Modern slavery awareness training with hospitality students

Evaluation report summary

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Introduction

Key issues addressed

According to UK Hospitality, "the hospitality industry is the 3rd biggest employer in the UK, accounting for 3.2m jobs through direct employment in 2017, and a further 2.8m indirectly. The industry generated over £72bn of Gross Value Added directly to the UK economy, and a further £86bn indirectly." Hospitality has been repeatedly deemed in high-risk of modern slavery by experts. We believe that not only does the industry have the responsibility to address this risk, it is also in a privileged position to do so in that it can spot and disrupt many types of exploitation that not all industries are privy to.

The key risk areas for the industry are:
- **Labour exploitation within operations**. The fissured nature of the industry, the high reliance on outsourcing (i.e., housekeeping), the low engagement with unions, poor compliance with the National Living Wage, and forced self-employment status for workers all work to increase risk of more egregious forms of labour market infringements such as modern slavery.
- **Exploitation on the premises**. For hotels in particular, traffickers may use rooms for sexual exploitation and domestic servitude.
- **Global supply chains**. Global supply chains for products such as food, linen, uniforms and bath products are long and complex and will likely have exploitation occurring somewhere within them.

Overview of the organisation

Shiva Foundation aims to prevent human exploitation by working with those fighting it. We work with business, government and NGOs to make change happen. Our three pillars are:
- shifting corporate practice towards normalised ethical behaviour,
- addressing root causes of exploitation, and
- cultivating a prevention mindset to stop exploitation before it happens.

We created a widely used Blueprint for hotel General Managers, setting up the first of its kind hotel network to address modern slavery, and now working with the Gangmasters and Labour Abuse Authority to create a collaboration between business and government.

While Shiva Foundation has been working with the industry for a number of years, we believe that we can be more impactful if we work with those coming into the industry as well as trying to change practices that already exist.

The industry is becoming more interested in addressing modern slavery risk (for example membership bodies, such as UK Hospitality are working with organisations like Shiva Foundation on this) and we believe this is the appropriate time to ramp up our efforts within educational institutions. Education is one of the strongest forms of prevention work.

As such, previous studies have shown students value learning by engaging with industry professionals and organisations such as NGOs, local authorities and law enforcement.

Programme overview

Preliminary work

Based on the impact assessment we had done of our Stop Slavery Blueprint and its learnings, we decided to develop a programme to deliver a modern slavery awareness training to hospitality students in the United Kingdom. We drafted a concept note and engaged with Ray Nolan from Sheffield Hallam University to determine the scope of this proposed programme.

Phase one

To develop a training offer for UK hospitality students by working in partnership with Sheffield Hallam University hospitality students using a participatory approach.

Phase two

To deliver modern slavery awareness training to 20 classes (modules) across the UK using our newly developed training package.
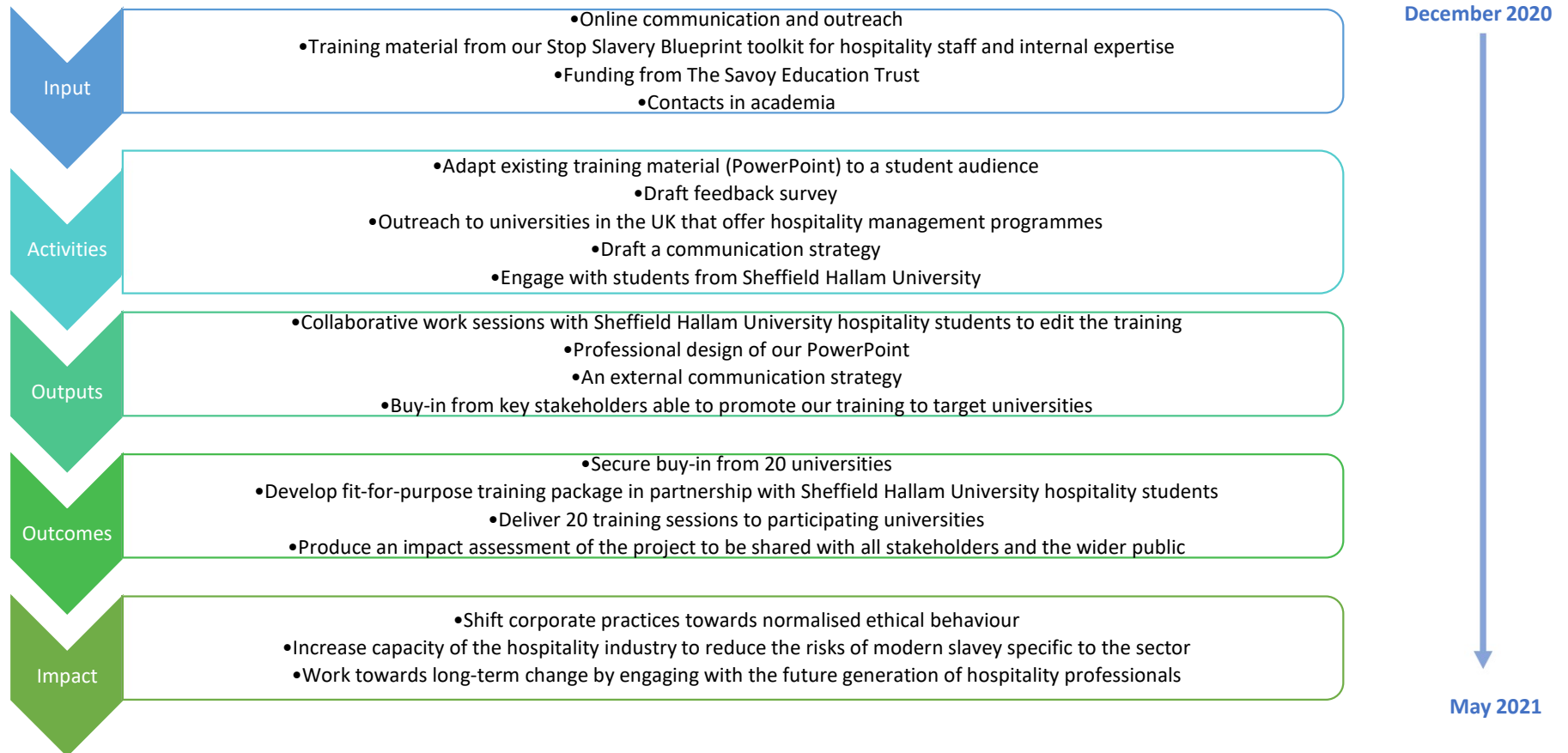
Phase three

To raise awareness with students on the risks of modern slavery, including simple steps to mitigate the risks, which will ultimately work to ensure that the next generation of hospitality professionals see addressing modern slavery risk as "business as usual".

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Method of evaluation

Approach	For the monitoring and evaluation of this programme we took a bottom-up approach. Indeed, we place student feedback at the center of our programme in order to implement a training that was interesting, useful and digestible for students, some of whom, were learning about modern slavery for the first time. Therefore, the qualitative and quantitative data that we captured focused on the impact our training was having on our target audience: students in hospitality management degrees.
Stakeholder survey	As mentioned, we created the survey in collaboration with students from Sheffield Hallam University. Because of timing, we started delivering training sessions before the survey was finalised (we had an alternative version to use for these sessions). We managed to get 51 respondents out of an estimated 400 students who received the training as part of the programme. Our Survey Monkey account is capped at analysing 40 responses, but all 51 are stored. The survey includes closed and open-ended questions which provides qualitative and quantitative data.
Qualitative data	We engaged with students after each session during the Q&A time we had. We were able to get their first impressions of the training. We received systematic feedback from professors whose modules had hosted the training. We collected feedback through a survey, as described previously. Some questions, being open-ended, provided qualitative data that was useful in ensuring we were working towards our expected outcomes.

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Planification – Result Based Management Framework (RBM)

December 2020

Input
- Online communication and outreach
- Training material from our Stop Slavery Blueprint toolkit for hospitality staff and internal expertise
- Funding from The Savoy Education Trust
- Contacts in academia

Activities
- Adapt existing training material (PowerPoint) to a student audience
- Draft feedback survey
- Outreach to universities in the UK that offer hospitality management programmes
- Draft a communication strategy
- Engage with students from Sheffield Hallam University

Outputs
- Collaborative work sessions with Sheffield Hallam University hospitality students to edit the training
- Professional design of our PowerPoint
- An external communication strategy
- Buy-in from key stakeholders able to promote our training to target universities

Outcomes
- Secure buy-in from 20 universities
- Develop fit-for-purpose training package in partnership with Sheffield Hallam University hospitality students
- Deliver 20 training sessions to participating universities
- Produce an impact assessment of the project to be shared with all stakeholders and the wider public

Impact
- Shift corporate practices towards normalised ethical behaviour
- Increase capacity of the hospitality industry to reduce the risks of modern slavey specific to the sector
- Work towards long-term change by engaging with the future generation of hospitality professionals

May 2021

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Outcomes – The objectives we were set to achieve by May 2021

Develop fit-for-purpose training package in partnership with Sheffield Hallam University hospitality students
Achieved in March 2021

We first delivered our training to students from several modules at Sheffield Hallam University. We then worked with a group of students who provided research insight and their input on how to make our training fit-for-purpose.

Secure buy-in from 20 universities

Achieved in May 2021

We were able to secure interest and buy-in from at least 20 universities across the UK who offer hospitality management degrees.

Deliver 20 training sessions to participating universities

Achieved in May 2021

We were able to deliver our training to 28 modules (classes) across the UK. Due to Covid19, all of our sessions were delivered remotely.

Produce an impact assessment of the project to be shared with all stakeholders and the wider public

Achieved in June 2021.

A detailed evaluation report was produced, and this document is a summarised version of the report.

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Outcomes – Universities where we delivered the training

Universities where we delivered training	classes who received the training	Date(s) training sessions were delivered
Sheffield Hallam University	3 (100 students)	Feb 8, 2021
University of Surrey	2 (90 students)	Feb 17, 2021
Ulster University Business School	1 (50 students)	March 1, 2021
Edinburgh Napier University	2 (online)	Recorded on March 11, 2021
University of Greenwich	1 (45 students)	Feb 22,2021
Wolverhampton University	2 (15 students)	March 30, 2021
University of Nottingham	1 (7 students)	May 11, 2021
University of Lincoln	2 (20 students)	May 10, 2021
Edge Hotel school (University of Essex)	4 (25 students)	May 7,2021 and May 14,2021
Leeds Beckett University	3 (15 students)	May 20,2021
Bournemouth University	1 (10 students)	May 20, 2021
University of Central Lancashire	6 (13 students)	May 28,2021
12 universities	**At least 400 students across 28 modules (classes)**	

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Outcomes – Student's feedback survey
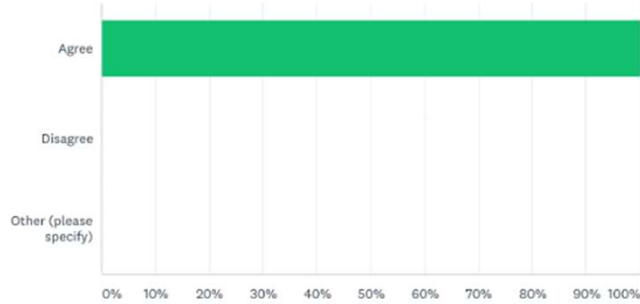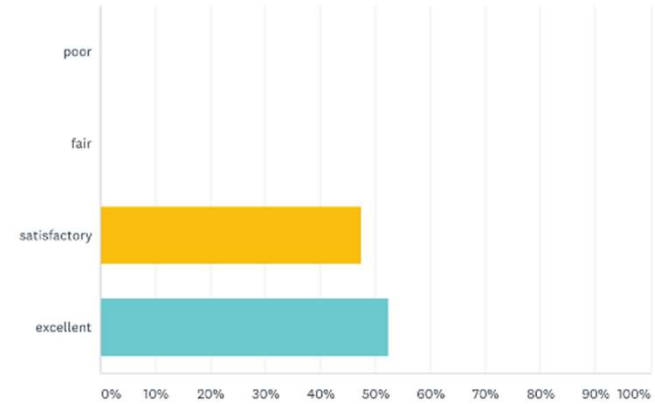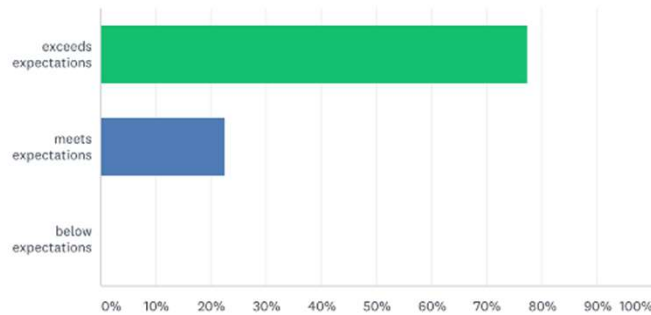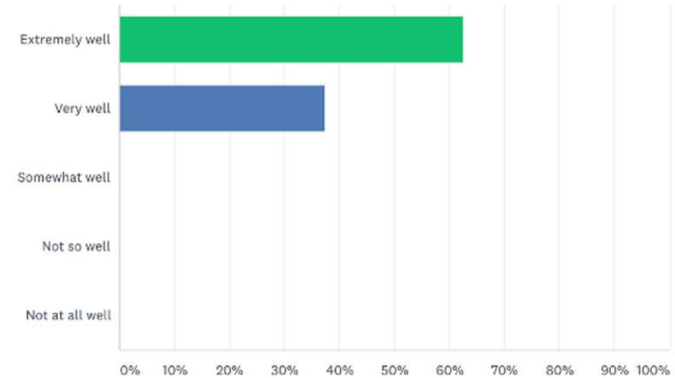
Learning from the programme

Replication and other effects
Making this training accessible (free) contributed to its impact as we noticed that more professors were inclined to include it in their modules faster than they would have otherwise been able to because they did not have to seek financial approval from their university.

Including a certificate of attendance for students who attended the training was also an incentive for students and academia who are proactively looking for elements to increase employability of their students.

We believe we were able to deliver the training to this many students (over 400) within this timeline because of the two elements listed above and that by making this training accessible and attractive more students will have been introduced to this issue and how to tackle it. Long-term, we believe that it will contribute to bring greater understanding of modern slavery risks in hospitality.

Shortcomings of the programme
- Absence of a partner due to illness
- Timeline of the programme that could have been better adjusted to university timelines
- Impact of Covid19 and remote learning

Sustainability beyond the programme cycle

Professors, notably from Leeds Beckett University, University of Lincoln, University of Nottingham, and Ulster University said they were interested in incorporating this training in their curriculum. This works toward the desired impact of the programme, which is to work towards long-term change by engaging with the future generation of hospitality professionals.

Also, several professors we engaged with said they would be interested in using our training as a base to raise awareness on modern slavery in other schools beyond hospitality management related classes. These examples demonstrate the opportunity for expansion within pre-existing structures, leading to a more sustainable and longer-term approach for the future.

Find out more on the Shiva Foundation website