbread’s established Employment, Training and Community models, including those used for Premier Inn Lambeth North, Camden High Street and hub by Premier Inn Farringdon (Old Bailey).

Once approved, this Framework will be implemented from **first occupation**, with a full Local Benefit Proposal submitted under Condition 28(b) within six months of opening.

Whitbread is committed to investing in Employment & Training for our current and future workforce. As the fastest growing hotel brand in the UK, we believe there should be no barriers to entry and no limits to ambition when it comes to employing our team.

The new site in Manchester (Rochdale Road) will provide circa 45–50 new roles across the Premier Inn for the area, covering Ground Floor, Housekeeping, Kitchen, Nights and Maintenance teams. The likely full-time / part-time split is expected to be 40% FTE & 60% PTE. Anticipated hourly pay will be slightly above NMW and will rise incrementally by £0.60 per hour upon verified training sign-off. All hired team members can apply for apprenticeship roles at any level. Whitbread will monitor recruitment origins (area, colleges, Job Centres, Whitbread careers portal), training uptake and retention rates.

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## 2. Objectives of the Local Benefit Proposal Framework

1. **Support inclusive economic growth** in Manchester by prioritising local residents for employment opportunities within the hotel.
2. **Create meaningful apprenticeship pathways** in hospitality roles.
3. **Liaise with Manchester City Council’s Work & Skills Team**, local job brokerages, colleges and training providers to maximise local benefit.
4. **Provide a structured, monitorable, and transparent process** for recruiting, supporting and reporting on local labour outcomes.
5. Establish clear mechanisms for **continuous improvement and long-term delivery**.

### 3. Measures to Recruit Local People (including apprenticeships)

Whitbread is committed to attracting and developing local talent and removing barriers to employment. Recruitment for the Manchester Premier Inn will follow the established, evidence-based employment model used nationally.

The recruitment process for a typical Premier Inn commences approximately three months ahead of the new site opening. The same approach will be taken in this case. Successful applicants are invited to a recruitment day, or individual interviews, led by the Whitbread Resourcing team and Hotel Management team - held approximately four to six weeks ahead of opening.

Whitbread will work with recruiting operations teams and central resourcing functions to manage adherence to this plan through the process. We will also work with both partnering organisations and individual applicants to support candidates with accessibility issues to apply for roles.

#### 3.1 Recruitment Priorities

- **Local labour first approach** with a target that **a significant proportion of new hires** reside within Manchester City Council boundary or Greater Manchester districts.
- Engagement with local partners including:
  - *Manchester City Council Work & Skills Team*
  - *Jobcentre Plus*
  - *Local Job Brokerage Schemes*, community employment groups and NEET providers
  - *Colleges and training providers* (e.g., Manchester College, UCEN & local adult learning)

#### 3.2 Advertising & Candidate Sourcing

Vacancies will be promoted through:

- Jobcentre Plus vacancy listing
- Manchester City Council Work & Skills channels
- Manchester employer brokerage partners
- Community centres, local notice boards, social value networks
- Local schools, colleges and training partnerships

- Whitbread Careers website and national channels

All roles will be available on **www.whitbreadcareers.co.uk**, with links distributed directly to local partners to ensure maximum reach.

### 3.3 Recruitment Timeline (Indicative)

(subject to handover programme)

| Weeks before opening | Activity                                                                                             |
|----------------------|------------------------------------------------------------------------------------------------------|
| 16 weeks             | Engagement with MCC Work & Skills, JCP, local brokerages; confirm SBWA/ work-placement opportunities |
| 12 weeks             | Agree candidate pipeline, advertise vacancies locally first                                          |
| 8 weeks              | Recruitment goes live; shortlisting and interview preparation                                        |
| 4–6 weeks            | Recruitment days and interviews led by operations & resourcing teams                                 |
| 3 weeks              | Pre-employment checks, onboarding process begins                                                     |
| 0 weeks              | Site goes live; post-opening recruitment support as required                                         |

### 3.4 Apprenticeships

Whitbread will offer apprenticeship opportunities across:

- Level 2 F&B Team Member / Housekeeping
- Level 3 Hospitality Supervisor (Front Office / Housekeeping / Food & Beverage)
- Level 4 Hospitality Manager
- Level 5 Operations Manager

These will be delivered through Whitbread's approved national training partner (Lifetime Training).

### 3.5 Work Placement & Employability Support

Working with Jobcentre Plus and local providers, Premier Inn will provide:

- **2-week work placements** with guaranteed interviews
- **Sector Based Work Academies (SBWAs)** where available
- Pre-employment training sessions

- CV and interview preparation support

This mirrors the successful programmes deployed across Premier Inn new site openings nationwide.

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## 4. Mechanisms for Implementation and Delivery

### 4.1 Operational Leadership

A dedicated **New Openings Team** will support the hotel's General Manager (GM) to ensure:

- Effective resourcing
- Coordination with Manchester City Council partners
- Delivery of training and onboarding
- Compliance with all social value commitments

The General Manager is the designated **Local Benefit Lead**.

### 4.2 Partnership Working

Partnership arrangements will be formalised with:

- Manchester City Council Work & Skills
- Local job brokerages
- Local colleges
- JCP and NEET-supporting organisations
- Community employment initiatives

Meetings will take place **before opening**, with a reintegration meeting at opening and review meetings thereafter.

### 4.3 Training Strategy for New Starters

All new team members will undertake Whitbread's established **three-week New Opening Training** programme, including:

- Role-specific training
- Guest experience and service standards

- Cross-department training
- Safety and compliance (including fire safety, safeguarding and Operation Makesafe)
- Apprenticeship onboarding where applicable

#### **4.4 Equality, Diversity & Inclusion and Fair Recruitment Practices**

All recruitment will:

- Comply with equalities legislation
  - Provide accessible application routes
  - Offer adjustments for candidates requiring support
  - Encourage applications from underrepresented groups
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### **5. Monitoring and Review Measures**

Whitbread will monitor recruitment outcomes and the effectiveness of local benefit delivery using the following:

#### **5.1 Data Collection**

The hotel will record (subject to GDPR):

- Home postcode / borough residency
- Apprenticeship participation
- NEET participation
- Source of candidate (JCP, MCC Work & Skills, college etc.)
- Training completed
- Employment duration / retention

#### **5.2 Reporting**

- A formal monitor report will be produced following hotel opening and share with Manchester City Council.

- Reports will be shared with Manchester City Council Work & Skills Team.
- The GM will review outcomes internally monthly.

### 5.3 Continuous Improvement

- Review recruitment practices after first six months of operation.
- Adjust local recruitment strategies based on feedback and data.
- Attend council-led employment forums where applicable.

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## 6. Implementation from First Occupation

Upon approval by Manchester City Council, this Framework will be implemented **from the point the hotel is first occupied by guests**.

Delivery will be overseen by:

- The **General Manager** (Local Benefit Lead)
- The **Whitbread New Openings Team**
- Whitbread's **Resourcing** and **Learning & Development** Teams

A **full Local Benefit Proposal** under Condition 28(b) will be submitted **within six months of the first use**, incorporating real operational data and evidence.

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## 7. Conclusion

This Local Benefit Proposal Framework provides Manchester City Council with a clear, deliverable, and measurable plan to maximise local employment, apprenticeships, and long-term skills development arising from the operation of the new Premier Inn Manchester hotel.

Whitbread is committed to ensuring that the hotel contributes positively to Manchester's economy and community from day one of opening.

## Appendix 1 -Example Training Timeline

Training plans for hub by Premier Inn run on a standard three-week timeline plus post opening support where possible. Training Plans are built based on each site and can be lengthened if there is the need – for example if the majority of the team are external with no hospitality experience. At the end of each day the training team will debrief with management and highlight team Members that may need additional support. The training team will provide a full training sign off document when the site opens which details training received as well as recommendations for any further training, should it be required. Post Opening Support and regional site support from neighbouring Premier Inns will also be provided to ensure the team are fully supported in the first week or two of trading.

The below, is an example of our Ground Floor Team Member Training Plan

|          | SITE NAME GROUND FLOOR |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
|----------|------------------------|----------|-----------|----------|----------|----------|---------|----------|----------|-----------|----------|----------|----------|---------|---------|---------|-----------|----------|---------|----------|---------|---------|---------|-----------|----------|---------|----------|---------|
| Date     | Date                   | Date     | Date      | Date     | Date     | Date     | Date    | Date     | Date     | Date      | Date     | Date     | Date     | Date    | Date    | Date    | Date      | Date     | Date    | Date     | Date    | Date    | Date    | Date      | Date     | Date    | Date     | Date    |
| Location | Off Site               | Off Site | Off Site  | Off Site | Off Site | Day Off  | Day Off | Off Site | Off Site | Off Site  | Off Site | Off Site | Day Off  | Day Off | On Site | On Site | On Site   | On Site  | On Site | Day Off  | Day Off | On Site | On Site | On Site   | On Site  | On Site | On Site  | On Site |
| Time     | Monday                 | Tuesday  | Wednesday | Thursday | Friday   | Saturday | Sunday  | Monday   | Tuesday  | Wednesday | Thursday | Friday   | Saturday | Sunday  | Monday  | Tuesday | Wednesday | Thursday | Friday  | Saturday | Sunday  | Monday  | Tuesday | Wednesday | Thursday | Friday  | Saturday | Sunday  |
| 00-07:30 | BAU                    |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 30-08:00 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 00-08:30 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 30-09:00 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 00-09:30 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 30-10:00 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 00-10:30 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 30-11:00 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 00-11:30 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 30-12:00 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 00-12:30 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 30-13:00 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 00-13:30 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 30-14:30 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 00-15:00 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 30-15:30 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 30-16:00 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 00-16:30 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |
| 30-17:00 |                        |          |           |          |          |          |         |          |          |           |          |          |          |         |         |         |           |          |         |          |         |         |         |           |          |         |          |         |

Appendix 2 -Example Data Report Sheet

Date of report  
completion/update

24/12/2025

| No. | Employee No. | Borough Resident | Borough of Residence | NEETs | Sourcing | New Starter Training | Start Date | No. wks. Employed | Live Contract | Date of Contract End | Additional Training | Additional Training Detail | Comments on 'Non-Live' Contracts |
|-----|--------------|------------------|----------------------|-------|----------|----------------------|------------|-------------------|---------------|----------------------|---------------------|----------------------------|----------------------------------|
| 1   | 3456789      | Yes              | Southwark            | Yes   | JCP      | New Site Opening     | 24/12/2025 | 21.9              | Yes           | N/A                  | Yes                 | Apprenticeship level 1     |                                  |

|    |         |     |               |     |                     |                             |                |     |     |                |     |                     |                                    |
|----|---------|-----|---------------|-----|---------------------|-----------------------------|----------------|-----|-----|----------------|-----|---------------------|------------------------------------|
| 2  | 9876541 | No  | Lewisham      | No  | Internal            | N/A<br>Internal<br>Transfer | 01/12/202<br>5 | 7.6 | No  | 24/12/202<br>0 | No  | N/A                 | Internal transfer to Premier Inn X |
| 3  | 7353729 | Yes | Southwar<br>k | Yes | Southwar<br>k Works | Induction                   | 12/12/202<br>5 | 1.7 | Yes | N/A            | Yes | Internal<br>courses |                                    |
| 4  |         |     |               |     |                     |                             |                |     |     |                |     |                     |                                    |
| 5  |         |     |               |     |                     |                             |                |     |     |                |     |                     |                                    |
| 10 |         |     |               |     |                     |                             |                |     |     |                |     |                     |                                    |

This is an example of the style of data capture we will provide; however, this is subject to meeting GDPR requirements and may require amendments to comply with current and upcoming GDPR legislation. The sheet will be completed for all employees. It must be noted that this document and further documentation relating to employees is for council review only and must not be made public without further review from Whitbread.