



www.servingthefuture.scot

Serving the Future

Glasgow Sustainable
Food Directory

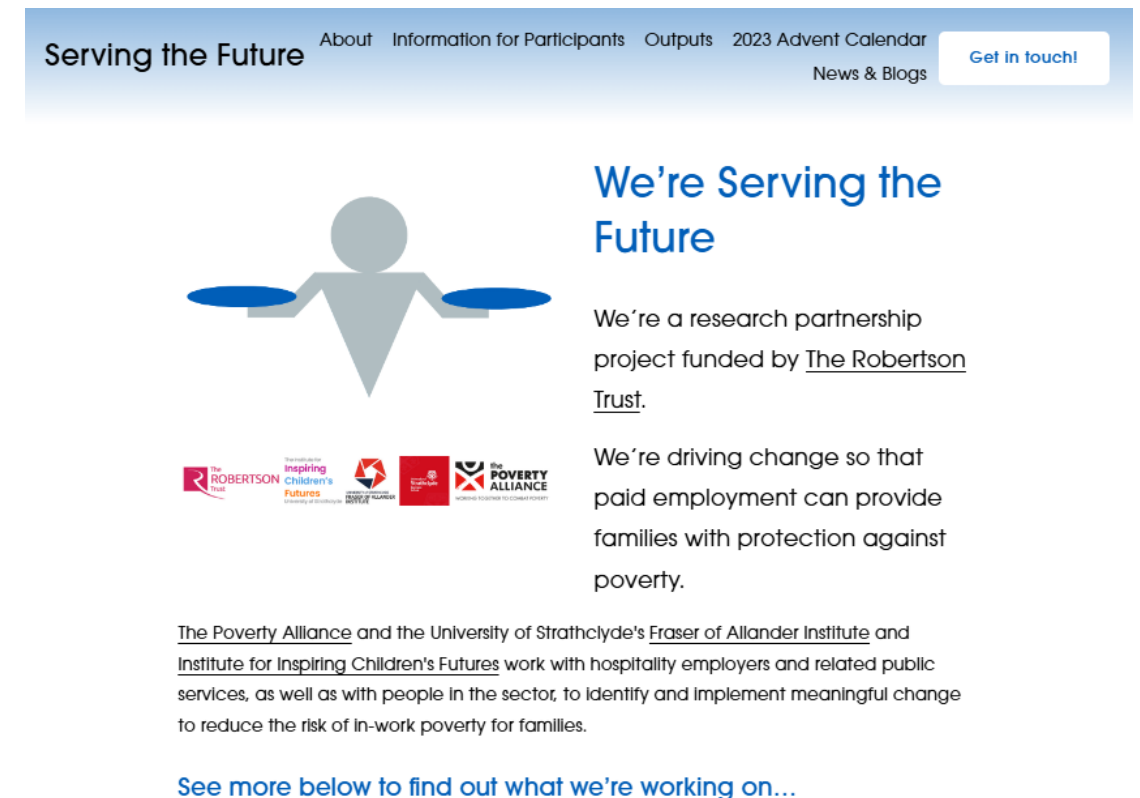
13th May



Who are we?

Serving the Future Project

- Action research project focused on understanding, reducing, and preventing in-work poverty in the hospitality sector.
- Aims to support both businesses and employees through research-driven insights.
- Funded by The Robertson Trust's Partners in Change programme, the project is delivered by the Fraser of Allander Institute (University of Strathclyde) and the Poverty Alliance.



The screenshot shows the 'Serving the Future' website. At the top is a navigation bar with links: 'About', 'Information for Participants', 'Outputs', '2023 Advent Calendar', 'News & Blogs', and a 'Get in touch!' button. Below the navigation bar is a large graphic of a person holding two blue plates. To the right of the graphic is the heading 'We're Serving the Future' followed by two paragraphs of text. Below the graphic are logos for 'The Robertson Trust', 'Inspiring Children's Futures', 'University of Strathclyde', and 'The Poverty Alliance'. At the bottom is a paragraph of text and a link 'See more below to find out what we're working on...'.

Serving the Future [About](#) [Information for Participants](#) [Outputs](#) [2023 Advent Calendar](#) [News & Blogs](#) [Get in touch!](#)

We're Serving the Future

We're a research partnership project funded by [The Robertson Trust](#).

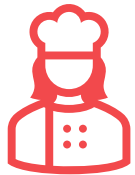
We're driving change so that paid employment can provide families with protection against poverty.

[The Poverty Alliance](#) and the University of Strathclyde's [Fraser of Allander Institute](#) and [Institute for Inspiring Children's Futures](#) work with hospitality employers and related public services, as well as with people in the sector, to identify and implement meaningful change to reduce the risk of in-work poverty for families.

[See more below to find out what we're working on...](#)

What have we done?

We have worked with...



EMPLOYEES

- Conducted interviews over three years with workers across Scotland in diverse roles to gather insight into their experiences.



EMPLOYERS

- Led workshops with business owners and managers to explore operational challenges, promote discussion, and encourage cross-organisational sharing of good practices.



INDUSTRY LEADERS

- Facilitated sessions with the Hospitality Skills Group (part of the ILG) to identify key challenges and future opportunities for the sector, and how we can prepare.



What have we found?

Some of our key findings ...

- Many **workers** have **left the hospitality** sector. Those who remain often cite factors such as **career development opportunities, access to training, and supportive management** as key reasons for staying.
- Many workers expressed a desire for **more training** and support but were unsure where to find it.
- **Employers** are time-constrained and face multiple pressures—e.g. cost of living crisis, Brexit, COVID-19. Despite these challenges, many are committed to **creating supportive environments** and providing development opportunities for their staff.
- Perception that hospitality roles are not “real jobs” or viable long-term careers in the UK.
- Low awareness within the sector of the range of charities and support organisations available to help both employers and employees.



Tourism & Hospitality Toolkit

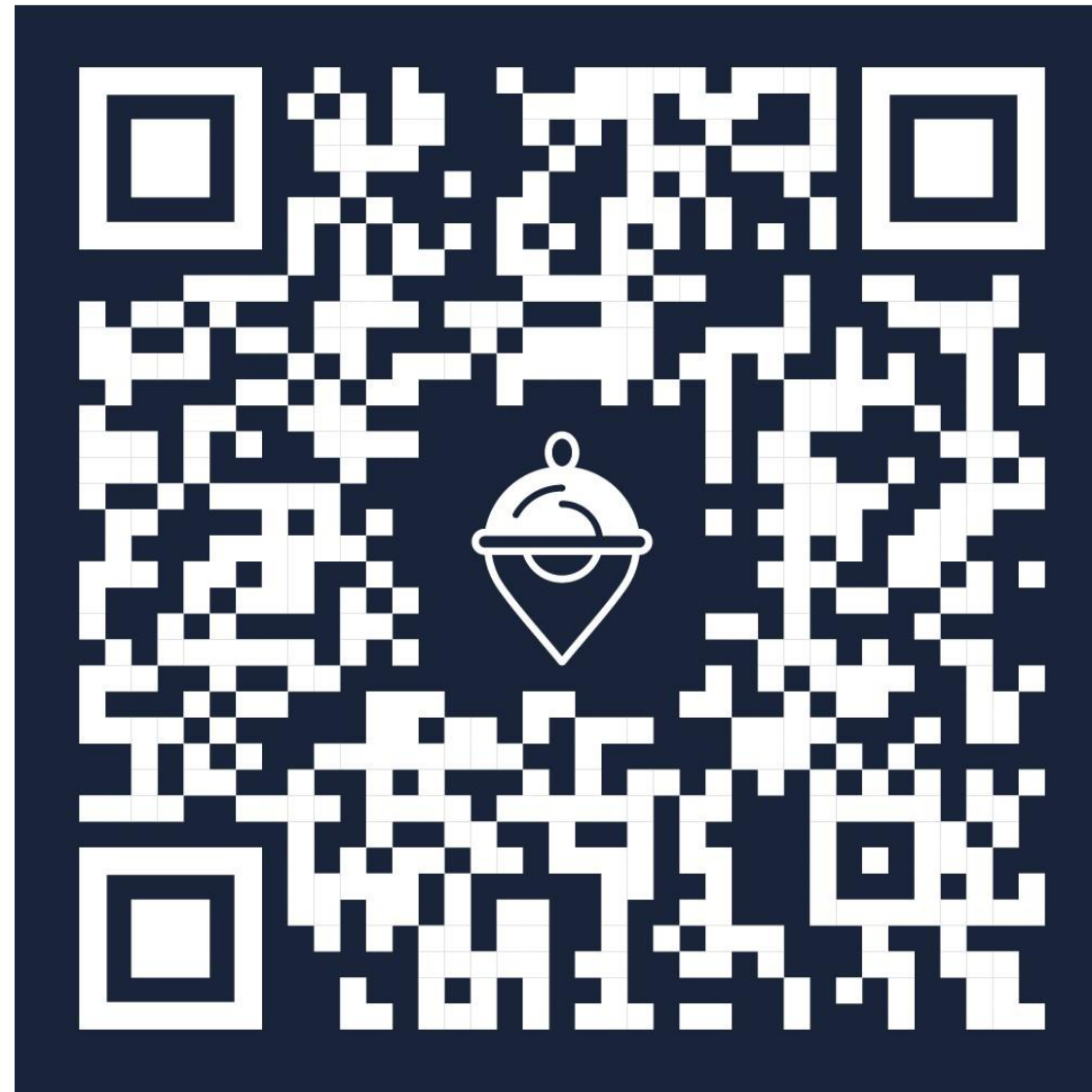
Tourism & Hospitality Toolkit

- From our research, we know that employees & businesses are time-poor and often struggle to find the resources they need and the support available to them – the toolkit is designed to be a one-stop-shop for finding support.
- We wanted to address this by making a free website which has all the expert advice, information and signposts to support for those in the industry in one accessible platform.
- To create the toolkit, we have had the support of industry bodies, workers and experts, but we will continue to add to the website over the coming year based on feedback.





Tourism and Hospitality Toolkit



www.tourismhospitalitytoolkit.co.uk



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