

Hospitality team member apprenticeship standard

A hospitality team member can work in a range of establishments, for example bars, restaurants, cafés, conference centres, banqueting venues, hotels or contract caterers. This is a very varied occupation and hospitality team members have to be adaptable and ready to support their co-team members across the business, for example during busy periods. A hospitality team member will 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

All hospitality team members will complete the core knowledge, skills and behaviours and one of the ten specialist options as follows food and beverage team member, licensed retail team member, barista team member, food preparation team member, concierge and guest services team member, housekeeping team member, receptionist, reservations team member or conference and banqueting team member.

Food and beverage	Food and beverage team members work in a range of front of house settings from pubs, clubs, bars, restaurants, cafes, canteens, contract catering, conference and events. The role will vary dependent on the type and size of business, and the type of customer. Most food and beverage team members will carry out a wide range of duties including greeting customers, taking orders, serving food and drink. Examples of job roles include waiter/ess, bar person, host, food and beverage staff.
Licensed retail	Whether the licensed retail team member is employed in a restaurant, bar, pub or other hospitality business the licensed retail team members will prepare, mix and serve alcoholic and non-alcoholic beverages correctly to customers either directly or through serving staff. Examples of job roles include bar person, wine waiter, cocktail waiter/ess
Barista	Baristas will prepare a range of beverages including coffee, chocolate, teas and smoothies, either directly or via serving staff. Impressions given at this point of contact are critical in influencing whether customers decide to visit or make future purchases. Examples of job roles include Barista in a coffeeshop, in a café or in a multisite outlet e.g airport, ferry
Food preparation	A food preparation team member will prepare simple dishes, for example, light snacks, desserts and sandwiches and in many establishments will also serve the prepared food, for example, waiting staff preparing cold desserts, café assistant preparing a toasted sandwich.
Concierge and guest services	In top hotels, on board ferries and cruise liners and in luxury apartment buildings, a concierge or guest service team member will act as the first port of call for customers; booking dinner reservations, transportation and generally making the impossible, possible. Concierge and guest services team members use detailed knowledge of their business, their locality and other contacts to fulfil any request a guest may have during the course of their visit. Examples of job roles include hotel concierge, guest service assistant, guest service agent, customer service assistant, client support
Housekeeping	Housekeeper team members are employed either in a private home or in a commercial environment such as a hotel or cruise ship. Housekeeping team members maintain a clean, sanitary, comfortable and tidy environment for guests, make up beds, store and distribute linen, report maintenance issues or safety hazards and respond to guest queries and requests. Examples of job roles will include room attendants, housekeeper, cleaner, housekeeping assistant
Reception	Reception team members serve visitors by greeting, welcoming, and directing them appropriately. They deal with guests on arrival and departure, selecting appropriate rooms, handing out keys, preparing bills and taking payments. Examples of job roles include receptionist, front desk administrator

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Reservations	Hotels, resorts and cruise ships employ reservation team members to assist customers with the planning and booking aspect of their visit or stay. They support customers with their reservation in person, on the phone, online or a combination of these.. Reservation team members often work independently as part of the wider team. Examples of job roles include reservations assistant, reservations co-ordinator, bookings assistant
Conference and events operations	A conference and banqueting team member works in a conference centre, hotel or event arena. Team members organise and assist in the running of private functions such as weddings, parties, dinners and dances, and with business functions such as presentations, exhibitions, training events, conferences, sales promotions and product launches. Team members welcome guests and delegates, set up and take down tables and equipment, or serve food and drink on the day. Examples of job roles include conference assistant, events assistant, social event coordinator, banquet and events server
Hospitality outlet team member	Hospitality outlet team members work in the day-to-day business operations of a retail food or gift outlet, such as quick service restaurants, branded coffee or sandwich shops which may be on a high street, within a shopping centre or on board a cruise ship or ferry. . Team members will ensure the outlet is sufficiently stocked and well presented within this fast-paced environment. Examples of job roles will include customer service assistant, front of house assistant, food and beverage assistant, takeaway assistant

Entry	Employers will set their own entry requirements
Duration	The duration for this apprenticeship is minimum 12 months.
Level	This apprenticeship standard is set at level 2.
Qualifications	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
Review Date	After 3 years

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

	Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
Introduction to the hospitality industry	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.	Ensure that all customer-focused activities are appropriate to the culture of hospitality businesses	Take every opportunity to provide customers with all the information and services they need to get the best out of their visit.
	Understand the range of businesses and establishments that make up the hospitality industry , their differences and similarities and the variety of job roles and how that can impact on job roles and responsibilities and progression opportunities.	Use a variety of sources to maintain an up to date awareness of the trends and developments within the hospitality industry	Ensure interdepartmental and external communication provides good flow of information to meet and exceed customers' expectations

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	Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
Customer	Recognise customer profiles in hospitality and how customers have different needs	Use clear and engaging communication to establish a good rapport with customers and ask relevant questions to determine their needs	Use own initiative and have confidence in determining customers' needs including being adaptable when dealing with a diverse range of people
	Understand the importance of meeting, and where possible, exceeding customer expectations in line with the business / brand standards	Deliver excellent customer service in line with the business / brand standards with the aim of exceeding customer expectations Accurately communicate information about the products and/or services	Take an enthusiastic and positive approach to providing excellent customer service Interact with customers, actively listening and communicating to enhance sales, encouraging other team members to do the same
	Understand the importance of receiving and dealing with customer feedback to support the improvement of products and services and provide value for money	Check that customers are satisfied with products and services and act on feedback in line with business procedures	Take feedback from customers seriously and actively improve own customer service in line with business / brand standards
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	Perform activities to positively promote business / brand standards and identify opportunities to increase sales and achieve customer loyalty	Proactively support the reputation of the business and be aware of how it compares with its competitors Actively seek opportunities to delight and 'wow' customers in line with the business / brand standard
	Know how own role can minimise unnecessary financial loss to the business including payments, transactions and stock	Carefully handle stock and packaging to minimise unnecessary financial loss Take a responsible approach to the preparation, sale and service of products and services for example in relation to safe handling and storage	Carry out activities with consideration of their cost and value and demonstrate integrity and honesty, taking responsibility for stock issues and action to address them
	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	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	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 Be highly organised with the ability to multitask whilst maintaining an engaging, friendly and helpful attitude to customers
	Know the products / services that are offered by the business, their prices and special offers and how to match them to customers' needs	Clearly communicate relevant and useful information on products and services based on a clear understanding of customers' needs	Confidently demonstrate a belief in the products / services the business offers. Consistently take opportunities to upsell and promote additional products and services

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	Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
	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	Actively promote the unique selling points of the business and special offers available and promotions to customers	Keep up to date with how the business positions itself within the wider hospitality industry
	Understand how the use of technology can enhance customer service and productivity in hospitality businesses	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	Use technology responsibly and take an interest in new developments that relate to own job role
	Recognise and understand legislative responsibilities relating to the business and the products and / or services it offers	Comply with legal requirements to avoid risk minimising disruption to the business and to maintain the safety and security of people at all times Maintain discretion and customer confidentiality at all times	Work with integrity in a safe, honest and trustworthy manner putting personal safety and that of others first
	Know how the activities in hospitality businesses can have a negative effect on the environment	Work in a way that minimises negative effects on the environment for example by managing wastage in line with business procedures	Demonstrate personal commitment to minimising the negative affect on the environment caused by work activities
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	Communicate accurately and effectively with others in line with the business culture to achieve the best result according to the situation	Take a friendly and outgoing approach and enjoy talking and interacting with others, and communicating according to the business / brand standard
	Know how to support and influence the team positively, recognising how team members are dependent on each other to meet business objectives	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	Demonstrate pride in own role through a consistently positive and professional approach, and be aware of the impact of personal behaviour within the team
	Understand how to work with people from a wide range of backgrounds and cultures	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	Operate in a fair and professional manner
First line supervision / Team leading	Understand how to support the supervision of team members for example new and junior employees to assist line manager	Contribute to meetings and planning shifts, support shift briefings and assist in the monitoring of standards to help ensure quality is maintained	Demonstrate the ability and confidence to deputise for the line manager when necessary

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

	Knowledge and Understanding (Know it)	Skills (Show it)
Food and beverage	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 the menu	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
Licensed retail	Know a variety of alcoholic, non-alcoholic and hot beverages, their basic characteristics and information required for the customer. Know and understand legislation relating to licensing, and the legal responsibilities regarding the sale of alcoholic beverages and age-restricted products. Know and understand about drugs awareness, conflict management, first aid and how to support the welfare of team members, visitors and customers at all times. Know the equipment required to store, prepare and serve beverages and storage conditions required for optimum quality	Provide accurate information on alcoholic, non-alcoholic and hot beverages, prepare, serve and store alcoholic beverages available in the organisation in the correct manner and use specialist equipment for preparing and serving alcoholic, non-alcoholic and hot beverages appropriately and comply with legislation relating to licensing, and the legal responsibilities regarding the sale of alcoholic beverages and age-restricted products
Barista	Know the main categories and types of hot and cold beverages in particular coffee, and the methods of preparing and serving them. Know how different ingredients should be stored, and the origins key ingredients. Identify specialist equipment, and know how to use it correctly and keep it clean and hygienic	Provide accurate information on hot and cold beverages, demonstrate how to make a variety of products, follow customer requirements for strength and flavour, ensure ingredients are stored correctly and use specialist equipment appropriately
Food preparation	Know how to perform simple food preparation/ regeneration 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	Perform basic cleaning, washing up, simple food preparation/ regeneration tasks and maintain food safety and quality (basic food preparation includes for example sandwiches, simple bar snacks, light bites, compiling desserts, toasted items) Present dishes to brand/organisation standard
Concierge and guest services	Know local and national information or where to access it and the variety of services available to customers. Know the process for procurement of additional products and services in order to meet customer needs and the business standards and procedures for room service and recognise the importance of following them.	Meet and greet customers, coordinate with suppliers of guest services and other organisations and source information that support customers' experience, promote services such as valet parking and stores or transfers customers' luggage, book external / additional services and provide a link between the customer and all departments within the business
House-keeping	Know how to clean and maintain a variety of areas and materials and understand the importance of responsibility using cleaning equipment, techniques, chemicals and agents, and ensuring that the appearance of rooms and external areas meet the business / brand standard	Clean and maintain bedrooms and public areas including furniture, fixtures and fittings, soft and hard flooring; identify and report maintenance needs and check that outcomes of work meet the businesses / brand standards for presentation

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Reception	Know business procedures for delivering reception operations and understand the requirements for processing personal and sensitive data; identify internal customers and their needs and how they feed into the operation. Know the products, facilities and services of the whole business and how to communicate these to customers, staff and visitors	Welcome customers and provide a broad range of relevant information relating to the business. Support an efficient check in / check out service for customers, answer enquiries and take reservations and bookings face to face, on the telephone or on-line. Be the link between visitors, staff and guests
Reservations	Understand how to take individual and group accommodation or event reservations in line with business / brand standard. Know the pricing policy of the organisation and how this ensures effective yield management. Understand requirements for processing personal and sensitive data	Take and process reservations and negotiate rates in line with own authority. Ensure reservations follow organisation's yield management policy. Support the team to plan events, show customers the facilities of the business and provide information on the typical procedure for running events
Conference and Events Operations	Understand how to adapt approach and communication with the customer depending on the nature of their visit and event for example the difference in approach for a wedding party or a business. Know how and where to secure resources and own authority to do so, in line with the organisations procedures	Support the delivery of a variety of events according to the business / brand standard. Co-ordinate with customers', suppliers and team members, ensuring the right resources are in place to meet the event brief.
Hospitality outlet team member	<p>Know legislative and business responsibilities towards customers</p> <p>Identify the correct levels of stock and consumable items to ensure sufficient for customer demand</p> <p>Understand how to maintain effective displays to support brand / business reputation, minimise wastage and reduce stock loss</p>	<p>Demonstrate a variety of sales techniques and communicate clearly to customers with up-to-date, accurate information</p> <p>Use payment technology correctly and in line with company policy</p> <p>Act in compliance with legislation and specific industry regulatory requirements at all times</p> <p>Ensure equipment and display areas are stocked and presentable</p> <p>Maintain the brand and business standard at all times through accurate administration, stock displays and merchandising materials</p>