



Hospitality  
Now!



THE GOOD STUDENT  
EMPLOYER CHARTER

## What is the Good Student Employer Charter?

It's an initiative for businesses in the visitor economy (leisure, tourism, hospitality, retail) that hire students and want to champion best practice in student employment.

### Students as workers

- » Students are a key worker group for businesses in the visitor economy.
- » Students can contribute positively to workplaces with their energy, skills and ideas.
- » Students are drawn to hospitality jobs as the flexibility fits well with university commitments and they enjoy the social aspect of the work.

### Why join the Good Student Employer Charter?

Joining the Good Student Employer Charter can help businesses:

- » Build meaningful employment relations with young workers.
- » Address staff shortages, increase staff retention, reduce training costs, improve student-worker commitment, enhance customer service and boost student-worker wellbeing.
- » Support and mentor young workers in their first-ever jobs.
- » Shape future workers and their aspirations.
- » Improve the reputation of the sector and attract young talent.

**By signing up and committing to the Good Student Employer Principles, your business can benefit from a more engaged student workforce, while meaningfully improving the experiences of young workers at the beginning of their careers.**



Join the Good Student Employer Charter for **FREE**

As a signatory of the Good Student Employer Charter, you will receive **free access** to a range of training resources and promotional materials to display in the workplace as well as digitally on websites and social media.

**Sign-up now!** Scan the QR code or visit  
[hospitality-now.co.uk/good-student-employer-charter](https://hospitality-now.co.uk/good-student-employer-charter)





Destination Lincolnshire seeks to partner with like-minded organisations that are proactively and positively looking to support the visitor economy in Greater Lincolnshire. Hospitality, Now! is focused on understanding and bridging the gap between local employers and students who are looking for employment while studying in Lincoln and Lincolnshire, and we're truly excited to see what this partnership brings.

Generating billions of pounds for Lincolnshire and supporting thousands of businesses county-wide, the importance of the visitor economy cannot and should not be underestimated. Therefore, it's easy to understand why ensuring the next generation is actively ready to move into the industry to pursue rewarding careers is a top priority for us.

Hospitality is one of the most rewarding and life-shaping careers available for young people as they progress through their higher education years. Students can balance academic learning with the opportunity to adopt real-life skills from talented local business owners. The breadth of the sector also means that once graduated, hospitality and tourism have a job for every student, opening the door to faster career progression opportunities than almost any other industry.

For Lincolnshire businesses wishing to get involved in the Hospitality, Now! Good Student Employer Charter, there are countless benefits. Businesses will be able to access a student workforce through the University of Lincoln and other places that offer higher education, developing a two-way working relationship with a younger workforce to not only satisfy both employer and employee but bring new talent into local businesses and the wider visitor economy.

**Charlotte Goy**  
CEO at Destination Lincolnshire

Find out more about  
Hospitality, Now!



Destination  
Lincolnshire

