

HOSPITALITY TEAM MEMBER APPRENTICESHIP STANDARD

Standard Code ST0233
Course Level 2
Work Based
Funding Level £4000
Duration 15mths including EPA

Course Description

To undertake an apprenticeship in hospitality is to enter a diverse industry. From venues such as fast food takeaways, to pubs, clubs, restaurants and hotels to school kitchens, events centres and venues to name a few outlets.

Hospitality workers need to have a hard work ethic, a sense of fun and enthusiasm for delivering quality service to all their customer types. They need to learn the key behaviours to enable them to practice, develop and implement service competencies and attitudes needed in the world of work. Job roles are varied and the exact route of the course will depend on the type of business and service being delivered.

The craft areas we are able to offer within the standard are:

- Food and Beverage Service
- Alcoholic Beverage Service
- Wine Service
- Beer and Cask Ale
- Food Production

All routes incorporate: Business Knowledge and Skills, Customer Service Principles, Working with People, Food Safety, Legislation, Hospitality Behaviours and Craft Skills of the job undertaken. We aim to work with your business to train staff who are passionate about customer service and food quality, whilst working in a rewarding and worthwhile job that provides excellent career opportunities.

Off the Job Training

A key requirement of an Apprenticeship is Off-the-job training. This must make up an average of 6 hours per week of the apprentice's working hours, over the total duration of the apprentice's planned training period. Off-the-job training must be directly relevant to the apprenticeship standard and must take place within the apprentice's normal working hours. The new learning must be documented and reflected on through the Learner Journal on their e-portfolio.

Entry Requirements

The Apprentice will need to be in a relevant role and show a willingness to undertake the knowledge, skills and behaviours required. Apprentices without Level 1 English and maths will need to achieve this level and take the test for Level 2 English and Maths prior to taking the end-point assessment. They will also need to be prepared to attend a block study period for Maths and English if this is required.

Once they have been accepted on to the programme all apprentices will be required to attend a Lincoln College Induction. Apprentices will require access to a tablet/computer to access their e-portfolio.

Knowledge, Skills and Behaviours

KNOWLEDGE

Industry Knowledge: All hospitality team members must have the following introductory knowledge

- Understand what hospitality means.
- Appreciate the importance of hospitality behaviours.
- Know the range of businesses and establishments that make up the hospitality industry.

Core Hospitality: All hospitality team members must have the following core hospitality knowledge, skills and behaviours

KNOWLEDGE:

Customer:

- Recognise customer profiles in hospitality and how customers have different needs.
- Understand the importance of meeting, and where possible, exceeding customer expectations.
- Understand the importance of receiving and dealing with customer feedback.

Business:

- Know the business vision and values.
- Know how own role can minimise unnecessary financial loss.
- Understand how personal discipline in approach to work, can have an impact on the business/ brand reputation.
- Know the products / services that are offered by the business.
- Know how the business aims to increase its market share and compete against its main competitors.
- Understand how the use of technology can enhance customer service and productivity in hospitality businesses.
- Recognise and understand legislative responsibilities relating to the business and the products and / or services it offers.

People:

- Understand the importance of using appropriate methods of communication.
- Know how to support and influence the team positively.
- Understand how to work with people from a wide range of backgrounds and cultures.

First line supervision / Team leading

- Understand how to support the supervision of team members for example new and junior employees to assist line manager.

SKILLS

Customer:

- Clear and engaging communication.
- Deliver excellent customer service in line with the business/brand.
- Check that customers are satisfied with products and services.

Business:

- Perform activities to positively promote business/brand.
- Carefully handle payments and transactions.
- Prepare and organise own work.
- Clearly communicate relevant and useful information on products and services.
- Actively promote the unique selling points of the business.
- Use technology appropriately and efficiently.
- Comply with legal requirements.
- Work in a way that minimises negative effects on the environment.

People:

- Communicate accurately and effectively.
- Support team members to ensure that the products and services delivered are of a high quality.
- Put people at ease.

First line supervision / Team leading

- Contribute to meetings and planning shifts.

BEHAVIOURS

Customers:

- Use own initiative.
- Take an enthusiastic and positive approach.
- Take feedback from customers seriously.

Business:

- Proactively support the reputation of the business.
- Carry out activities with consideration of their cost and value.
- Organise own work.
- Confidently demonstrate a belief in the products/services.
- Demonstrate personal commitment to minimising the negative effect on the environment.

People:

- Take a friendly and outgoing approach.
- Demonstrate pride in own role.
- Operate in a fair and professional manner.
- Put people at ease.

First line supervision / Team leading

- Demonstrate the ability and confidence to deputise.

Hospitality specialist - Hospitality team members must select from one of the following specialist functions that we are able to offer:

- Food and beverage service.
- Alcoholic beverage service (apprentices that specialise in alcoholic beverages select one of the following options:
 - Wine Service
 - Beer/Cask Ale.
- Food production

Assessment

Assessment is done through a combination of practical tasks, written assignments, oral discussions and online tests throughout the programme.

- One to one support from a dedicated, professional assessor/instructor allocated to the learner for the duration of the programme.
- Work based assignments and projects to be completed in an e-portfolio.
- Case studies and in College course days as and when required for each learner. Two to five days typically.

- Job shadowing and mentoring.
- Employer led in-house training for mandatory subjects (e.g. Safeguarding, HACCP and Food Safety, Health and Safety, Legal Requirements such as Licensing Law and Trades Descriptions).
- Independent learning and research as directed by the assessor, relevant to the area of study and looking at the range of Hospitality businesses.
- Review of progress every 4-10 weeks with the Apprentice, Manager and Assessor, evaluating and contributing to what has been learnt and what the next steps to take are.

End Point Assessment

End Point Assessment

There will be an End Point Assessment (EPA) as the final stage of an Apprenticeship. The Apprentice must demonstrate their learning to an independent end point assessor and the overall grade available is distinction, pass or fail.

Assessment methods are:

- **Test:** The test will present the candidate with a range of real-life scenarios about which the learner will have to answer questions in a multiple-choice format within 90 minutes. The assessment will normally be undertaken in the workplace, under controlled conditions. Questions will draw from the knowledge and skills elements of the standard. There is an option for a pass or distinction, and it is our aim to enable the apprentice to develop the necessary skills to achieve a distinction.
- **Practical Observation:** A three-hour observation of the apprentice. This will be in their working environment. It will involve covering a range of tasks and can be split to cover preparation and service.
- **Business project:** This section will comprise a project looking at an idea/opportunity to make improvements to the business. It will require a research phase and will be presented to the employer and End Point assessor.
- **Professional Discussion:** A 40-minute structured meeting. The discussion will focus on the skills and knowledge gained on the programme.

Qualifications

You will be working towards gaining the following qualification: Apprenticeship in Hospitality Team member College course certificate covering Food Safety, Health and Safety, Legislation and Licensing, the Principles of Customer Service and Product Knowledge.

Progression

Progression from this apprenticeship is expected to be onto a hospitality supervisory or team leading role.

Fees

As an Apprentice, you will pay no course fees. However, your employer may have to pay towards your training as well as providing you with a wage. All Apprentices are entitled to the national minimum apprentice wage within their first year of training from their employer, although they can, and often do, pay more. In the second and subsequent years of an Apprenticeship programme, if you are aged 19 or over, the national minimum wage for your age would apply [<https://www.gov.uk/national-minimum-wage-rates>]

If you are an employer and want to find out more information regarding employer contributions and any further costs related to the Apprenticeship programme, please contact our dedicated Apprenticeship team at employers@lincolncollege.ac.uk

Business Benefits

Employers have designed the Apprenticeship Standards to meet the needs of the sector and industry. Ensuring they include:

- Relevant Knowledge, skills and behaviours ensure that the Standard is relevant to the occupation.
- Widening participation Apprenticeship standards provide opportunities to employees that may not previously have been available.
- Development tools A cost effective way to train your employees to undertake specific roles in your business.
- Return on Investment On average, an apprentice who has completed their course will increase business productivity by £214 per week (CEBR, 2015).