

Local accommodations for seasonal workers

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Many areas, from tourism to the hospitality industry, socio-cultural activities, sports and agriculture, require a large workforce for short periods at certain times of year. Recruiting temporary employees is vital to the economy of areas that depend on seasonal activities. There are major disparities between these areas, each of which has its own unique characteristics.

Housing: a key factor in attracting seasonal workers

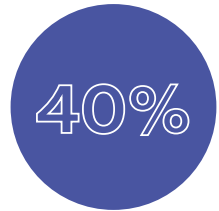
Recruiting sufficient numbers of seasonal employees is increasingly difficult during peaks in seasonal activity. This problem has **multiple reasons**. Among the difficulties identified, housing appears to be a major hurdle. Providing satisfactory accommodation is a key factor in attracting seasonal workers and ensuring the long-term survival of an economic activity that the areas concerned depend on.

Many innovative solutions exist

With this notice, the ESEC wants to spur a national strategy on housing for seasonal workers by supporting existing local initiatives. To compile examples of housing solutions, **a participatory platform** has been launched to collect success stories and the challenges encountered.

The Territories, Agriculture and Food Committee visited Rennes to draw inspiration from local initiatives and gauge the extent of the various obstacles that exist. A number of regional economic, social and environmental councils (CESER) have contributed to the notice, providing a much-needed local perspective on the issue of housing for seasonal or mobile workers.

At the crossroads of different skills and public policies, the issue of accommodations for seasonal workers suffers from a lack of clear leadership, a lack of clarity in existing initiatives and aid and a lack of pooling between the various players. To address these closely linked issues, the ESEC proposes **a cross-disciplinary approach based on four pillars**.



of applicants for seasonal jobs in tourism live far away. For lack of accommodation, 100,000 do not sign a contract.

¹ Source: hearing of the Association nationale des élus des territoires touristiques (National Association of Elected Representatives from Tourist Areas)

Implementing a national strategy for *housing seasonal workers* that supports local stakeholders' initiatives

NOTICE:

1 STRENGTHENING THE COHERENCE OF PUBLIC POLICIES

- **By whom?** An inter-ministerial delegate for seasonal housing responsible for coordinating the development of a national strategy.
- **How?** By giving a coordinating role to the regions (President of the Regional Council and Regional Prefect) to organise synergy between the various players, including on mobility, and implementing the right to experiment with innovative solutions tailored to specific local circumstances.

2 CREATING A FRAMEWORK FOR ACTION (LEGISLATIVE, REGULATORY, FISCAL, ETC.) TO PROMOTE HOUSING FOR SEASONAL WORKERS

- **How?**
 - By making housing for seasonal or mobile workers eligible for the same aid and schemes applicable to permanent housing (such as MaPrimeRénov');
 - By regulating furnished tourist accommodations better in areas under pressure;
 - By promoting the return to the market of vacant homes.

3 SUPPORTING THE DEVELOPMENT OF SHARED GROUP PROJECTS

Why? Group projects allow mobility, intermediation and other solutions to be shared. They can be run by non-profits or employer groups. Pooling must take place between different publics and across sectors. It allows the financial costs to be spread out, strengthening the projects' economic viability.

- **How? By encouraging aid for collective housing projects for mobile, multi-sector or multi-public workers, fostering inter-sector coordination, particularly at the level of employer groups, and promoting labour-management dialogue to implement innovative housing solutions.**

4 MEETING SEASONAL EMPLOYEES' EXPECTATIONS

A significant number of seasonal employees are unaware of their rights and the schemes that can benefit them, including financial aid.

- **Solutions:** Ensure the systematic distribution of guidebooks tailored to the target workers with the aim of reducing the rates of non-take-up of existing aid. Improve the real-time listing and dissemination of housing offers for seasonal employees and coordinate the matching process.

THE REPORTER

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