

Hospitality & Catering – structure of the industry

Catering establishments types & services provided

Hospitality covers all aspects of the accommodation & catering industry, for people away from home

Catering-providing a food & beverage to people e.g. Restaurants, fast food



- Sectors**
- Provide accommodation
 - Hotel/B&B/hostels/
 - Food & beverages
 - Cafes/restaurants/pubs & bars/fast food
 - Travel & tourism
 - Airlines/cruise ships/hotels/holiday parks
 - Entertainment & leisure
 - Spa centres/golf clubs
 - Meetings & events
 - Hotel & conference rooms



Types of provider

Catering services can be provided by:

- **In-house catering staff** – staff who work in the kitchen, which is a permanent part of the establishment. e.g. functions in hotels
- **Contract food service**– food is usually prepared in a central place and then delivered to the establishment. E.g. airlines, hospitals, schools care homes May also supply to places that don't have catering facilities like church halls, sports centres, open air concerts & sports events.

Suppliers

Supply businesses with their food & beverages. The type of suppliers used will depend on the kind of food & beverages sold.

Things to consider when selecting suppliers;

- **Cost** - who are competitive & offer the best value?
- **Delivery** – how efficient & reliable?
- **Quality** – is the quality good enough?

Suppliers can be;

- **Primary market**- e.g. farmers
- **Secondary market** – e.g. wholesale/distributor that supplies goods from the source of supply to the & low prices retailer/customer usually in large amounts at a low price
- **Tertiary market**- retailers/cash & carry

Commercial sector – aim to make a profit

Residential  
Provides somewhere to stay
e.g. hotels/guest houses/B&B/holiday parks/cruise ships/motorway services/airlines/youth hostels/long distance train travel

Client groups- individuals/family/groups/business groups for a longer meeting in a different city/holiday& leisure/guests for weddings & celebrations/overseas visitors/travellers breaking a journey etc.

H&C services provided – accommodation/housekeeping/food & beverages/room service/ restaurants & bars/business & conference facilities/wi-fi etc.

Job roles required (depending on the size of establishment)

- **Management** – manager /administrators
- **Front of house**- receptionist/porters/security staff
- **Food & beverage**- kitchen brigade/restaurant manager/ waiting staff/barista/bartender

Non-residential  
No accommodation just Hospitality & catering

e.g.

- **Restaurants**- dining rooms/bistros
- **cafes**/coffee shops/tearooms
- **Take-aways & fast food outlets**
- **Pubs & bars**
- **Concert /gig venues**
- **Visitor& tourism attractions**
- **Street food**
- **Mobile vans**
- **Pop-up restaurants.**

Client groups- Individuals/families/groups/tourists & visitors/workers on regular hours/shift workers

H&C services provided- food & beverages
Private rooms for business/celebrations/conference & business meetings/wi-fi

Job roles required (depending on the size of the establishment)

- **Management** – managers and administrators
- **Front of house**- receptionist/dining room manager/ head waiter/waiting staff/barista/bartender
- **Food & beverage** – kitchen brigade

Non commercial sector - don't aim to make a profit

Residential	Non residential
<p>1. Public sector</p> <ul style="list-style-type: none"> • health& welfare – NHS hospitals & HNS nursing homes/emergency services/prisons • Education – schools/colleges & universities • Armed forces- navy/air force/army <p>2. Private sector-</p> <ul style="list-style-type: none"> • Private nursing & care homes • Boarding schools <p>3. Other- Hostels & shelters</p>	<p>1.Public sector</p> <ul style="list-style-type: none"> • Schools and nurseries • Day care centres • Charity food suppliers • Canteens in offices <p>2. private sector</p> <ul style="list-style-type: none"> • Schools and nurseries
<p>H&C services provided- accommodation /food & beverages through the day & night (shift workers)</p>	<p>H&C services provided – food & beverages</p>
<p>H&C job roles (depending on the size of the establishment)</p> <p>Management – managers/administrators</p> <p>Front of house- receptionists/porters/security staff</p> <p>Food& beverage- kitchen brigade/dining room manager/volunteers</p>	<p>Client groups –varied depending on the sector i.e. elderly, prisons, homeless, schools</p> <p>H&C job roles (depending on the size of the establishment)</p> <p>Management – managers/administrators</p> <p>Front of house- receptionists/porters/security staff</p> <p>Food & beverage- kitchen brigade/dining room manager/volunteers</p>

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Types of service	
Food service	Description
Formal restaurant	Food is usually served to customers by waiting staff. <ul style="list-style-type: none"> • Plate – the meal is plated up and brought to the customer’s table. • Waiting service = the food is served to the customer at the table by waiting staff. • Gueridon – (trolley or moveable service) food is cooked at the table for a dramatic effect e.g. flambéed steaks/crepes.
Self-service	Customers help themselves e.g. carvery where the meat is carved by the chef and the customer can help themselves to the vegetables & accompaniments.
Fast food	Food is made to order really quickly, it can be taken away or eaten in.
Take away	Places like Indian, Chinese, pizza take-aways take an order and deliver the food to the customer’s home or the customer can order in person and take it away.
Cafes	Small or inexpensive restaurant or coffee bar, serving light meals and refreshments.
Street food	Ready-to-eat food or drink sold on the street or a public place e.g. festivals.
vending	Drinks & snacks available from a vending machine, often in places like train stations, leisure centres, hospitals, schools. Are coin-operated and customer can see their choices clearly.
Transport catering	Planes/cruise ships/long distance train travel will have a variety of food services.
B&B	Provides overnight accommodation & breakfast. Usually private family homes where rooms are available to guests.
Hotel	Provides accommodation and food & drink options. Many hotels offer breakfast/lunch/evening meal/room service. Budget hotels will have less options.



Food hygiene rating
 0= urgent improvement
 1= major improvement is necessary
 3= some improvement is necessary
 4= hygiene standards are good
 5= hygiene standards are very good



Hotel/guest house ratings
 Star ratings inform customers about each establishment looking at the kind of facilities it has
 Range from 1 ★ to 5 ★★★★★
<https://www.which.co.uk/reviews/uk-hotel-chains/article/hotel-star-ratings-explained>

Knowledge organiser – H&C structure of the industry

Job roles

Management

Finance manager- responsible for the finance and security of the business

General manager- responsible for the day-to-day running of the business. Responsible for making profits and that staff carry out their duties to a high standard.

Kitchen brigade

Head chef or executive chefs – in charge of the kitchen. Includes menu planning, food production, ordering supplies, costing dishes, managing stock, hiring & training staff, planning staff rotas, kitchen hygiene. Most chefs start off as a commis chef before coming a section chef. Need good budgeting skills, communication, cookery skills, work under pressure.

Sous chef- in charge of food production & often in charge of the day-to-day running of the kitchen. Need excellent cookery skills, good organisation, excellent communication.

Chef de partie – responsible for a section of the menu/area of the kitchen And a number of staff who they allocate jobs to. Jobs can be ; sauce chef/ fish chef/vegetable chef/roast chef/soup chef/larder chefs (cold starters & salads)/relief chefs who come in & cover other staff when they are not in.

Commis chef – assistant chef will do the easier tasks, may be apart of an apprentice scheme at college. Must have good communication & enjoy cooking.

Kitchen porter – washes up/basic vegetable preparation

Stock controller- in charge of all aspects of store keeping and stock control

Front of house

- **Receptionist-** greet customers & manage visitors and booking systems
- **Waiting staff-** prepare tables, take food orders, serve, take payment & clear tables.
- **Bar staff-** serve drinks & take food orders, fill shelves and change barrels, clear tables.
- **Barista** – makes and serves hot and cold drinks, in particular different kinds of coffees
- **Sommeliers-** advise on suitable wines
- **Concierge** – assists guests by making bookings/reservations for local attractions/taxis/shows etc.

House keeping

- **Head house keeper** – allocates jobs to room attendants & ensures rooms are cleaned properly. Must communicate well and be organised.
- **Room attendants-** clean and get the rooms ready for guests, changes towels & bedding.
- **Maintenance-** carries out any repairs/books in specialists trades.

Administrator

- **Secretaries** – help the business to run smoothly, deals with emails/calls/filing& ordering
- **Accountants** – book keeping make sure all the bills are paid

Hospitality & Catering –AC 1.2 – 1.3

Supply & demand

Supply = the ability to create something e.g. service/food/job
Demand =the desire for something e.g. service/food/job

- The hospitality industry is the 3rd largest employer in the UK. So supply & demand is high for a range of jobs from skilled roles such as a pastry chefs and silver service waiting staff to less skilled but still just as important such as cleaning staff.
- Busier times of the year mean that there is a greater demand for staff e.g summer and Christmas
- Demand will be higher in tourist areas
- The H&C industry employ many part-time workers
- Staffing levels & required skills/jobs might change demand; supply is affected by the availability of trained staff with the right skills.
- As of 2018 EU nationals make up 40% of the UK's hospitality workforce. Changes in government e.g. Brexit could see a reduction in the number of EU nationals so the supply of staff may not meet the demand.

Jobs for specific needs

Trends and differing customer needs can lead to the creation of jobs to meet these needs.

- New technologies to order food on line e.g. Deliveroo, Just Eat & Uber Eats is increasing



- Growths in the market for more Vegan, vegetarian and allergen-free dishes restaurant can be more flexible with what they offer.
- Street food & festivals – is growing to meet customer demand



Wages continued...

Wages increase every April.

Average salary is 25,000

Salaries can be affected by supply & demand if there is more demand for

staff in the summer then there is more chance for more shifts = more money

Average salaries www.read.co.uk

Role	Average salary
Hotel manager	37,310
Head executive chef	36,613
Pastry chef	30,530
Housekeeper	24,055
Receptionist	21,596
Porter	17,718
Waiting & bar staff	16,735
Kitchen staff	16,556

Personal attributes

Head chef- organised, high stamina, able to accept criticism, creative flair, passion for food & cooking, can handle stressful situations.



Receptionist- professional, polite, works as part of a team, clear communicator, helpful, can learn new skills quickly.



Commis chef

Good listener, clear communicator, can work as part of a team, passion for food & cooking, good stamina.



Housekeeper physical stamina, tactful, diplomatic, courteous polite, calm, good memory, can work as part of a team.

Training AC1.2

Ks4 level 1 / 2 Vocational Award in Hospitality & Catering

Post 16-19 certificate in Hospitality & catering level 1, certificate in introduction of culinary skills level 1, diploma in introduction to professional cookery level 1, diploma in Hospitality & Catering level 2, diploma in introduction to professional cookery level 2

Universities degree, HND & HNC courses in ; Catering, hospitality, culinary arts, hotel management, food & beverage service

Apprenticeships these provide both work experience & training

In-house training- on-the-job training provided by the establishment you work for

Employment contracts AC1.3

Contract= a formal document designed to protect the employer & employee. Explains duties & responsibilities, role, working hours, sick pay, holiday entitlement, notice & pensions.

Types of contract

contract	How it works
Full time permanent	Working hours & day are specified, can have sick & holiday pay
Part time permanent	As above but reduced sick & holiday pay, (pro rata)
Casual work	Usually seasonal, entitled to sick/holiday pay based on hrs worked
Zero hours	A contract between an employer & worker in which no minimum hours are given & the worker does not need to accept the work when it is offered, entitled to minimum wage and holiday pay.

Rates of pay AC 1.2

Depends on the age;

- The national minimum wage is the minimum pay /hour workers above school age are entitled to.
- Staff aged 25 + should get the national living wage, which is higher than the minimum wage.
- Apprentices are entitled to an apprentice rate if under 19, or 10 & over and in their 1st year of apprenticeship.



Knowledge organiser –job requirements within the H&C industry

AC1.2-4

Hospitality & Catering working conditions-AC 1.3

Working hours

The working Time Directive states that you cannot work more than 48 hours a week if you are under 18.
 You can't work more than 8 hours a day.
 Chefs work unsociable hours – late nights/weekends

Rates of pay

- Pay means any money payable to a worker in connection with their employment.
- A **salary** is a form of payment from an employer to an employee, which may be specified in an employment contract. It is a fixed amount per pay period, for example an annual salary.
 - A **wage** is money paid by an employer to an employee in exchange for work done. It is usually an hourly rate that is multiplied by the number of hours worked.
 - Pay can include:
 - The hourly/weekly rate agreed with an employer, depending on age, experience and the role and responsibility of the job.
 - Bonus payments, tips, rewards and commission.
 - Sick pay.
 - Holiday pay.
 - Maternity, paternity or adoption pay.

Holiday entitlement

- Most workers are legally entitled to 28 days (5.6 weeks) of paid holiday a year. An employer can include bank holidays in this allowance.
- Full-time workers who work a five-day week must receive at least 28 days' paid annual leave a year.
 - Part-time workers are entitled to a reduced amount of paid holiday depending on the number of days/hours worked. For example, if they work three days a week, they must get at least 16.8 days' leave a year (3 * 5.6).

Remuneration

- Workers in hotels and hospitality can benefit from other remuneration on top of their salary. This can include tips, service charges, subsidised food and accommodation, or bonuses.
- In the UK, restaurant tips are generally between 10 and 20 percent of the bill; some tips can be higher when excellent service is provided.
 - The tips are usually divided out between the staff. This is known as a **tronc** arrangement; the person who works it out and distributes it is called a **troncmaster**.

Factors affecting the success -AC1.4

Cost profit, economy

Material costs e.g. ingredients, beverages, consumables like napkins & cleaning materials.
Labour costs e.g. salaries and wages for all staff.
Overhead costs e.g. energy bills, rent, furniture (not connected to material or Labour) - variable can change e.g. cost of food & drink.
Fixed costs stay the same such as rent, insurance etc.



Sales income – money taken in a day
Gross profit – sales income – food cost
Net profit – sales income – all costs

Environment

Sustainable: doing something in a way that maintains & improves the environment for future generations



Seasonal foods : foods that are only available at certain times of the year.

Reduce

- reduce portion size
- Provide 'doggie bags'
- Compost food waste
- Less packaging

Reuse

- Left overs/extra foods e.g. left over mash to make fish cakes
- Ask guest to reuse towels in hotels

Technology

- Computer systems sharing data on booking/payment EPOS/online bookings/mobile phones room keys/cashless payment/email list for promotions/social media advertising & connect/recruiting staff
- Media- social media-** attract a large audience/people can recommend/deals can be shared/a **downside**= people can have negative comments
- Celebrity endorsement-/influence
- Review sites-customer** can view feedback before booking
- Newspapers/TV/magazines**
- Maps – customer can find easily

Economy

- Supply of money & the state of the country.
- VAT** – a tax of 20% of food & drink sales go to the government.
- Exchange rate**-if the value of the pound is good, more tourists = more money spent in the H&C sector.
- Supply & demand** – weather problems where food is grown = price hike.
- Strength of the economy**- during a recession people spend less, when the economy is strong people spend more.

Sustainable farming methods

Many farmers grow and rear animals in a way that improves the environment e.g. farming organically
 Animals reared being treated well to ensure they have a good life

Recycle

- Use recyclable packaging
- Recycle bins in hotels
- Use large bottles of shampoo/sauces

Reducing water

- Only boil the water you need
- Boil foods together
- Only use the dishwasher when full
- Encourage showers
- Don't leave taps running
- Ask guest to reuse towels

Reducing energy-

- Install solar panels
- Double glazing
- Use the correct size pan on hob
- Switch gas off when not in use
- Buy energy efficient equipment

Emerging & innovative cooking techniques

- Multicultural trends & fusions e.g. different flavour and usual taste e.g. mushroom & cheese tea
- Increasing vegan/vegetarian options
- Cooking with bugs
- Spiralised vegetables
- Vegetable rice e.g. cauliflower broken down in a food processor
- Reduced calorie meals
- Fermented foods e.g. Kimchi, kefir & Kombucha in probiotics for healthy gut
- Some bars offering green (healthy) juices & smoothies

Competition

- When another business provides a similar product/service – strategies
- Wedding/prom/event venue
- Quiz night
- Carry out market research/research the demographics of the town/advertise/deals/loyalty discount schemes/unique selling point.

Political factors -Changes in politics can affect business e.g. Brexit
 Policies, laws & regulations – **licencing law** - selling alcohol, **employment laws** – including Health & safety, discrimination, sick pay, redundancy, contracts, trade unions. **Health and safety regulations** protect employees