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Hello <<First Name>>

Just wanted to sing the praises of 3 of our member hotels who have sparked the beginning of, what we hope will become, a rewarding partnership with one of their local secondary schools.

Encouraged by [Hospitality Connect](#) and their desire to inspire the next generation of hospitality talent; it's great to see such a positive start. Here's what they've achieved to date:

Armathwaite Hall + Cockermouth High School

December 24: Richard, Deputy GM presented to about 80 wide-eyed students. Feedback from Samantha Tinkler, Director of Curriculum Enrichment and Engagement “Richard was amazing with our students; they were so engaged. The talk was fabulous, and our Business Studies department was very grateful.”

Jan 2025: Sous Chef and CDP gave a demonstration at Cockermouth school to cookery students on knife skills when preparing fish and vegetables. They also made a sauce and encouraged the 30 students to taste. Sam reported “what a wonderful event for our students to enjoy with your chefs, we have celebrated this on social media”



Jan 2025: 15-20 business students and 2 teachers came for a tour and a discussion on the business to help understand different roles, duties, unique selling points etc.

Following the Business Studies tour, Armathwaite had three students ask for work - can't be bad!



Lakeside Hotel & Spa + Ulverston Victoria High School

In addition to the extensive work they do with college students, Lakeside Hotel & Spa entertained two year 10 students from Ulverston Victoria High School for a week's work experience in March. Students rotated round food & beverage, housekeeping & reception. They were both wonderful and did a great job, so much so, food & beverage extended an offer for them both to join the team in the future if they were interested.

Lakeside have also supported their careers fair and been into the school to conduct mock interviews which I know many of our other members also do.

Lake District Country Hotels + The Lakes School

Two launch assemblies on consecutive days in February saw a hall full of students and a 'larger than life' chef making his screen debut!



This was followed by 21 students visiting Cragwood Country House in March. The Cragwood team ran a 'Carousel Afternoon' choosing 3 modules from their internal trainee management programme adapted specially for the students aged 11-16 years.

The afternoon covered:

- The importance of an HR Department (Helen, HR Manager)
- Marketing Hotels (Amy, Marketing Manager)
- Revenue Management (Joe, Group Manager)

Feedback from Ken Pickering, careers lead at the school, was that this was a success.

Riding high on the wave, a second session is lined up for next month when it is anticipated 30 students will visit to look at:

- Selling, Planning & Delivering a Wedding (Helen, HR Manager)
- Maintaining an Award Winning Grounds Team (Garden Tour and talk by our Gardeners)
- Menu Building (Ambrus, Merewood's Head Chef)

It's great to see these partnerships developing, it will make such a difference to how our industry is viewed by the next generation of talent. We hope to report back on many more successes throughout the year, no matter how small, every little helps. If you're keen to get involved and need some support please let me know. I look forward to receiving more updates from other partnerships.

Many thanks

Tracey

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