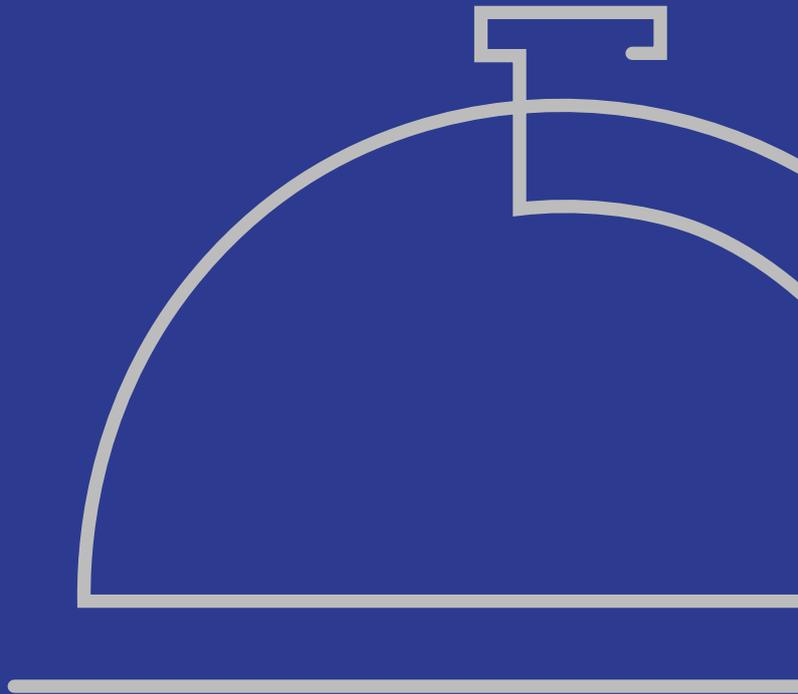


Apprenticeships +

Hospitality  
Team Member

Apprenticeship  
Level 2





## Quick Information

### New Apprenticeship Standard designed by employers for employers

**Sector**

Hospitality

**Who is it for?**

New recruits and existing staff

**Start date**

Flexible to suit employers

**Level**

Level 2

**Duration**

Minimum 15-24 months

**How does it work?**

Based in the workplace with tutor visits every 6 weeks and 1 day per month in college

**Content**

Designed to cover all essential knowledge, skills and behaviours

**Assessment**

Multiple choice test, practical observation, business project and professional discussion at the end of the programme.

**Qualification**

Hospitality Team Member Apprenticeship

**Review**

The apprenticeship should be reviewed after 3 years.

## Hospitality Team Member

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 and food preparation.

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.



## Key Areas of Study

Your learner will cover essential knowledge, skills and behaviours on their programme. Full details of what will be covered are outlined below.

## Industry Knowledge

### All hospitality team members must have the following introductory knowledge

- Understand what hospitality means; the culture of the industry and why delivering a customer experience to meet and exceed customer's expectations is so important to hospitality businesses.
- Appreciate the importance of hospitality behaviours such as personal conduct, being adaptable, using initiative and communicating with a diverse range of people.
- Know the range of businesses and establishments that make up the hospitality industry, their differences and similarities and the variety of job roles and progression opportunities that are available.

## Core Hospitality

**All hospitality team members must have the following core hospitality knowledge, skills and behaviours**

### Organisational Performance – delivering results

#### Customer

- 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.

#### Business

- 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.
- 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.

#### People

- 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.

#### 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

- 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

- 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

- 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.

### First line supervision / Team leading

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

## Behaviour

### Customer

- 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

- 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

- 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.

### First line supervision / Team leading

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

## Hospitality specialist

Hospitality team members must select from one of the following specialist functions:

### Knowledge and Understanding

#### Food and beverage service

- Know the range of food and beverage service styles and standards within different types of hospitality operations; the key features of menu items products and services, and basic food and beverage pairing in line with menu

#### Alcoholic beverage service (apprentices that specialise in alcoholic beverages select one of the three options)

- Know a variety of alcoholic beverages, their basic characteristics, information required for the customer, equipment required to store, prepare and serve them and storage conditions required for optimum quality
- Plus specialist knowledge from one of wine service, beer / cask ale or cocktails / mixology below
- **Wine service:** Know a variety of wine styles and popular grape varieties, their basic characteristics, basic wine and food pairing in line with the menu, information that will help inform customers, equipment required to store and serve wines and conditions required for optimum wine quality
- **Beer / Cask Ale:** Know a variety of beers, including bottled, keg and cask ales, their characteristics, basic food pairing in line with the menu, information that will help inform customers, the equipment required to store and serve them and conditions required for optimum quality and the correct cellar procedures and conditions
- **Cocktails / Mixology:** Know the main categories of cocktails, including common base ingredients, methods of preparing and serving them, how ingredients and equipment should be stored and information that will help inform customers

#### Food production

- Know how to perform basic food processing tasks such as preparation, cooking and regeneration of food in line with business / brand specifications and identify how to follow kitchen procedures to maintain food safety and quality.
- Know how to maintain excellent standards of hygiene and how to use equipment correctly and store food safely

### Skills

#### Food and beverage service

- Ensure each stage of food and beverage service meets business / brand standard, including, for example, customer arrival, provision of information, promoting menu and other items, taking and processing orders, serving food and drink and taking payments.
- Food and beverage service must be demonstrated in at least one food service style, such as table service, counter service, room service or conference and banqueting

#### Alcoholic beverage service (apprentices that specialise in alcoholic beverages select one of the three options)

- Provide accurate information on alcoholic beverages, prepare, serve and store alcoholic beverages in the correct manner and use specialist equipment for preparing and serving alcoholic beverages appropriately
- Plus specialist skills from one of wine service, beer / cask ale, or cocktails / mixology below

**Wine service:** Provide accurate information on the wine menu, make basic recommendations to customers based on menu, serve and store wine in the correct manner and use specialist equipment for preparing and serving wine appropriately

- **Beer / Cask Ale:** Provide accurate information on beers, including bottled, keg and cask ales; make recommendations to customers based on menu, serve and store beer and cask ales in the correct manner and use specialist equipment appropriately.
- Help ensure that the correct cellar conditions are maintained to preserve the quality of the beer / cask ale
- **Cocktails / Mixology:** Provide accurate information on the cocktail menus to customers, prepare cocktails using a range of ingredients and methods and adjust the cocktail to customers' taste and preference.
- Ensure ingredients are stored correctly and use specialist equipment appropriately.

#### Food production

- Perform basic cleaning, washing up, food processing, preparation, regeneration and cooking tasks following line with the kitchen procedures and maintain food safety and quality (basic food processing and preparation includes for example sandwiches, bar snacks, light bites, compiling desserts, toasted items).

## Behaviours

- Take a responsible approach to the preparation, sale and service of food and beverages for example in relation to safe handling and storage, and accurately communicating the contents of products.
- Use appropriate opportunities to upsell and promote additional products and services.
- Actively seek opportunities to delight and 'wow' customers in line with the business / brand standard.
- Demonstrate high personal hygiene standards and clean workstation ethic at all times.
- Take every opportunity to provide customers with all the information and services they need to get the best out of their stay, maintain discretion and customer confidentiality.
- Pay attention to detail and have high standards of cleanliness and presentation. Work in a discreet manner and maintain customer confidentiality.
- Be highly organised and has the ability to multitask whilst maintaining an engaging, friendly and helpful attitude to customers.
- Anticipate customer needs and can adapt products and services to meet them.
- Ensure interdepartmental and external communication provides good flow of information to meet and exceed customers' expectations.
- Actively seek opportunities to make a great guest experience.

## Training, Tutoring and Assessment

The whole programme takes a minimum of 12 months to complete, at which point your apprentice can start their end point assessment. The pace at which the apprentice progresses will be driven by you and the apprentice. We will work closely with you to plan and deliver appropriate support and training. Your apprentice will mainly learn on the job, but training and one-to-one tutoring are a key part of the new apprenticeship standards, not just assessment, with more time on tutoring as part of the off-the-job training. Training and tutoring are delivered in the workplace with no requirement to attend the College.

You will carry out joint reviews with us at regular intervals to discuss progress. You can use your normal performance management processes to monitor the progress of the apprentice, provide feedback and guide development. Your apprentice will be expected to keep a portfolio to track their learning and development throughout the apprenticeship.

## End Point Assessment

In conjunction with the College, you will be asked to formally sign-off that the apprentice has met the minimum requirements for knowledge, skills and behaviours within the apprenticeship standard and confirm they are ready to move on to the end assessment, which will be measured as follows:

**On Demand Test** – A two-hour test made up of multiple choice questions covering the core knowledge, behaviours and skills detailed above.

**Practical Observation** – The four-hour observation will take place in your workplace, and the apprentice will demonstrate skills in all core areas as well as their specialist area.

**Business Project** – This will focus on an opportunity/challenge/idea which the apprentice considers will make an improvement to your business. The apprentice is expected to gather and review information and make recommendations to management in a 2,000-5,000 word report.

**Professional Discussion** – Once the first three assessments are complete, the apprentice can move onto the professional discussion, which will take 90 minutes. You will be present to support the apprentice and confirm information. The assessor will ask questions relating to the period of learning and development as well as personal growth and reflection.

*For more information on the assessment for Hospitality Team Member please see the full assessment plan in the Apprenticeship Standard documentation. We will arrange the end point assessment.*



## Apprentice Entry Requirements

As the employer you can set your own requirements. Apprentices without Level 1 English and maths will need to achieve this Level, as well as take the test for Level 2 English and maths prior to taking the End Point Assessment. We will arrange the tutoring for these qualifications where required.

## Progression Opportunities

- Foundation Degree in Bakery and Patisserie
- Foundation Degree in Culinary Arts

## More Information

To find out more about the opportunities and financing of apprenticeships and to discuss your particular requirements, please email [apprenticeshipsandtraining@sheffcol.ac.uk](mailto:apprenticeshipsandtraining@sheffcol.ac.uk) or call **0114 260 2600** to speak to one of our friendly employer advisors.

## Get In Touch

### Email

[apprenticeshipsandtraining@sheffcol.ac.uk](mailto:apprenticeshipsandtraining@sheffcol.ac.uk)

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0114 260 2600

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## Why choose The Sheffield College?

As one of the region's largest providers of apprenticeships, The Sheffield College is more than just your local provider; we deliver the dedicated support you need to train and get the best out of your member of staff.

*We appreciate how difficult and time consuming it can be to recruit staff. That's why, when you recruit an apprentice with us, our dedicated apprenticeship recruitment service, Job Connect, will advertise the vacancy, engage your candidates and even pre-screen them to make the process as easy as possible for you.*

*We help you get the best deal by finding the right funding and we handle the paperwork to make the process of arranging an apprenticeship training programme as smooth as possible. Our employer partnership team, apprenticeship tutors and assessment staff are experts, and we invest time and money in training and upskilling them regularly so their knowledge is up-to-date and industry standard.*

*At The Sheffield College we go above and beyond; we know that every business is different and we help to develop apprentices who will meet the needs of your business.*