



Hospitality Team Member Apprenticeship



Level: 2 Duration: 12 to 18 months

Occupational Profile A hospitality team member can work in a range of establishments, for example bars, restaurants, cafés, conference centres, banqueting venues, hotels or contract caterers. The role is very varied and although hospitality team members tend to specialise in an area, they have to be adaptable and ready to support team members across the business, for example during busy periods. Specialist areas in hospitality include food and beverage service, serving alcoholic beverages, barista, food preparation, housekeeping, concierge and guest services, reception, reservations and conference and banqueting. The most important part of the role is developing fantastic **hospitality** skills and knowledge such as recognising customer needs, knowing how to match them to the products and services of the business and working as part of a team to ensure that every customer, whether they are eating in a restaurant, drinking cocktails in a bar, ordering room service in a hotel or attending a business conference feels welcomed and looked after.

Entry Criteria: Applicants will be assessed and interviewed to demonstrate that they have the ability to cover the range required by the apprenticeship standard, at work. In addition, the apprentices are expected to carry out initial assessments in English and Maths where they would be expected to ideally achieve Level 1 in both subject areas. If an apprentice has a GCSE in Maths and English or ICT at A*- C, they don't need to complete functional skills as a part of the apprenticeship.

Delivery Model: This apprenticeship standard can be delivered in a number of ways:

- At the employer site
- At the college campus
- It can be delivered to a cohort of learners or as one to one individual training
- The course is a roll on roll off programme which means that we can start this at any point in the year.

Progression: Individuals that successfully achieve the hospitality team member apprenticeship standard will be well placed to progress within the industry to move into team leading or supervisory roles.

Additional information: There are no entry requirements to the apprenticeship but employers may run their own selection process. Apprentices without Level 1 English and Maths will need to achieve this level and also sit level 2 in Math and English prior to completion of their Apprenticeship.

Knowledge and Skills

Customer

You will know and understand:

- Recognise customer profiles in hospitality and how customers have different needs
- Understand the importance of meeting, and where possible, exceeding customer expectations in line with the business / brand standards
- Understand the importance of receiving and dealing with customer feedback to support the improvement of products and services and provide value for money

You will be able to:

- Use clear and engaging communication to establish a good rapport with customers and ask relevant questions to determine their needs
- Deliver excellent customer service in line with the business / brand standards with the aim of exceeding customer expectations
- Check that customers are satisfied with products and services and act on feedback in line with business procedures

Business

You will know and understand:

- Know the business vision and values, its main competitors, how it fits into the wider hospitality industry and how own area of work contributes to achieving business targets
- Know how own role can minimise unnecessary financial loss to the business
- Understand how personal discipline in approach to work, for example time-keeping, attendance, personal appearance, personal presentation and conduct can all have an impact on the business/ brand reputation
- Know the products / services that are offered by the business, their prices and special offers and how to match them to customers' needs
- Know how the business aims to increase its market share and compete against its main competitors, for example its unique selling points, promotions and marketing campaigns
- 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
- Know how the activities in hospitality businesses can have a negative effect on the environment

You will be able to:

- Perform activities to positively promote business / brand standards and identify opportunities to increase sales and achieve customer loyalty
- Carefully handle payments, transactions, stock and packaging to minimise unnecessary financial loss
- Prepare and organise own work for example promptly arriving for shifts, communicating information at team meetings / briefings, following business / brand guidelines and procedures, meeting agreed deadlines
- Clearly communicate relevant and useful information on products and services based on a clear understanding of customers' needs
- Actively promote the unique selling points of the business and special offers available and promotions to customers
- Use technology appropriately and efficiently in line with company policy in a way that supports customer service and ensure that faults and maintenance issues are reported promptly
- Comply with legal requirements to avoid risks, minimise disruption to the business and to maintain the safety and security of people at all times
- Work in a way that minimises negative effects on the environment for example by managing wastage in line with business procedures

People

You will know and understand:

- Understand the importance of using appropriate methods of communication that are suitable for different situations and individuals' needs in a variety of hospitality contexts
- Know how to support and influence the team positively, recognising how team members are dependent on each other to meet business objectives
- Understand how to work with people from a wide range of backgrounds and cultures

You will be able to:

- Communicate accurately and effectively with others in line with the business culture to achieve the best result according to the situation
- Support team members to ensure that the products and services delivered are of a high quality, on time and meet customer expectations in line with business needs
- Put people at ease in all matters, adapt products and services as necessary, helping them to feel welcome and supported and provide them with information that is relevant to their needs

Knowledge and Skills

Leadership

You will know and understand:

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

You will be able to:

- Contribute to meetings and planning shifts, support shift briefings and assist in the monitoring of standards to help ensure quality is maintained

Behaviour

Customer

What is required:

- Use own initiative and have confidence in determining customers' needs
- Take an enthusiastic and positive approach to providing excellent customer service

- Take feedback from customers seriously and actively improve own customer service in line with business / brand standards

Business

What is required:

- Proactively support the reputation of the business and be aware of how it compares with its competitors
- Carry out activities with consideration of their cost and value
- Organise own work and have the confidence to ask for guidance, fully participate in performance reviews and training and act on feedback relating to personal performance
- Confidently demonstrate a belief in the products / services the business offers

- Keep up to date with how the business positions itself within the wider hospitality industry
- Use technology responsibly and take an interest in new developments that relate to own job role
- Work with integrity in a safe, honest and trustworthy manner putting personal safety and that of others first
- Demonstrate personal commitment to minimising the negative affect on the environment caused by work activities

People

What is required:

- Take a friendly and outgoing approach and enjoy talking and interacting with others, and communicating according to the business / brand standard

- Demonstrate pride in own role through a consistently positive and professional approach, and be aware of the impact of personal behaviour within the team
- Operate in a fair and professional manner

Leadership

What is required:

- Demonstrate the ability and confidence to deputise for the line manager when necessary

Hospitality Team Members must select one of the following specialist functions:

- Food and beverage services
- Alcoholic beverage services
- Barista
- Food production
- Concierge and guest services
- House keeping
- Reception
- Reservations
- Conference and events operations

End Point Assessment

The apprentice will be assessed to the apprenticeship standard using four complementary assessment methods. The assessment is synoptic, i.e. takes a view of the overall performance of the apprentice in their job. The assessment activities will be completed by the independent end assessor as follows:

On demand test:	Practical observation:	Business project:
<ul style="list-style-type: none"> ■ 90 minute on demand multiple choice test ■ Covers the core and relevant specialist function ■ Scenario based questions ■ Externally set and marked ■ Undertaken either on the employer's premises or off site ■ Full details located in Annex B 	<ul style="list-style-type: none"> ■ 2 hour observation of the apprentice in the working environment ■ Time may be split to cover preparation and service ■ Shows apprentice covering a range of tasks in their specialist function ■ Full details located in Annex C 	<ul style="list-style-type: none"> ■ Project to look at an opportunity/challenge/idea to make an improvement to the business ■ E.g. customer experience, reducing wastage ■ Researched and then presented to employer and independent end assessor ■ Full details located in Annex D

Complete the first 3 activities in ANY order



Professional discussion:

- 40 hour structured meeting
- Led by the independent end assessor, involving the apprentice and employer (e.g. line manager)
- Focusing on the areas of the standard identified in Annex A
- Full details located in Annex E

Completion:

Independent end assessor confirms that each assessment element has been completed. The overall grade is determined by the independent end assessor based on the combination of performance in all assessment activities and must include distinction in the observation and business project, plus a distinction in at least one of the other assessment activities and a pass in the other to achieve distinction overall.

