

EMPLOYMENT & SKILLS PLAN

Dakota 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), and the **Sunday Times Best Places to Work** in 2024 & 2025.*

DEPARTMENT	NUMBER OF JOB ROLES (heads)
Housekeeping	35
Maintenance	4
Bar & Grill	45
Kitchen	25
Front of House	35
All other	11
ESTIMATED TOTAL	150 (FTE 90)
Of which apprentice roles within first 12 months of trading	2

Recruitment plan:

- Recruitment advertising strategy is to advertise using online jobs boards, the primary one being Indeed, as well as advertising through local schools, colleges, universities, and get to work programs such as Springboard.
- Estimated 5% of the workforce is expected to be internal employee transfers from other Dakota sites in the UK, predominantly from our site in Manchester city centre.
- We currently have no employees on sponsored visas, and there are no plans to introduce sponsorship for roles at Manchester Airport.

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.
- Our Operations Director, Matt Townley, is Chair of the *Manchester Hoteliers Association*, driving awareness of quality careers in hospitality within the city.
- Charity partner with *Hospitality Action* group-wide, a charity dedicated to supporting hospitality professionals through financial aid, mental health services, and practical guidance.
- Work with *Springboard*, a charity that helps young people, unemployed individuals, and those facing barriers to work build careers in hospitality through training, mentoring, and job opportunities, across the brand.

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 of local residents who need upskilling and as a source of recruitment.



Our internal extensive catalogue of training sessions under '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.



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 through a culture of internal progression - over 75% of our leadership positions come from internal promotions.

Dakota are proud to have had a member of our team win a prestigious Acorn Award every year from 2021-2025.

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

Winners of the '*Excellence in Learning & Development Award*' 2024 by HR in Hospitality.

SUMMARY: LOCAL LABOUR PROPOSAL FRAMEWORK

	Indicative Target – set November 2025	Plan / Framework for Achievement
i) Measures proposed to recruit local people including apprenticeships	150	See Page 1.
ii) Mechanisms for the implementation and delivery of the Local Labour Proposal		Outlined in Page 1, 2, and 3.
iii) Measures to monitor and review the effectiveness of the Local labour Proposal in achieving the objective of recruiting and supporting local labour objectives		The intentions and aims set out in this plan will be reviewed by the HR Director within 6 months of the first occupation of the development, taking into account the information and outcomes about local labour recruitment.
iv. How many newly created jobs were City of Manchester residents	-90-95% of all jobs created -100% of apprenticeship roles	Tracking of post codes on the employment file
v. Number of hours dedicated to supporting young people and unemployed adults into work (e.g. career/sector talks; cv writing support; mock interviews)	5 hours in first 6 months	See Page 3.
vi. Number of weeks of meaningful works placements or pre-employment training for secondary school and further education students.	4 weeks in first 12 months	See Page 3.
vii. Number of hours of community projects and/or charitable efforts delivered with have skills and employability outcomes for residents	5 hours in first 6 months	See Page 3.
viii. Travel to place of employment - percentage of the team who use public transport to get to work	90%	There is no employee car parking to encourage use of public transport.

PEOPLE | EMPLOYMENT | OPPORTUNITY



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