

HOSPITALITY TEAM MEMBER APPRENTICESHIP LEVEL 2

EMPLOYER TRAINING & APPRENTICESHIPS

For new or existing staff

This apprenticeship standard is designed for all hospitality staff who work, or are looking to work in a range of establishments such as bars, restaurants, cafés, conference centres, banqueting venues, hotels or contract caterers. This apprenticeship provides the opportunity to develop fantastic hospitality skills and knowledge, such as recognising customer's needs, knowing how to match them to the products and services of the business. This apprenticeship is suitable for individuals looking to start a career in the hospitality and catering industry, as well as those already in employment.

Qualification

Hospitality Team Member
Apprenticeship Standard Level 2

Completers may want to progress to
Hospitality Supervisor Standard

Delivery model and duration:

Workplace delivery with a structured scheme of work.

Duration: 12 months plus up to 3 months for End Point Assessment

Ideal for:

- Hospitality team member
- Banquet server
- Bar staff
- Front Office / Reception

The apprenticeship will cover the following core areas:

- Customer service
- Understanding legislation
- Upselling
- Identify opportunities to promote the organisation
- Effective communication
- Resolve customer problems
- Become a specialist in a hospitality area
- Customer experience

Benefits to business:

- Excellent opportunity to upskill existing staff with a broad range of hospitality skills
- Staff will be competent, with knowledge of legislations required in a Hospitality environment (H&S)
- Develop a team who will drive your business forward in a competitive market
- Increase staff retention and experience

Entry Criteria:

- GCSEs in English and maths grade 9 - 3 or A* - D

Benefits for learners:

- Enhance your hospitality skills and gain a professional qualification whilst you work
- Great scope for career progression and personal development
- The opportunity to attend additional workshops such as food safety and personal license courses
- Continued support from Gloucestershire College and award winning trainers

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End Point Assessment

The End Point Assessment will test the entire Standard, and be undertaken as follows:

- On demand test: 90 minute on demand multiple choice test
- Practical observation: 2 hour observation of the apprentice in the working environment
- Business Project: Project to look at an opportunity / challenge / idea to make an improvement to the business
- Professional discussion: 40 minute structured meeting led by the independent assessor, involving the apprentice and employer (e.g. line manager)

Components

Functional Skills English and
Mathematics at Level 1
(working towards Level 2)

Area of knowledge Overview

Customer

- Recognise customer profiles in hospitality and how customers have different needs
- Deliver excellent customer service in line with the business / brand standards with the aim of exceeding customer expectations
- 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
- Know the products / services that are offered by the business, their prices and special offers and how to match them to customers' needs
- Actively promote the unique selling points of the business and special offers available and promotions to customers

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
- 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

Hospitality specialist

- Apprentices will then choose one area to concentrate on from a selection including:
- Food and Beverage Service, Housekeeping, Reception, Concierge and Guest Services