

# Expert project study: setting up a sector skills council for the government of Pakistan



The purpose of this project was to identify mechanisms to improve the productivity of the visitor economy and hospitality in Pakistan. The scheme aimed to benefit both employers and employees, enhance business performance and deliver measurable results.

## Background

The British Council, in collaboration with the government of Pakistan, decided to explore the benefits of establishing a sector skills council (SSC) for the country's hospitality and tourism sector for a key regional authority. SSCs are independent, strategic organisations with responsibility for skills and workforce development for their sectors.

Their main aims are to reduce skills gaps and shortages, improve productivity, increase opportunities for all individuals in the workforce and improve the learning supply.

These organisations are firmly established in the UK and offer employers direct influence on training policy, input on education policy and training from apprenticeships to Masters Degrees.

## People 1st skills

Working with our partners, People 1st developed a bespoke research format, questionnaire templates and engagement models to gather evidence for the skills that would be required was gathered on the ground that underpinned the rationale for creating an SSC.

A ten-day study tour programme was delivered in the UK for 20 senior officials and policy makers. Workshops, with speakers and participants from areas such as education, government departments, skills organisations and trade bodies were delivered in London and Edinburgh. People 1st supported the subsequent development of workshop formats and facilitation briefs, to be undertaken in Pakistan, to underscore the proposal for an SSC.

People 1st also supported the final feasibility report with expert papers for the SSC Operations Manual that included:

- Terms of reference;
- Governance;
- SSC set up;
- Skills Academy model.

## Outcomes and Impact

As a result of the study tour visits and our subsequent work we are now positioned with the Pakistan Government for setting up a sector skills council for hospitality and tourism. Our work continues with our partners and employers providing a benchmark project for other regions in Pakistan.

## Pakistan

Client:

Government of Pakistan

The British Council

“ People 1st provided the expertise that is enabling us to set up a new sector skills council for tourism and hospitality. Our visit to the UK was most informative and helped shape our thinking. We are now implementing our plans and will draw on the expertise of People 1st to help us improve the education of our young people so that it matches the requirements of industry. ”

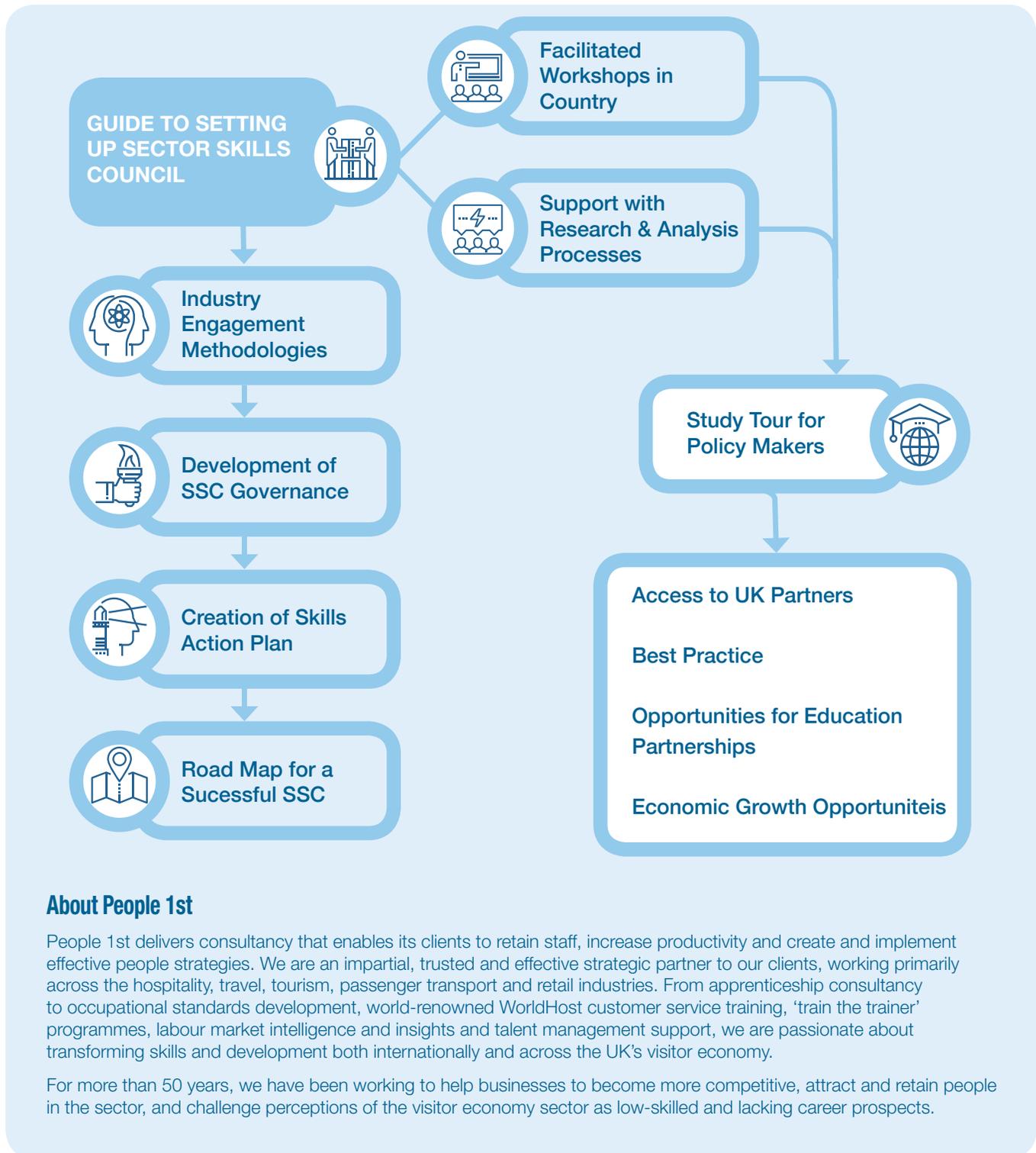
Sarah Parvez

Head of Higher education and skills

British Council Pakistan



## An expert guide to setting up a Sector Skills Council



### About People 1st

People 1st delivers consultancy that enables its clients to retain staff, increase productivity and create and implement effective people strategies. We are an impartial, trusted and effective strategic partner to our clients, working primarily across the hospitality, travel, tourism, passenger transport and retail industries. From apprenticeship consultancy to occupational standards development, world-renowned WorldHost customer service training, "train the trainer" programmes, labour market intelligence and insights and talent management support, we are passionate about transforming skills and development both internationally and across the UK's visitor economy.

For more than 50 years, we have been working to help businesses to become more competitive, attract and retain people in the sector, and challenge perceptions of the visitor economy sector as low-skilled and lacking career prospects.

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