



WELCOMING PLYMOUTH

OCTOBER 2026

Welcoming Plymouth is a sector skills partnership that is working together on skills, training, education, careers and jobs in the visitor economy sector – tourism, hospitality, retail and leisure.

The Welcoming Plymouth team are available every Wednesday at Cobourg House, Mayflower Street, PL1 1QX from 10am to 3pm.

The best way to connect and book an appointment is to sign up [online](#) and a member of the team will be in touch.

LATEST NEWS IN THE VISITOR ECONOMY

Making Matcha Work! – [click here](#)

The hospitality industry is constantly changing to meet customer demand. One of the latest trends is matcha, a green tea drink that has become increasingly popular due to its health benefits and social media appeal.

As trends like this grow, hospitality businesses need staff who can adapt to new products and customer preferences. However, businesses also need to make sure new menu items can be prepared quickly and consistently, especially in busy environments.

Successful employers look for practical ways to introduce popular products while maintaining good service. For people considering a career in hospitality, this shows the importance of being adaptable, learning new skills, understanding customer trends, and helping businesses deliver products efficiently and consistently.



LATEST NEWS IN THE VISITOR ECONOMY

Andy Burnham pledges £210m to regenerate UK's high streets – [learn more](#)

The Government has announced £210 million to help improve town centres and local communities across the UK.

The money will be used to bring empty and unused buildings back into use. These buildings could become community centres, health services, shared offices, cafés, and other useful local facilities.

This investment could create new jobs in areas such as hospitality, retail, construction, healthcare, customer service and administration. As buildings are renovated and new businesses open, employers may need more staff to support their growth.

Thriving high streets can attract more visitors, support local businesses, and create more job opportunities.

For job seekers, this shows how investment in local communities can help create new workplaces and career opportunities.

NEW OR COMING SOON TO PLYMOUTH

Just Dunne Baking

Send Noods?

Honey Butter Deli

Everest Flavours

Bello Fandango

Stringers

Natural Source

Taproom



SKILL SPOTLIGHT

CUSTOMER SERVICE SKILLS

Customer service skills are the skills needed to help customers, solve problems, and provide a good experience.

Communication

Being able to speak, write, and listen clearly so customers understand information and feel heard.

Active Listening

Paying full attention to what the customer is saying rather than simply waiting to respond.

Empathy

Understanding and acknowledging how a customer feels, especially when they are frustrated or upset.

Problem-Solving

Finding practical solutions to customer issues quickly and effectively.

Patience

Remaining calm and professional, even when dealing with difficult situations or repetitive questions.



SKILL SPOTLIGHT

Teamwork

Working well with colleagues and other departments to ensure customer issues are resolved.

Adaptability

Being flexible when dealing with different customers, situations, or changes in procedures.

Product and Service Knowledge

Understanding the organisation's products, services, policies, and processes so accurate advice can be given.

Time Management

Handling multiple enquiries efficiently while maintaining quality service.

Positive Attitude

Being friendly, approachable, and professional to help build strong customer relationships.

These skills are useful in many jobs, including customer service, admin, retail, hospitality, education, and public services.

SKILL SPOTLIGHT

Ways to Improve Customer Service Skills

- **Practice active listening** by paying attention to what customers are saying and asking questions to understand their needs.
- **Improve communication skills** by speaking clearly, using simple language, and being polite.
- **Build knowledge** so you can answer questions confidently.
- **Develop empathy** by understanding feelings and showing that you care.
- Learn **problem-solving techniques** to find effective solutions to customer issues.
- **Stay calm** under pressure when dealing with difficult situations.
- Take part in **training courses** to develop customer service knowledge and skills.
- **Reflect on your interactions** and think about what went well and what could be improved.

IS THIS THE INDUSTRY **FOR YOU?**

Many of us think about working in tourism, hospitality or retail but it is important to consider if it's right for you! Understanding your strengths, interests, and preferences can help you choose a role where you feel **secure, productive and satisfied.**

Tourism, hospitality and retail could be right for you if you enjoy **helping people, communicating with others, and finding solutions to problems!**

People who succeed in customer service are often **patient, friendly, and confident.** You should be comfortable **working as part of a team** and able to **stay calm** in busy or challenging situations.

A **positive attitude** and **willingness to learn** are also important. If you enjoy meeting new people, making a difference to someone's experience, and working in a fast-paced environment, customer service can offer rewarding career opportunities and valuable transferable skills for many different industries.

WHAT EMPLOYERS SAY

“Working in hospitality takes more than a smile and good service. It takes patience, resilience, attention to detail, and the ability to stay calm under pressure. It’s about going the extra mile, creating memorable and unique experiences, making every guest feel genuinely welcomed. Behind every great experience is a team of people who care, adapt, and give their best —often without anyone realising.”

Pete Adams – MOXY Plymouth



GETTING STARTED

Jobs and Apprenticeships

If you feel ready and want to start applying for roles now, check out the [Welcoming Plymouth Jobs Board](#). This resource is updated weekly and features the latest roles across tourism, hospitality and retail in Plymouth and surrounding areas.

You can also consider [apprenticeships](#). Apprenticeships are jobs with training and result in a full qualification.

Find local vacancies here:

- [GOV.UK Find an Apprenticeship](#)
- [City College Plymouth](#)
- [Achievement Training](#)
- [Focus Training](#)
- [On Course South West](#)



GETTING STARTED

Engaging in training, education and volunteering can give you an **extra edge** when applying for roles in the visitor economy.



Training and Education

You can enrol on short to full-time courses with a range of Plymouth providers. Some examples include:

City College Plymouth

- Hospitality & Catering
- Travel & Tourism
- Live Events Production

On Course South West

- Level 1 Introduction to Customer Service
- Level 2 Principles of Customer Service
- Level 2 Understanding Retail Operations
- Level 2 Warehousing and Storage

Achievement Training

- Level 2 Principles of Customer Service
- Level 2 Understanding Retail Operations
- Level 2 Cleaning Principles

University of Plymouth

- BA (Hons) Hospitality, Tourism and Events Management
- BSc (Hons) International Tourism Management

The King's Trust

Volunteering

You gain a **range of skills and experiences** through volunteering. Enquire with local charities, shops, events and places of interest!

You could try:

- [St Luke's Hospice Plymouth](#)
- [British Red Cross](#)
- [Cancer Research UK](#)
- [British Heart Foundation](#)
- [PDSA](#)
- [Children's Hospice South West](#)
- [Oxfam](#)
- [National Trust](#)
- [Plymouth Sound National Marine Park](#)
- [The Box](#)
- [Ocean City Events Volunteering](#)
- And many more!



For more suggestions on how to get started or more tailored advice, reach out to talk to one of our coordinators via

welcomingplymouth@plymouth.co.uk.

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