



Hospitality and catering: Unit 1-



1 The Hospitality Industry

Commercial = for profit/make money
Non Commercial = not for profit



Residential = you can sleep there
Non Residential = there is no accommodation there



The **commercial residential** sector includes guest houses, hotels, B&Bs, hostels, and holiday parks.



The **non-commercial sector** includes catering in business and industry, education, healthcare and the armed forces. These can be both **residential** and **non-residential**.



Other **commercial** hospitality businesses include:



Restaurants, Bars, Cafés, Fast Food Restaurants, Deli/Sandwich Shops, Airports, Trains, Coaches and Ships/Ferry. *All of the above need to make money to continue operating, therefore the care of their customers is paramount (very important) so that they come back!*

There are **different types** of **accommodation** in the hospitality industry to suit different budgets. For example, a businesswoman travelling to London for a meeting would not need to book a luxury penthouse apartment for one night's stay. A couple on their honeymoon might book a deluxe suite as they will have saved up for the occasion and want to make their holiday special. Look at the examples (right) and memorise them.

Types of Bedroom (Commercial Accommodation)



Youth Hostel



Deluxe Suite (Hotel)



Boutique Hotel



Budget Room



Yotel - Cabin rooms in airports



Standard Bed and Breakfast (Twin) Room

Key Words

Hospitality - Relatively modern word, meaning the **friendly** and **generous** treatment of **guests** and **strangers**.

Guest/Client/Customer - the **person/people** who **book/receive** the service, e.g. **hotel guests**.

Service - to **do/provide** something for someone else, this can be **paid** for or done for **free** depending on the business, e.g. hospitals provide free healthcare services. Restaurants provide food service that customers pay for.

Business - the **buying** and **selling** of goods/services to **make money**, e.g. airports make money from flight ticket sales/meals.

Accommodation - a room, group of rooms, or building in which someone may live or stay.

Catering - offering facilities to people, especially the **provision** of **food and beverages**.

Hostel - establishment which provides **inexpensive food and lodging** for a specific group of people, such as **students, workers, or travelers**.

Hotel - an establishment providing **accommodation, meals, and other services** for **travelers and tourists**.

Guest House - a **private house** offering **accommodation** to paying guests, **smaller business** than hostels and hotels.

Other types of hospitality!

There's more?!

Bowling alleys. Golf clubs, leisure centres, racetracks and the cinema.



Planes, Trains and Automobiles

People need to **eat, drink and sometimes sleep when travelling**. Planes, trains, coaches and ships all offer food, drink and some form of accommodation if it is a long journey.



Economy - the amount of money a region/country has

When people have jobs they have money. When they have money they spend money. When they spend money, businesses make money and can pay their workers.

It is a cycle, which can work forwards or backwards!

Hospitality helps the economy by creating jobs, so workers have money, they can spend it and other business can then grow too!



Hospitality establishments are rated by Stars and Diamonds as well as by review sites like Trip Advisor. The rating lets guests know what level of service to expect.



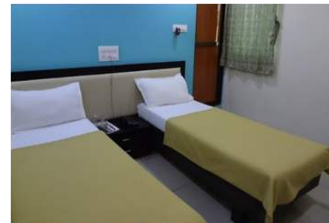
4*/5* Hotel

Well decorated, spa facilities such as pool, spa, steam/sauna rooms, massage treatments, concierge service, 24hr room service, complimentary mini bar, well maintained public areas, gardens, multiple choices of onsite restaurants/bars, porter service (carrying luggage), well staffed reception desk, modern facilities and technology in rooms e.g. docking stations, TVs, Jacuzzi bath. Staff uniform quite formal, shirt and trousers/skirt or a suit.



3* Hotel

Clean and basic, décor very minimal. Basic bed linen and pillows but still comfortable. Possibly a small fridge and TV, not likely to have modern technology or facilities. Often near airports or city centres for commuters. Popular brands: Travelodge, Premier Inn, Ibis. One restaurant, dining area on site for breakfast and possibly evening meals/snacks. Menu will be limited compared to 4* and 5* hotels. Limited staff on reception, uniform may be more basic such as polo shirt and skirt/trousers with company logo. Self check out facility/key drop off (less personal but more efficient/money saving).



1*/2* Hotel

Very basic, often in city centres where accommodation is in high demand or on the outer skirts of popular holiday resorts. Rooms feature a bed, often single beds, wash facilities and cupboard/rail to hang clothes. No concierge service/porter service and possibly limited staff on reception. Won't have a fridge/minibar and likely to have one designated eating area for breakfast. Limited menu, some may serve evening meals but not all. Not very expensive.

AA Star Ratings: Hotels

AA

1 star: Courteous staff provide an informal yet competent service. All rooms are en suite or have private facilities. A designated eating area serves breakfast daily and dinner most evenings.

★

2 stars: A restaurant or dining room serves breakfast daily and dinner most evenings.

★ ★

3 stars: Staff are smartly and professionally presented. The restaurant or dining room is open to residents and non-residents.

★ ★ ★

4 stars: Professional, uniformed staff respond to your needs or requests. Well-appointed public areas. The restaurant or dining room is open to residents and non-residents. Lunch is available in a designated eating area.

★ ★ ★ ★

5 stars: Luxurious accommodation and public areas. A range of extra facilities and a multilingual service available. Guests are greeted at the hotel entrance. High quality menu and wine list.

★ ★ ★ ★ ★

AA Star Ratings: Guest Houses

AA

1 star: Minimum quality requirements for cleanliness, maintenance, hospitality, facilities and services. A cooked or substantial continental breakfast is served in a dining room or eating area, or bedroom only.

★

2 stars: Courteous service, well-maintained beds. Breakfast prepared with a good level of care.

★ ★

3 stars: Friendly welcome, and good-quality, well-presented beds and furniture. A choice of good-quality, freshly cooked food is available at breakfast.

★ ★ ★

4 stars: Attentive, more personalised service. At least half of the bedrooms are en suite or have private bathrooms. Very good beds and high quality furniture. Breakfast offers a greater choice, and fresh ingredients are cooked and presented with a high level of care.

★ ★ ★ ★

5 stars: Awareness of each guest's needs with nothing being too much trouble. All bedrooms are en suite or have a private bathroom. Excellent quality beds and furnishings. Breakfast includes specials/home-made items, high quality ingredients, and fresh local produce.

★ ★ ★ ★ ★

Hospitality and catering: Unit 1.1.1- The hospitality industry– Reviews and ratings

Standards, Reviews & Ratings

Reviews can affect businesses – good reviews boost custom, poor reviews can lead to people avoiding the establishment

Michelin - worldwide
Anonymous inspectors visit establishments & have a meal, They write a review & can award 1-3 stars for excellence



AA Rosette Awards: UK
first UK-wide scheme for assessing the quality of food served by restaurants & hotels. Focuses on the TASTE.



Good Food Guide

Members of the public fill in a review which is compiled into a guide. Points are awarded for excellence 1-10.



Online Reviews

Anyone can post reviews of an establishment. Large number of reviews so an average score is likely to be reasonably accurate



What is rated?

Type & range of food
Quality of food & ingredients
Provenance (*where the ingredients come from*)
Consistency (*cooking, flavour, appearance quality*)
Level of skill
Creativity

Reviews can make or break a business! A good review can increase business for establishments, as people will often try an establishment based on a recommendation. Reviews and ratings generate publicity, awards get you in the press! Customers might come from further away to dine or stay or both based on reviews. Customers can identify less favourable establishments that they will then avoid.

Contract catering

Supply businesses /establishments with food at places it is not usually provided (Private functions in hotels or community halls, sports venues for parties, weddings, funerals, concerts etc.) Or airlines, hospitals, schools
Food is prepared off site then delivered. (can be made on site if kitchen available)



Advantages:
Accountability – hold responsibility. Refund if unsuccessful
Peace of Mind - clients can focus on event, not the catering.
Experts – Know the trends. Have trusted suppliers e.g. butcher.
One invoice - client only has one total invoice to pay.
Connections - recruit the right people from existing pool/network.
E.g. skilled chefs, silver service waiters, wedding cake designers
Legislative Compliance - work within Food Safety laws/HACCP rules.

Disadvantages:
Cost – cost for food, preparation, transport & service.
Stranger Danger - strangers will be at venue
Lack of Variety - depending on type of catering
Plated dinners - more limited - guests must choose between 2 or 3 options in advance.
Buffet - increase variety, but more difficult to plan quantities /know which foods guests will prefer

Michelin star

A rating between one and three Michelin stars could be awarded based on the following:

- quality of ingredients used
- cooking and presentation techniques
- taste of the dishes
- standard of the cuisine
- value for money.



FOOD HYGIENE RATING



Food Hygiene are the conditions and measures necessary to ensure the safety of food from production to consumption. Food can become contaminated at any point during slaughtering or harvesting, processing, storage, distribution, transportation and preparation. Lack of adequate food hygiene can lead to foodborne diseases and death of the consumer. **This is NOT a measure of service but still an important factor that customers will consider before staying at or eating in an establishment.**

Suppliers

Hospitality business support local business, both for the local economy and the environment.. Local sourcing can include local and seasonal ingredients and toiletries for guest rooms and flowers for reception areas.



Build up relationship
Repeat business
Know what to expect
Create jobs
Support local economy
Repeat business
Less food miles

2 Types of Service Provided

You should be able to identify the range of services offered by the hospitality industry. **REMEMBER**, hospitality is not just about hotels and restaurants. There are many other services an establishment can provide other than bedrooms and meals.

Other services a hotel may offer include:

Meals - breakfast, lunch, dinner, snacks
Specialist menus for weddings or special occasions
Meeting rooms for business people to hold corporate events
Leisure facilities such as pools, spas, beauty treatments, play areas, gyms, tennis/football courts
Childcare facilities such as kids clubs, crèche/nanny services
Entertainment especially in hotel resorts for tourists
Laundry service often used by business guests for suits
Room Service meals/beverages brought to the room cooked to order, tea and coffee in the room



Key Words

Corporate - a large company or group
Networking - to meet and share ideas with people
Event Management - organising of large events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions.
Advertising - to promote or make people aware

2 Client Groups



Business

Business guests/clients/customers will use the hospitality industry for a number of reasons:

Meetings some companies will hire corporate rooms in hotels or book restaurants to hold important meetings away from the office.

Advertising Events that promote the company.

Charity Events to raise awareness/money.

Impress Clients the business might 'wine and dine' potential clients to get their business.

Networking these are events where similar business meet up to share ideas or meet new staff.

Staff Training some businesses may send staff on courses that are far away that can last a few hours to a few days. The staff would need **accommodation** and **meals** provided if so.

Staff Parties at times such as Christmas or to celebrate a new achievement.

Awards Ceremonies some companies award their staff and host a night with food, drinks and dancing to celebrate. **Some examples are Saks (hairdressers) and EDF (energy company).**

Private

Private functions need to meet the needs of an individual, the most common private event is a wedding:

Event Management the hotel or establishment will meet with the clients to discuss their needs. The clients will agree with the services offered and agree on the 'quote' (sum of money to be paid to hold the event). **The establishment is then responsible for organising numerous parts of the event, including:**

- Room Décor
- Menu
- Seating Plans
- Table Plan
- Table Décor
- Room Set Up, e.g. dance floor, table positioning, aisle

Other services the establishment might offer are:

- Wedding Organiser for the day (Master of Ceremonies)
- Complimentary Champagne
- Accommodation for the bride and groom before and after the wedding
- Transportation
- Wedding Cake
- Wedding Stationery

Leisure

Some guests may only visit an establishment to use its facilities, these are often referred to as 'users'.

Hotels that have leisure facilities such as a gym, pool, sauna, steam room and spa may offer discounted memberships to local residents. **This ensures the establishment is busy all year round** and not just when hotel guests are booked in, which means **more money going into the business.**



Families

Families may visit establishments for meals together or hire venues for special occasions such as birthdays. They may use the crèche facilities at leisure centres or visit certain pubs/restaurants just because they have a play area. Popular chain restaurants that often have children's menus and play areas are The Toby Carvery and Farmhouse Inns.

Types of service

Table: Waiting staff take food orders & serve customers who are seated at table. Plated in kitchen.
 + Good portion control. All plates are consistent in the presentation. Provides experience for special events.
 -Relies more on skilled kitchen staff than serving staff. Time consuming for the kitchen staff.

Gueridien: food is cooked or prepared for service from a trolley at the customers table (i.e. a steak, flambéed dessert)
 + Sometime dishes are cooked/assembled in front of the customer.
 -Requires skilled service, is very specialist. Time consuming with high staff & menu costs.

Silver Food is served by the staff using a spoon and fork.
 + It provides a more personal customer experience
 - Service can be slow. Expensive, Costs high (more serving staff required)

Buffet: Food displayed in containers at an open counter or serving station. Customers pick up a plate/bowl and help themselves. (expensive foods sometimes served to the customer i.e. roast meat)
 + Customer controls portion sizes, casual, less staff, fast
 - Hard to predict portions, Temperature control can increase risk of food poisoning, Less formal. Can be low cost depending on type of food.

Counter Service - Cafeteria
 All food displayed on a long counter, customers move along the counter with a tray and choose what they want, then queue up to pay at the end (schools, cafes)
 + Food displayed, dining area clean, high turnover. Low skill of serving staff.
 - Customer queue, food may run out, impulse buy
Free flow – different counters i.e. cold sandwiches, hot section then pay at a central till
Multipoint - different counters i.e. cold sandwiches, hot section then pay at different counters i.e. pay for cold sandwich at cold sandwich counter/till

Family
 Food is placed on the table and served in bowls or plates with forks or spoons, then customers serve themselves. i.e. Potato in one bowl, vegetables in another.
 + Customers portion food themselves so no portion control or presentation on each plate for staff, sociable method. Quick & easy.
 - Hard to judge portion sizes, waste. Required larger tables

Fast food: Foods/drinks displayed on a menu behind a counter or on a screen/poster. Customers place their order & pay at a sales point. More than one till.

Take away – one till and member of staff
 + Fast, hot, no waiting staff needed, no tables needed. Good for people out and about/rushed/on breaks
 -Expensive to set up, equipment, unhealthy, lack of 'experience'. May need delivery staff

Vending Provide hot & cold snacks and drinks
 Someone needs to maintain and restock regularly
 +no staff, cheaper, hygienic (packaged)
 - Run out, money lost in, high maintenance

Transport catering - Tray or trolley. Train – prepacked food brought on a trolley . Plane – pre order food which is then stocked and heated for journey. Made in factory
 + cater for everyone, Less waste
 - No seconds, limited choice

Factors affecting type of service

Cost - Location and type of establishment - Number of customers to serve in a given time- The client - Availability & skills of serving staff
 Type of food/menu on offer - Time expected for the meal



Review looking at/examining the quality of something. Usually to make a decision about or change something
Rating - a classification/ranking of something based on a comparative assessment of the quality or standard.
Client – a person/business/organisation using hospitality and catering services
Accommodation - a room, group of rooms, or building in which someone may live or stay
Hospitality - the business of entertaining clients, conference delegates, or other official visitors.
Catering - provide people with food and drink at a social event or other gathering.
Commercial - making or intended to make a profit.
Non commercial - not intended to make a profit. i.e. a hospital.
Residential - providing accommodation in addition to other services
Contract caterer - a catering company that is hired by a business/organisation to provide catering services i.e. for an event
Supplier – a company, or organization that sells or supplies something such as goods or equipment to customers
Housekeeping - the work or activity of cleaning and preparing rooms for customers
Kitchen brigade - a system of staffing hierarchy found in restaurants and hotels, commonly referred to as "kitchen staff"
Service - efforts made to achieve pleasant customer experience for guests and exceed expectations through quality service

Key Terms

There are **two areas** in the hospitality industry, **front of house** and **back of house**. Front of house refers to any staff the customer may see, e.g. a **receptionist**. Back of house refers to staff the customer may not see, e.g. a **chef**.

Front of House Staff



Head Receptionist

Can also be called: Reception Supervisor, Administrative Supervisor, Office Manager, Member Services Manager, Front Desk Manager, Reception Manager. Salary: £20-24k per year

Housekeeping Supervisor

Can also be called: Housekeeping Deputy, Facilities Duty Manager, Housekeeping Supervisor, Housekeeping Deputy manager. Salary: £13-17k per year

Restaurant Manager

Can also be called: Food Service Supervisor, Food Service Director, Food Service Manager, Supervisor of Food and Nutrition Services, Cafeteria Manager, Fast Food Manager, General Manager, Assistant Restaurant Manager, Assistant Unit Manager, Assistant Manager, Catering Manager, Catering Supervisor, Front of House Manager, Pub and Restaurant Manager. Salary: £16-30k per year

Bar Manager

Can also be called: Bar Supervisor, Bar Duty Manager, Beverage Manager, Trainee Assistant Manager, Team Leader, Pub Manager, Pub Landlord. Salary: £20-35k per year

Front Office Manager

Can also be called: Front of House Manager, Front Desk Manager, Director of Front Office, Hotel Manager, Bed and Breakfast Innkeeper. Salary: £22-28k per year

Cleaner

Can also be called: Caretaker, Janitor. Salary: £11-14k per year

Head Waiter

Can also be called: Chef De Rang, Restaurant Supervisor, Maitre d'Hotel, Assistant Restaurant Manager. Salary: £14-25k per year

Room Attendant

Can also be called: Housekeeper, Environmental Services Worker, Housekeeping Laundry Worker, Environmental Services Aide, Housekeeping Aide, Cottage Attendant, Room Cleaner. Salary: £11+k per year

Conference & Banqueting Manager

Can also be called: Conference Services Manager, Catering Manager, Convention Services Manager (CSM), Conference Planner, Director of Conference Services, Conference Manager, Conference Planning Manager, Event Manager, Catering and Convention Services Coordinator, Catering and Convention Services Manager. Salary: £22-35k per year

Front of House Manager

Can also be called: Front Office Manager, Front Desk Manager, Director of Front Office, Hotel Manager, Bed and Breakfast Innkeeper, Customer Services Manager, Front of House Supervisor. Salary: £26-33k per year

Owner

Can also be called: Business Owner, Operator, Proprietor, Patron, Landlord. Salary: £30-200k per year

Porter

Can also be called: Concierge, Bellman, Bell Captain, Bellhop, Bellperson, Bell Staff, Bellman Driver, Bellstaff, Valet, Doorman. Salary: £11-15k per year

Waiter

Can also be called: Table Server, Table tender, Food Service Assistant, Floor Tender, Waitress. Salary: £12-16k per year

General Manager

Can also be called: Operations Manager, Director of Operations, Area Manager, Store Manager, Chief Operating Officer (COO), Chief Operations Officer, Resort Director, Unit Manager, Restaurant Manager, Attractions Manager. Salary: £21-55k per year

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Receptionist

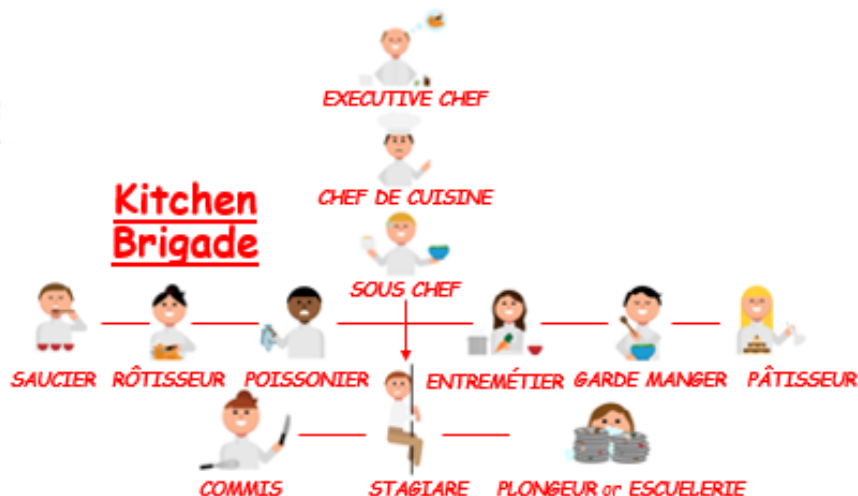
Can also be called: Receptionist, Administrative, Assistant, Secretary, Community Liaison, Member Service Representative, Office Assistant, File Clerk, Front Desk Receptionist, Greeter. Salary: £12-18k per year

Bar Person

Can also be called: Bar Tender, Bar Keeper, Bar Server, Drinks Server, Bar Maid, Bar Man, Bar Back. Salary: £11-20k per year

3 Job Roles

Back of House Staff



For those in less senior roles, there are many opportunities to take on new responsibilities and develop supervisory skills or team management skills.

Transferable skills such as these provide excellent experience which can be used in almost any other industry.

Customer service skills are very important in public facing roles such as waiting staff or bar staff.

Building experience in dealing with customers, especially conflict management, is a skill sought after in many other industries where staff deal with the public on a daily basis.

There is always the opportunity for trainee/newly qualified chefs, waiters and receptionists to move up the employment ladder and become assistant managers. Assistant managers can then move up to a full management position.

To succeed in the industry staff need lots of experience so there are always opportunities to learn and develop in each role.

Employment and Opportunities

Chef

Can also be called: Food Service Supervisor, Kitchen Manager, Executive Chef, Dietary Manager, Dietary Supervisor, Food Service Director, Food Service Manager, Restaurant Manager, Supervisor of Food and Nutrition Services, Cafeteria Manager. Salary: £15-20k per year

Senior/Sous Chef

Can also be called: Sous Chef, Kitchen Supervisor, Head Cook, Senior Cook, Second Chef. Salary: £17-28k per year

Section Chef

Can also be called: Chef de Partie, Saucier, Pâtisier, Poissonier, Rôtisseur, Entremetier, Garde Manger. Salary: £14-18k per year

Junior/ Commis Chef

Can also be called: Commis Chef, Trainee Cook, Trainee Chef, Apprentice Chef, Food Preparation Assistant. Salary: £10-16k per year

Full time

No specific number of hours that makes someone either full or part time, but a full time worker usually works more than 35 hours. The law says that workers don't usually have to work more than 48 hours a week on average, unless they choose to. This law is sometimes called the 'working time directive' or 'working time regulations'.

Part time

Part-time work is when a worker is contracted for anything less than the basic full-time hours. There are no set number of hours that makes someone full or part-time, however average part-time contracts are often 16-20 hours.

Casual

Casual workers are hired on an irregular basis for a short period of time (no more than 12 weeks). There is no continuing commitment from the employer to offer work, and no obligation on the part of the casual worker to do the work offered.

Occupations in the UK Hospitality Industry	Number of people employed
Hotel & accommodation managers	57,700
Conference & exhibition managers	23,700
Restaurant & catering managers	148,200
Publicans & managers of licensed premises	46,900
Chefs, cooks	255,100
Kitchen & catering assistants	394,600
Waiters, waitresses	222,200
Bar staff	197,800

Many people choose work in the industry as it offers opportunity to work on a part time basis.

This often appeals to women returning to work after bringing up children or people who have other commitments which prevent them from taking on a full time position. The industry also has a large number of migrant workers. Employers are often willing to take on hard working migrant workers even if they don't always have particularly good English language skills. Many migrant workers therefore take this opportunity to earn money and, as their language skills improve, progress up through the organisation they're working for. Some people take on work in the industry on a temporary basis. Employers, however, prefer to take on staff they know will stay for a prolonged period. There is therefore considerable opportunity to progress very quickly in the industry for the ambitious and committed worker.

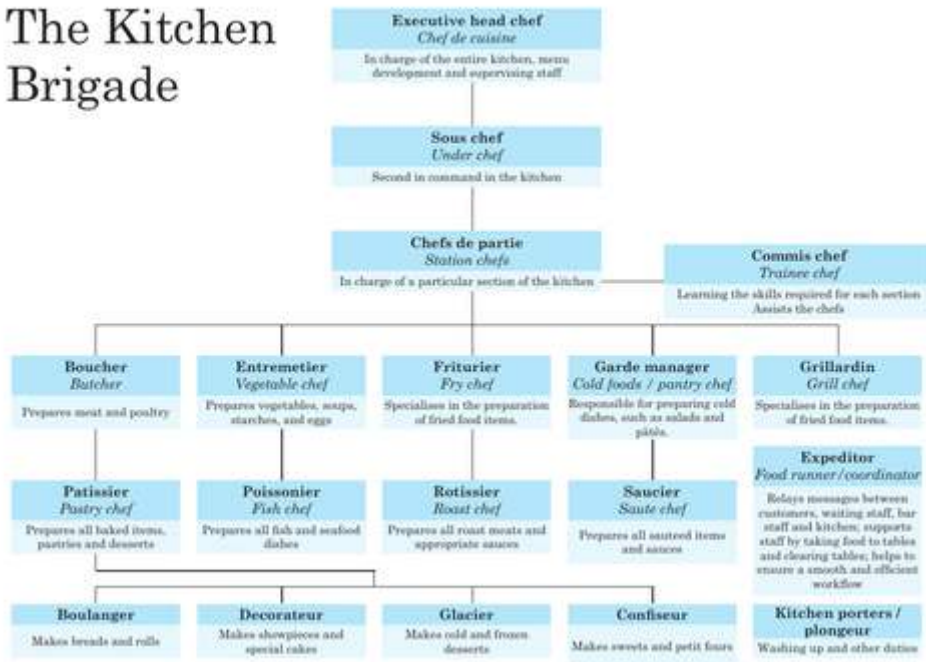
The five most common skills employers would like applicants to have are:

1. Technical, practical or job specific skills
2. Customer handling skills
3. Team working skills
4. Oral communication skills
5. Problem solving skills

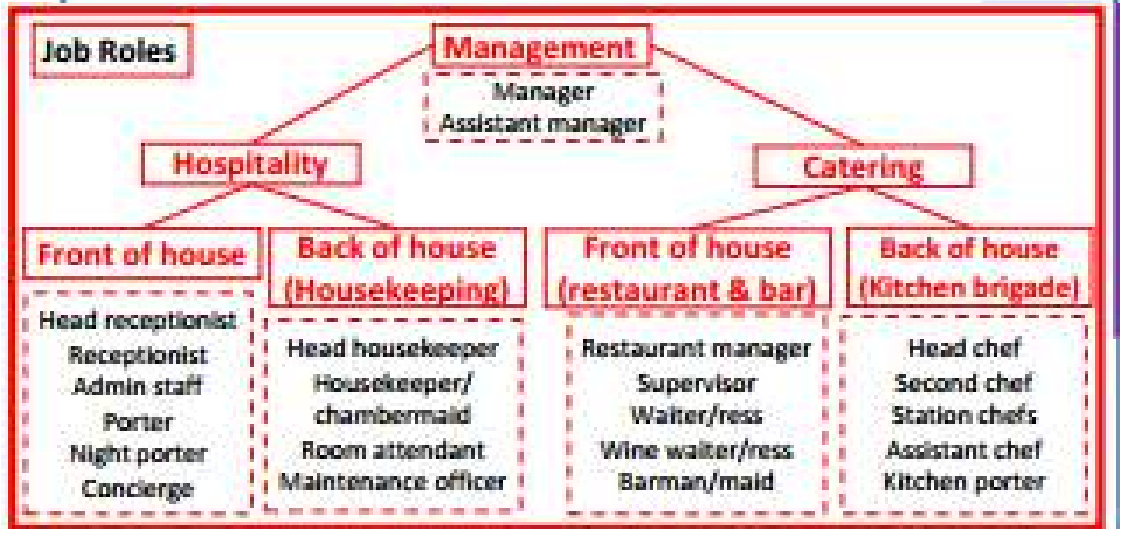
Key Words

Employment - having paid work
Skills - to train to do a particular task
Qualities - characteristics people have
Contract - a written agreement (legal document)
Salary - payment, wages, money for working

The Kitchen Brigade



Catering Roles	Hospitality roles
<p>Head Chef (Maitre chef de Cuisine) In charge of the whole kitchen</p> <p>Second chef (Sous chef) Directly in charge of production</p> <p>Station chefs (Chefs de partie)</p> <ul style="list-style-type: none"> Vegetable chef (l'entremetier) Pastry chef (le pâtissier) Prepares pastries and desserts Larder chef (le garde manger) Responsible for cold foods, including salads and dressings Sauce chef (le saucier) Prepares sauces, stews & hot hors d'oeuvres <p>Assistant chef (commis chef) Helps in all areas, basic jobs</p> <p>Kitchen porter Cleans up after chefs and does the washing up</p>	<p>Management - in charge of the business and staff</p> <p>Receptionist - employed in a hotel to receive guests and deal with their bookings.</p> <p>Admin staff managing information within an office. This generally includes answering phones, taking memos and maintaining files</p> <p>Porter/Night porter employed to carry luggage and other loads, especially in a railway station, airport, hotel, or market.</p> <p>Concierge assist guests by booking tours, making theatre and restaurant reservations, etc.</p> <p>Housekeeper/chambermaid/room attendant does or directs the domestic work and planning, such as cleaning, bedding, refilling.</p> <p>Maintenance officer repairs of maintenance of buildings and equipment</p>



9 Communication and Teamwork



Effective teamwork will lead to a much better event. When people work together jobs are generally completed quicker and more efficiently. Saving time can usually save money and effort which is always important in running a successful business. As the hospitality industry is made up of so many different sectors, there can be many different teams having to communicate to create a successful event. E.g. the wait staff team and the chef brigade, both have to communicate and work with each other to make sure the right dishes go to different tables and on time.



How are teams organized (created)?

- The team leader will: decide who works in the team
- Decide what the team has to do
- Take responsibility for the standard or work produced
- Make sure current legislation (the law) is followed

Stage 1

A task is set, everyone in the team will discuss the task and make sure everyone understands, e.g. the team has been asked to plan a menu for a school prom.

Stage 2

The team will discuss ideas, there may be some disagreement over the best option, e.g. the team may not be able to decide between a buffet or three course meal.



Stage 4

The team works together well and are able to plan for other problems, e.g. the team plan are able to plan a menu that will suit all dietary needs. Work is completed calmly and efficiently.

Stage 3

The team comes to an agreed decision and start to work together as a unit, e.g. the team decide to accept the majority decision and everyone works together to plan the best menu.



Communication

Communication can be verbal (spoken) and non verbal (written). Communication can also be through the use of body language, e.g. someone who smiles and has an upright, open posture will appear competent and friendly. People communicate without realising by their body language, this is important for customer facing staff such as receptionists and waiters. People who slouch may appear disinterested, unprofessional and not confident. Someone with good posture appears more confident, friendly and approachable.



Types of Communication with Customers

- Administrative procedures** - e.g. filing and processing enquiries
- Billing of customers** - methods of payment
- Booking systems** - software, online, websites
- Customer care** - welcome, body language
- ICT** - databases, word processing, emails
- Storage of data** - Data Protection Act 1998



TEAMWORK MAKES



Good Teamwork

- Team members communicate with each other.
- Team members feel valued and can suggest ideas.
- Team members share responsibility.
- Tasks are carried out quickly.
- Tasks are carried out effectively.
- Team members are happy with their jobs.
- Team members have high self-esteem.



9 Communication Tasks in the Hospitality Industry



Administrative Procedures

- Reservations
- Cancellations, changes to bookings
- Enquiries
- Communication with other departments, e.g. housekeeping
- Security e.g. lost property, room keys
- Check in/out
- Registration
- Guest Accounts
- Guest Services
- Admin - filing, updating records
- Customer care
- Answering phones/emails

Billing Customers

- Payment of the room
- Payment of services
- Food and beverages
- Mini bar usage
- Running a tab at the bar (when drinks/food are charged to the room, not paid for immediately)
- Usually recorded by a POS (point of sale) system, the total charges are given to the customer when they check out.
- Can also be recorded on paper or with till receipts in smaller hotels/guest houses who may not have this type of technology.

Booking Systems

Bookings can be taken by:

- Email • Phone • Online Booking Forms • In Person • Post

This is the first point of contact with the customer so needs to function well.

The details needed when booking are:

- Guest name and telephone number
- Date and time booking is needed
- Number of guests
- Special requests
- Dietary needs

Guests should be given a written confirmation of their booking, called a booking confirmation, to ensure the details are correct to prevent problems later.



Data Protection Act 1998



Customer Care

Staff appearance and the welcome guests receive is the first impression a customer has of an establishment.

- Good customer care is vital because:
- Guests feel welcome and cared for
- Guests leave good reviews
- More guests
- Guests come back (repeat custom)
- Staff will have higher self esteem

ICT Skills

ICT skills are becoming more and more important with the advancement of technology and social media. Lots of businesses go 'paperless' to benefit the environment, therefore more work is done online.

Skills staff should have are:

- Good literacy skills (accurate spelling)
 - Good communication skills for letter writing
 - Good word-processing skills
 - Accuracy when entering data on a database
- Good understanding of software packages

Storage of Personal Data

The Data Protection Act 1998 requires all organisations that hold data about individuals on computerised systems to register with the Data Protection Registrar. Examples in hospitality include guest reservation systems, guest registration forms, guest history files and mailing lists.

The Act gives customers the right to:

- Be informed of where the data is being processed
- Have a description of all the details being held
- Know why the data is being used
- Know who has access to it

Front of house staff such as receptionists must be aware of their responsibilities under this Act as they are primarily responsible for guests' security and protection of their data, such as bank details.

LO1 Understand the environment in which the hospitality and catering providers operate

AC 1.3 working conditions across the hospitality and catering industry

Employers want to employ most workers when they have busy times

Busy times of year:

- Christmas
- Tourist season
- School holidays
- Mothers day
- Valentines

Time of day:

- Lunchtime
- Afternoon
- Dinner time (breakfast)

Days of the week:

- Friday
- Saturday
- Sunday
- Pay day

Working hours:



Hospitality and Catering jobs tend to be long hours, early starts for breakfast in a hotel to late nights for dinner in a restaurant. Staff will still get 2 days off a week but it will be quieter days instead of the weekend. Shifts could be 6-3, 11-6, 3-11 or other hours.

Monthly salaried staff may not have set hours eg Head Chef who might work from early morning to late night every day

Contracts of employment

Full-time staff = over 36hrs a week

- Have permanent jobs and work all year.
- Contract explaining the terms of their employment.
- They may work set shifts or have shifts that change daily/weekly/ monthly.
- They will work a set amount of days over a 7 day week, including weekends.
- Entitled to sick pay and holiday pay
- Entitled to maternity pay



Contracts of employment

Part-time staff = 4-15hrs a week

- Have permanent jobs and work all year.
- Contract explaining the terms of their employment.
- They may work set shifts or have shifts that change daily/weekly/ monthly.
- They will work mostly at the busiest times of the day/week including weekends.
- Entitled to sick pay and holiday pay (in proportion)
- Entitled to maternity pay



Contracts of employment

Temporary staff

- Employed for a specific length of time such as the summer tourist season or the month of December.
- Temporary staff have the same rights as permanent staff for the duration of their contract.
- Temporary staff employed for longer than 2 years become permanent by law

Casual staff / Agency staff

work for specific functions and can be employed through an agency. They do not have a contract or set hours of work. They are needed at busier times of the year e.g. At Christmas or for weddings, New years eve.

Full-time and part-time employees must have



Full-time and part-time employees must have

1. a written statement of employment or contract setting out their duties, rights and responsibilities
2. the statutory minimum level of paid holiday 28 days for full time workers
3. a pay slip showing all deductions, eg National Insurance, tax. Earning above £155 a week
4. the statutory minimum length of rest breaks- one 20 min break for 6 hrs worked
5. Statutory Sick Pay (SSP) £103.45 per 26 weeks (some may get full wages for a limited amount of time)
6. Maternity, paternity and adoption pay and leave-90% of earnings for 6 weeks then £139.58 for next 33

Pay

Role	Yearly salary/gross
Hotel manager	£40,167
Restaurant manager	£33,000
Head chef	£22,000
Bar manager	£20,100
Bar staff	£18,075
Pastry chef	£20,000
City manager	£19,075
Waiting staff	£17,000
Bar staff	£12,200
Chief to parks	£10,100
Cheese chef	£10,075

Tips
Most establishments divide between the workers, don't count towards minimum wages but you should pay tax on them

- Other remuneration**
- Meals
 - Accommodation
 - Uniform
 - Bonuses

Conditions for workers

- Provision of uniform
- Optional overtime
- Working hours
- Staff allowance
- Pension
- Minimum wage
- Training adequate to job
- Equal opportunities - recruit, promote, train
- Health and safety - a right and a responsibility

Legislation that protects workers

- Disabled Discrimination Act 1995
- Equal Pay Regulations 1970
- Health and Safety At Work 1974
- National minimum wage
- Working Times Regulations 1998
- Part-time workers Regulations 2000



The National Minimum Wage



Monthly salaried staff

Work fixed hours or shifts eg: managers, receptionists, housekeepers

Hourly paid staff

Hours of work vary day to day, paid for the actual hours they work either at the end of a shift or weekly eg: waiters, kitchen assistants

Paid Annual Leave

All workers are entitled to 28 days paid leave annually

- no legal right for employees to be given Bank and Public Holidays. Most hospitality staff would work these days

To calculate holiday entitlement, Multiply the full-time entitlement (28 days) by the number of days worked and divide by the number of days full-time staff work
Entitlement for 3 days a week: $28 \times \frac{3}{5} = 16.8$ days



Compulsory Rest Breaks

- Adult workers are entitled to 24 hours off in each 7 day period and young workers (15-16) are entitled to 2 days in 7.
- Adult workers are entitled to at least 20 minutes uninterrupted rest if their working day is longer than 6 hours.
- Young workers are entitled to 30 minutes rest if their working day is over 4.5 hours long.

Benefits of portion control

- Keeps the food costs down
- Keeps inventories in best preparation and serving to a kitchen
- Offer a consistent portion to customers
- Minimise waste eg leftovers
- To make a profit which is constant



AC 1.4

Factors that affect the success of Hospitality and catering providers

Reasons for failure

1. **A saturated market** – there is a fine line between competition & too many for the number of customers
2. **General business incompetence** – 46% of business fail due to lack of business knowledge
3. **Lack of capital** – not enough money to get through the first few months
4. **Location** – either not enough people walk past (foot-fall) live & work nearby
5. **Quality of life** - most restaurateurs work 60 hours a week – not the glamorous life they thought
6. **Lack of industry experience** – most successful restaurateurs tend to have previous industry experience

Factors affecting success

Trends healthy food options, pop-up bars, cafes and restaurants, cronut, clean eating, low carb, good fats.

Political factors - Increasing regulations – from government due to health issues, Brexit, use of migrant labour, migrants – ethnic foods

Media - Strong global brand, Good community reputation – children's charities / Ronald McDonald House, celebrity chefs, celebrity endorsements, Masterchef.

Reasons for failure

7. **Failure to create a good enough brand** – They did not incorporate the 12 Ps of restaurant branding / Place, Product, Price, People, Promotion, Promise, Principles, Props, Production, Performance, Positioning and Press)
8. **Name of the restaurant is too long**. A restaurant with a name that is brief, descriptive and attractive is more likely to succeed,
9. **Lack of differentiation** - the brand is not different enough
10. **Poor financial controls** – Main costs – labour and food exceeded 60% of sales

Factors affecting success

Costs - need to make a profit. Consider cost of everything you buy and selling price.
Material - Anything involved in making product
Labour - Costs of staff
Overheads - Anything not connected with making products

Economy – when the economy slows down, business have lower sales as consumers eat out less because they have less disposable income
Environment – 3 R's, packaging, food waste, global warming, carbon footprint, clean eating

Factors affecting success

Technology - Using technology to improve service, delivery and stock control – touch screen customer ordering, EPOS systems, stock management, apps for delivery services
Emerging and innovative cooking techniques – sous vide, clean eating, steaming, new restaurants,
Customer demographics and lifestyle – delivery services Facebook Twitter
Customer service-customer satisfaction – free WiFi, order online
Competition - Low cost food (£1 menu, coffee McSDs espresso v Starbucks)

What is portion control?

- Portion control is the amount of each menu item that is served to the customer.
- It depends on the type of customer, the type of food served.
- some foods are served in very small portions due to the high cost of the item eg caviar is served by the teaspoon



Costing recipes

In order to calculate selling price and profit for dishes you need to calculate the recipe cost

$$\text{Ingredient cost} = \frac{\text{Pack cost}}{\text{Pack weight}} \times \text{weight used}$$

Divide by the number of portions made for the portion cost

$$\text{Selling price} = \frac{\text{Portion cost}}{30} \times 100$$

Materials costs

- Soap, tea roll
- Menus
- Order pads
- Cleaning materials
- Bowers

Food costs

- Ingredients
- Pre made foods
- Bar food and drink
- Food and drink for staff

Costs for an establishment

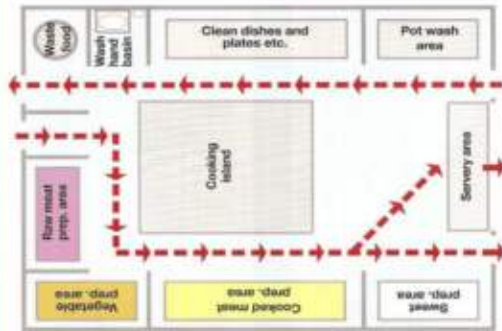
Overhead costs

- Heating, lighting
- Furniture
- Maintenance of equipment
- Curtains, carpets

Personnel costs/wages

- Chefs
- Kitchen assistants
- Bar staff
- Waiting staff
- Managers
- Casual staff

Workflow in the kitchen should follow a logical process by using different areas so that the clean stages in food production never come into contact with the "dirty" stages.



You need to consider the following key areas in terms of layout...

1. Delivery
2. Storage
3. Food preparation
4. Cooking
5. Holding
6. Food service area
7. Wash up
8. Waste disposal

DRESS CODE

A chef's uniform is more than a fashion statement. Each component plays a specific role in protecting from potential dangers common in most kitchens

Chef's uniform

- Chef's jacket
- Chef's pants
- Hat
- Neckerchief
- Apron
- Hand towel
- Slip-resistant shoes

- Some establishments have staff wear the same uniform; this makes them easily identifiable for staff and customers. The uniform may change depending on which area of the establishment they work in.
- Protective clothing as part of a uniform must be paid for by the employer.



KNIVES

1. Store knives safely so you don't cut yourself accidentally
2. Clean knives after each use. gently scrub the knife, then wash it off with hot water. Dry with a clean cloth
3. Make sure knives are sharp.
4. Use knives for the purpose that they were intended.
5. Cut with a slicing action i.e. forwards and backwards.



Types of Customer

Leisure	Local residents	Business / corporate
Customers who visit the establishments in their leisure time e.g. a meal with friends, a family day out, tourists.	Customers who live in the local area who visit the establishment often eg regular Sunday lunch, or get together	a.g. business lunches. Use business facilities in establishment for meetings or presentations. Courses and conferences

Leisure customers' requirements	Local customers' requirements	Business customers' requirements
<ul style="list-style-type: none"> • Value for money • Good facilities • Families want child menus, play area, child friendly • Tourists want local food, easy to communicate • Older people may want more formal service • Good customer service • Varied choice of menu • Dietary needs eg allergies, intolerances, vegetarian catered for without having to ask for special foods • Facilities for physically impaired customers 	<ul style="list-style-type: none"> • Value for money • good standard of customer service so they return • Catering for local needs (culture, religion) • Consistent dishes served • Loyalty schemes • Recognised by staff- feel welcome • Menu specials • Theme nights • OAP discount day • Child friendly • Entertainment • Mailing list or email for special offers 	<ul style="list-style-type: none"> • Dedicated corporate (business) contact at establishment • Discounted rates • Meeting rooms • Water, juice on tables • Presentation equipment, Tea and coffee for breaks • Lunch or other meals- buffet or restaurant • Accommodation if attendees are from a long distance • Quick service for lunch meetings

STOCK CONTROL

2 types of foods when it comes to stock control:

Perishable food and products that do not stay fresh for very long

- Fresh fruit, vegetables
- Dairy products
- Meat and fish
- Only buy enough to last a few days because they will not last

Staple foods and supplies that are canned, bottled, dried or frozen. These have a longer shelf life and so do not need to be purchased as frequently. Larger amounts can be bought to get cheaper prices and can be stored.

- Condiments,
- Canned vegetables
- Frozen foods including meat, fish and deserts
- Sauces
- Flour, sugar, fat,oil

DOCUMENTATION

Why must they be completed?

1. Maintaining organisational procedures
2. Safety of staff and customers
3. Legal requirements
4. Complying with food safety legislation
5. Complying with accounting and taxation practices

Stock control

Monitor stock levels for re ordering
Decide frequency of stock check
First in First out for items with a shelf life

Personnel records

Hours worked
Personal details
Wages
Taxation
National insurance
Training
Accidents
Staff rotas and timetables

Health and safety, hygiene

Fire certificate
Staff training records
Accident book
Food hygiene checks
Cleaning checks
Bookings and reservations
Electronic booking system
Electronic reservations system
Diary with bookings and reservations
Feedback forms

Purchasing

Food and drink orders
Packaging orders
Equipment
Tables, chairs etc.
Cutlery and crockery
Staff uniforms

Financial

Income tax
VAT
Wages
Insurance
Sales and income
Staff costs
Heating, lighting

CUSTOMER REQUIREMENTS

Customer service is what an establishment does in order to meet the **expectations** of their customers and generate customer satisfaction.

- **So customers return.**- People will not return to a place where they were not satisfied with the service. Repeat business means a successful business.
- **Exceeding expectations**-This makes repeat business more likely
- **Growth of the business**- If customers receive a high standard of service and return, they will spend more money and also tell other people about the business.

Customers are influenced by:

- TV
- Magazines
- Health
- Travel abroad
- Technology
- Ratings and reviews
- Amount of money service is

Remember

1. **FIFO – First In First Out rule.**
2. **Check use by/best before dates and make sure you stick to these. Do not use something if it is past its use by date.**
3. **Keep food that can cause an allergic reaction separate from all other food.**

Small Equipment – you will need to know what each piece of equipment is used for.



Large Equipment – you will need to know what each piece of equipment is used for.



There are 5 main laws and regulations you must fully understand.

Abbreviation	Full name
HASAWA	Health and safety at work act 1974
RIDDOR	Reporting of injuries diseases and dangerous occurrences regulations 1995
COSHH	Control of substances hazardous to health regulations 2002
PPER	Personal protective equipment at work regulations 1992
MHR	Manual handling operations regulations 1993

HASAWA

Employers need to ...

- Carry out risk assessments
- To provide and maintain safe equipment and safe systems of work
- Provide information, instruction, training and supervision on how to work safely
- Provide a written safety policy
- Make sure there are toilets, places to wash and drinking water for workers
- Make sure that there is first aid provision
- Provide PPE for jobs if needed
- Have insurance to cover injury or illness at work
- Provide a health and safety law poster entitled "Health and Safety law: What you should know" displayed.

Employees need to ...

- To follow safety advice and instructions
- Not interfere with any safety device
- To report accidents
- To report hazards and risks

RIDDOR

What needs to be reported ...

1. Work related fatalities
2. Work related accidents causing certain serious injuries (known as reportable injuries)
3. Certain work related diagnosed occupational diseases

Accidents are reported to the HSE (Health and Safety Executive)

This is most easily done by [reporting online](#). A report must be received within 10 days of the accident/injury/illness. If you do not keep a copy of the online form your records must include :

- the date and method of reporting;
- the date, time and place of the event; personal details of those involved;
- and a brief description of the nature of the event or disease.

An employer who fails to comply with RIDDOR may be liable on conviction to:

- a fine not exceeding level five on the standard scale, currently £5,000 in a magistrate's court
- an unlimited fine in a Crown Court.
- Note: Accidents or incidents may have been caused by breaches of other health and safety legislation. The penalties for breaching other legislation may be heavier than those for failing to comply with RIDDOR.



Possible health problems ...

1. Contact causing irritation
2. Sensitising substances
3. Toxic fumes
4. Carcinogenic
5. Infectious
6. Fire, explosion
7. Environmental harm problems

Employer Responsibilities under COSHH ...

- Implement control measures to protect workers from hazardous substances.
- Preventing or controlling exposure to hazardous substances.
- Providing employees with information, instruction and training, and appropriate protective equipment
- Ensuring that control measures are maintained, kept in full working order, and in a clean condition
- Drawing up plans and procedures to deal with accidents and emergencies involving hazardous substances.
- Carrying out a COSHH risk assessment.

Employee responsibilities under COSHH...

- Use control measures and facilities provided by the employer
- Ensure equipment is returned and stored properly
- Report defects in control measures
- Wear and store personal protective equipment (PPE)
- Removing PPE that could cause contamination before eating or drinking
- Proper use of washing, showering facilities when required
- Maintaining a high level of personal hygiene
- Complying with any information, instruction or training that is provided

PPER



Symbols linked to protecting ourselves:
Wear gloves to protect hands



Wear an apron to protect clothing



Wear goggles to protect eyes



Wear suitable footwear to prevent slips and protect toes.



Wash hands to keep clean and remove residue.



Wear a mask to prevent inhaling fumes.

PPER is personal protective equipment. In addition, the Food Safety (General Food Hygiene) Regulations 1995 require every person working in a food handling area to wear suitable, clean, and (where appropriate) protective clothing.

Employer responsibilities under PPER ...

- You must wear the p.p.e. if it has been provided for you. You could be held personally liable if you had an accident which could have been prevented by you wearing your PPE
- You must care for it, store it and clean it as necessary;
- You must report any defects.

Employer responsibilities under PPER ...

- Provide the PPE (free) if a risk assessment has shown it to be necessary
- It must be exclusively for you and fit you comfortably
- Provide somewhere to store it
- Provide facilities for it to be cleaned and maintained
- Replace it when necessary
- Provide training (if necessary) in how to wear/use it properly

Risks to personal safety in Hospitality and Catering



17 Hazards in this diagram

5 steps to risk assessment.

- 1) Identify the hazard.
- 2) Decide who might be harmed and how.
- 3) Evaluate the risk.
- 4) Record the findings and implement them.
- 5) Review the assessment and update if necessary.

HACCP

- Hazard Analysis Critical Control Point (Hazards and how to prevent them occurring)
- Purchase of Food – buy from trusted suppliers
 - Receipt of food – check all deliveries
 - Storage Food – Correct (check temperatures)
 - Cooking food – must be above 75°C
 - Cooling – quick through danger zone
 - Hot-holding – above 63°C
 - Reheating – not for high risk foods.
 - Chilled storage - <5°C.

Reducing Safety Risks ...

- Train staff in safety procedures
- Adequate fire prevention
- Reminders in safe procedures
- Wet floor signs
- Safety footwear (PPE)
- First aid availability

Reducing Health Risks ...

- Food safety procedures
- Use food before date mark
- Washing hands,
- Using sanitizer on surfaces
- Safe storage in fridges
- Use separate chopping boards

MHR

What is manual handling?

- Any transporting or supporting of a load by hand or bodily force
- Lifting, putting down, pushing, pulling, carrying or moving

Start by considering the jobs carried out in the kitchen and the staff who work there. Look at the areas of work where there are most likely to be significant risks and prolonged exposure concentrate on:

- the handling tasks workers are doing;
- the loads they are lifting;
- the environment they are working in;
- the individual capabilities of each worker;
- the positions they need to get in to do the job, e.g. twisting and stretching;
- the time spent on each task, e.g. regularity of lifting and break times.

Manual Handling affects ...

1. Food Preparation -Repetitive motion of the hands, wrists and shoulders; • Forceful lifting or carrying of heavy bowls or pots; •Awkward bending and twisting of the back. –Workbenches at different heights; •Utensils and knives with ergonomic handles designed for comfort and those that allow for power grips; • Provide knives that are in good condition and kept sharp to reduce the force required by the user.
2. Dishwashing - lifting heavy pots; - awkward bending and twisting when leaning over sinks for long periods; -repetitive wrist and shoulder movements when scrubbing pots. -dishwashers if appropriate; • false bottoms in deep sinks to reduce awkward bending at the waist; • assess the weight of a pot before lifting it; • keep pots close to the body when lifting and bend the knees rather than the back;
3. Ovens and steamers -overs with side-hinged doors rather than bottom hinged doors allow easier access to items in the oven; •using oven racks between waist and elbow height to minimise awkward posture.
4. Heavy Pots •Large pots and pans with extended handles make it easier to tip when pouring into smaller containers.
5. Cleaning • awkward shoulder or back postures; • cuts, bruises, pressure injuries and sore skin. • cleaning tools that have soft rubber-like handles to reduce gripping force; • a platform of adequate size to minimise reaching
6. Removing waste • lifting heavy rubbish bags, which carries the risk of forceful exertion. • provide smaller refuse bags; • put up signs to remind staff not to overfill them

Personal safety recommendations

How Can Burns Be Prevented?

Wear a protective apron, watch out for splatters and spills, keep hair and clothes away from flames., keep flammable materials away from

How Can Cuts Be Prevented?

Cut properly, using the bridge and claw grips, be sure moving machine parts are covered by guards, use a broom and dustpan to clean up broken glass.



How Can Strains Be Prevented?

Before moving heavy goods. Think : How heavy is the load? Do you need help to lift it safely? Do you need training or equipment to move it safely?

How Can Slips, Trips and Falls Be Prevented?

Make sure your path is clear, clean and dry before carrying a load, use non-slip floor pads, wear shoes with soles that grip, clean up spills as soon as they happen.

Customer Safety

- Warn customers that plates are hot when food is served
- Keep areas where customers will walk free of tripped hazards
- Clear up spills that could be come a slip hazard
- Good lighting in car parks, walkways
- Clear up spills and hazards in lavatories
- Check and maintain hand dryers, in room kettles

Reasons fires start ...

1. Equipment that is not serviced regularly can cause over heating and cause fires.
2. Human Error. many fires that happen in catering. Such as fat fryers.
3. Electrical . smouldering wires can develop unseen overnight and be the cause of major incidents..
4. Arson. rare occurrence. grudge between employee and employer, or insurance fraud.
5. Chemical. Not very common now due to the COSHH regulations.

Knowledge Organiser

LO4: Know how food can cause ill health

Useful sites. Type these links into your browser or scan the QR codes:
Video: tinyurl.com/yd5q4dxq
GCSEPod: tinyurl.com/y8hosvsf



Food Spoilage

When food deteriorates to the point where it is not edible

Signs of Spoilage:
 Discoloration
 Visible mould
 Changes in texture
 Unpleasant odour
 Changes in flavour

Causes of Food Spoilage

1. Microorganisms - bacteria, yeast, mould, fungi.
2. Chemical reactions - between food, oxygen & moisture.
3. Enzymes - Speed up the process of decay.
4. Environment - Warmth, pH, oxygen & moisture
5. Insects/rodents - Leaves behind bacteria, urine & faeces.
6. Time - this depends on hygiene, correct storage & temperature

Storage

Remember, bacteria needs warmth & moisture to multiply. Refrigerating removes warmth Freezing removes warmth & moisture



Key temperatures

72°C: kills bacteria. Cook or reheat high risk foods to this temperature
5-63°C: the danger zone - bacteria multiply quickly.
37°C: optimum temperature for bacteria multiplication.
0-5°C: chilling/ fridge: slows bacteria multiplication, extends shelf life
-18°C: freezing - stops bacteria multiplying (until defrosted) and extends shelf life of foods & preserves nutrients.

High-Risk Foods – foods which bacteria multiply most in due to high moisture and protein. They have a short shelf life. Meats, fish and poultry; dairy foods; gravy, stocks and sauces; cooked rice
Ambient Foods – can be safely stored at room temperature - Flour; sugar; tinned food; crisps, pasta

'Use By' Date: Unsafe to consume after this date
'Best before' date: Safe to consume after the date but quality not as high. I.e. crisps not as 'crisp'

Cover foods to prevent contamination
 Storing food in the fridge - keep meats at the bottom to prevent juices/blood dripping onto ready to eat foods.

Food Poisoning

Food contaminated with pathogenic bacteria causes severe illness & possibly death. The following are common bacteria responsible for food poisoning:



Pathogenic Bacteria	Source	Symptoms	Onset time
Salmonella	Raw poultry, meat, eggs	Diarrhoea, abdominal pain, vomiting	12-36 hrs
Campylobacter	Raw poultry, meat, eggs, sewage	Diarrhoea, abdominal pain, fever	46-60 hrs
Staphylococcus Aureus	Humans – skin, hair, nose, mouth, cuts.(coughing/sneezing)	Abdominal pain, vomiting, chills	1-6 hrs
E.Coli	Sewage, water, raw meat, muddy vegetables	Abdominal pain, fever, diarrhoea, vomiting, kidney damage	12-24 hrs

Preservation

Slowing the rate of food spoilage can occur by minimising bacteria activity, i.e. removing moisture or oxygen, reducing the temperature or changing pH levels.

Method	Explanation	Example
Heat	Heating kills most microorganisms	Pasteurised milk, cooked food, canned food
Freezing	Microorganisms cannot multiply without warmth	Frozen meats, fish, ready meals.
Drying	Microorganisms need air to reproduce	Noodle pots, coffee, gravy granules
Removing air (O2):	Most microorganisms need oxygen to reproduce. Food is sealed in cans, MAP & vacuum packaging.	Food in cans and jars, sandwiches, crisps, vacuum packed meats and fish.
Chemicals	(salt, sugar, vinegar & smoke) Changing the pH level of the food to create a hostile environment for the microorganism.	Pickles (make too acidic), salted meats, smoked fish, chutneys, jam

Contamination

Food contamination - foods that are spoiled because they contain microorganisms, e.g. bacteria, that make them unfit for consumption.



Contamination of foods can be **physical, chemical or biological:**

Physical: A foreign object has dropped into the food, e.g. hair, jewellery, finger nail, machinery components.
Chemical: Cleaning products & pesticides
Biological: Bacteria (i.e. from unhygienic workers/high risk food), viruses, moulds & fungi - cause food poisoning

Bacteria need
Moisture (Monday)
Time (Tuesday)
Warmth (Wed)
Food (Thursday)
 (& sometimes O2 & pH)

Bacteria doesn't grow in size, but multiplies into 2 every 20 mins - known as **binary fission**



Mould changes the appearance ('fuzzy'), smell and taste of food. It grows and spreads quickly. Often spoils bread, cheese & fruit



Prevent contamination by the 4 C's: Clean – Cook – Chill – Cover

CROSS CONTAMINATION



Cross Contamination Transferring bacteria from one source to another. Bacteria can't move, so need something to move from one surface to another. E.g. cutting raw chicken, then using the same knife, unwashed, to cut lettuce for a salad. The bacteria from the chicken will be destroyed when the chicken is cooked but the salad will not.

Desirable changes in food:

	Use
Yeast	Bread making and fermentation of cereals in beer & fruit in wine.
Bacteria (lactic acid)	Fermentation of milk to produce yoghurt & cheese.
Mould	Added to cheese – adds texture & flavour (sharp and tangy).
Probiotics	Yoghurt to aid digestion.

Toxins: Waste materials of bacteria, can survive high temperatures. Survive when reheating pre-cooked foods (ie rice)

Spores: Created from bacteria & can survive very high temperatures. Spore-forming bacteria include bacillus cereus

Yeast can grow & spread quickly. Grows on fruit. Spoil fruit by fermenting the sugars

Enzymic browning - chemical process - oxygen & enzymes in food react to cause a cut surface to brown i.e. apple

Key Words

Spoilage - When food deteriorates to the point where it is not edible
Microorganisms - bacteria, yeast, mould, fungi.
Enzyme - Found in foods, speed up the process of decay.
Danger zone - where bacteria multiplies most- 5 - 63°C.
High risk - foods which bacteria multiply most in - high moisture & protein. i.e. Meats, fish, dairy, gravy, cooked rice
Ambient - foods can be safely stored at room temperature - Flour; sugar; tinned food; crisps, pasta
Use by - : Unsafe to consume after this date
Best before - Safe to consume after the date but quality not as high. i.e. crisps not as 'crisp'
Contamination - spoiled because they contain microorganisms, e.g. bacteria, that make them unfit for consumption
Cross contamination - Transferring bacteria from one source to another, E.g. cutting raw chicken, then lettuce.
Pathogenic - bacteria which cause disease (unsafe)
Preservation - Slowing the rate of food spoilage can occur by minimising bacteria activity, increasing shelf life.
Vacuum packaging - a method of packaging that removes air from the package to extend shelf life
MAP packaging - (Modified atmosphere packaging) a way of extending shelf life of fresh food. substitutes air with gas



Summary

Bacteria causes food poisoning when given the conditions moisture, time, warmth and food.
 The key temperatures:
 72°C (killed), 5-63°C (danger zone), 0-5°C (slows multiplication - fridge) and -18°C (bacteria 'dormant' or asleep - freezer)
 The 3 types of contamination are physical, chemical and biological.
 Cross contamination is transferring bacteria from one source to another
 The 4 Cs to prevent contamination are clean, cook, chill and cover.
 Food can be preserved to slow food spoilage by removing the conditions bacteria need (i.e. warmth, moisture, oxygen and pH)



Symptoms and signs of food-induced ill-health:

An "upset tummy" is a familiar symptom for someone who thinks they might have food poisoning; this is known as a non-visible symptom. There are many other signs and symptoms that could show that a person might be suffering from ill-health due to the food they have eaten. Some of the symptoms can be seen (visible symptoms) such as a rash. It is important to be able to recognise visible and non-visible symptoms to help someone suffering from food-induced ill-health.

Visible symptoms

Visible symptoms of food poisoning, chemical poisoning, allergic reaction and food intolerance include:

- **Diarrhoea:** a common symptom of most types of food poisoning bacteria and can also be a symptom of lactose intolerance.
- **Vomiting:** a common symptom of most types of food poisoning bacteria, but may could also be caused by taking in chemicals accidentally added to food.
- **Pale or sweating/chills:** a high temperature is a common symptom of E-coli and Salmonella.
- **Bloating:** a symptom of lactose intolerance.
- **Weight loss:** a symptom of gluten intolerance (coeliac disease).

Allergic/anaphylactic reaction

- **Visible symptoms:** red skin, a raised rash, vomiting, swelling of lips and eyes and difficulty breathing.
- **Non-visible symptoms:** swelling of tongue and throat, nausea (feeling sick) and abdominal pain.
- **Anaphylaxis:** a severe reaction to eating an allergen that can lead to death. An injection of adrenaline (for example, an EpiPen) is the treatment for an anaphylactic reaction.

Non-visible symptoms

Non-visible symptoms of food poisoning, chemical poisoning, allergic reaction and food intolerance include:

- **Nausea (feeling sick):** the most common symptom for all types of food-induced ill-health.
- **Stomach-ache/cramps:** abdominal pain is common symptom of lactose intolerance as well as a sign of an allergic reaction. Cramps may happen at the same time as diarrhoea.
- **Wind/flatulence:** a common symptom of lactose intolerance.
- **Constipation:** a symptom of Listeria food poisoning.
- **Painful joints:** a symptom of E-coli food poisoning.
- **Headache:** a symptom linked to Campylobacter, E-coli and Listeria.
- **Weakness:** non-stop vomiting, and diarrhoea can leave a person feeling weak. Gluten intolerance (coeliac disease) can leave a person feeling tired because their bodies can't absorb the correct amount of nutrients.

Menu Planning is an essential part of the hospitality industry. Chefs, restaurant managers, establishment owners must plan menus to meet the needs of a wide range of people, as we are not all the same. Below are some of the factors a menu planner **MUST** consider:



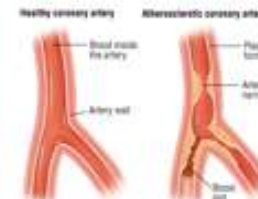
GLUTEN FREE



EGG FREE



PEANUT FREE



Allergies

Some people may develop an allergy to peanuts or to the gluten in wheat. If they eat foods containing these, they may become very ill, and possibly die.

The 8 most common food allergies include:

Cow's milk, Eggs, Tree Nuts, Peanuts, Shellfish, Wheat, Soy and Fish.

Symptoms can occur anywhere from a few minutes after exposure to a few hours later, and they may include some of the following:

Swelling of the tongue, mouth or face, Difficulty breathing, Low blood pressure, Vomiting, Diarrhea, Hives, Itchy rash.

Cow's Milk Allergy

Foods found in:

Milk, Milk powder, Cheese, Butter, Margarine, Yogurt, Cream, Ice Cream



Nut Allergy

Foods found in:

Brazil nuts, Almonds, Cashews, Macadamia nuts, Pistachios, Pine nuts, Walnuts



Seafood Allergy

Foods found in:

Shrimp, Prawns, Crayfish, Lobster, Squid, Scallops



You can alert customers of allergies by printing information on your menus. In UK we use recognisable logos for nut, lactose and gluten containing products to make it easier for the customer to make an informed choice. Servers should also be knowledgeable to answer any guest queries on allergens.

Coeliac Disease

This is intolerance to gluten which is found in wheat, rye and barley. Coeliacs cannot absorb nutrients if they eat gluten. Corn rice and potatoes do not contain gluten. You can also buy special gluten free products in most shops.



Lactose Intolerance

Can't digest lactose (because they don't produce the lactase enzyme). Milk, milkshakes and other milk-based beverages, whipping cream and coffee creamer, ice cream, cheese, butter, puddings, custards, cream soups, cream sauces, foods made with milk.



Ethical Diets



Some people avoid meat due to environmental issues or health risks. Some people avoid beef due to concerns over BSE. Some avoid chicken and turkey due to the bird flu issues. Some people avoid fish due to the overfishing. Or prawns because this fishing is very energy expensive and wasteful. Producing unnecessary greenhouse gases. Some people just don't like the thought of harming animals.

Types of Vegetarian:

Vegetarians: Do not eat meat or fish.

Lacto-vegetarians: Do not eat the flesh of any animal but they will eat eggs, milk, cheese, honey etc.

Vegans: Do not eat any animal products (including honey).

Pescetarians: Do not eat chicken or red meat but do eat fish.

Demi or Semi Vegetarians: Often choose to eat a mainly vegetarian diet because they don't eat red meat. They sometimes eat poultry and fish and eggs, milk and cheese.

Some people may choose or be advised to eat a low saturated fat (often comes from animal fats such as meat and butter) diet for health reasons:

Coronary Heart Disease (CHD) is a build up of fatty deposits in the coronary arteries.

High Blood Cholesterol is high level of cholesterol in the blood.

High Blood Pressure (BP) is higher force than normal pushing against the artery walls (caused by having fatty deposits in the arteries which narrows the artery, increasing the force against the walls).

Religious Diets



Muslim Diet: Do not eat pork. Only eat Halal meat (which is killed in the same way as Kosher). Sea food without fins or scales (such as crabs, prawns and squids) considered undesirable by some Muslims. Muslims also avoid alcohol.



Jewish Diet (Judaism): Do not eat shell fish or pork. They do not eat dairy and meat in the same meal (this is because they do not eat mother and child together - so you can not have chicken and egg together or milk and beef). They only eat Kosher meats (where the blood is drained from the body through a slit in the throat before the meat is soaked or salted). Kosher houses should have different sinks for dairy and meat along with different plates, cutlery and utensils: this is taken very seriously within the Jewish religion.



Hindu Diet (Hinduism): Do not eat beef or any beef product - this is because the cow is a sacred animal and is treated as such, this includes the use of leather for clothes and furniture. Milk is permitted as no animal is killed during the collection. Often vegetarian, which comes from the principle of Ahimsa (not harming). Most Hindus don't drink alcohol.

Different occasions suit different types of menu. For example, if you go to a wedding you would expect a sit down meal, often silver service. If you go to a party you would probably expect a buffet. Most importantly, the style of service, menu and event needs to suit what the **customer wants**.

Besides the nutritional, medical, ethical or religious dietary needs, we looked at (overleaf) you should also consider: Time of year, weather, types of customer, time available, price, portion control, ability of the cook, ability of the waiting staff, equipment available (for preparation, serving, cooking), balance (colour, flavour, texture, shape, variety of ingredients), presentation.



customers' needs



Children's Menus

Should be fun and include healthy alternatives to children's favourites, e.g. potato wedges instead of chips. Children could have more choice by offering smaller portions of main meal dishes from the adult menu. Children's menus should not be excessively high in fat, salt and sugar and demonstrate smaller portion sizes.



Breakfast

Breakfasts usually offer a choice of hot (bacon, egg, sausage, tomato etc.) and cold continental (rolls, croissants, cheese, cold meats, fruits and yoghurts). Hot and cold drinks and a tasty selection of preserves are also often offered.



Specials

Many restaurants have 'specials boards', which is a good way of adding seasonal dishes to the menu.



Lunch

Often needs to be served quickly for customers who have limited time. Sandwiches, wraps and baguettes are ideal. An ideal menu will offer a variety of breads with a selection of hot and cold fillings, together with snack items such as jacket potatoes, salads, pastries, cakes and muffins.



Evening meal

Vegetarian and healthy choices should be offered as well as dishes using a variety of cooking methods. In the UK, the most popular menus offer hot and cold starters, a variety of main courses and a selection of desserts that include chocolate and fruit.

Menu Types: Key Terminology

Table d'hôte or set-price menu
A fixed or set-price menu with a limited selection of dishes for every course.

A la Carte menu
All dishes are individually priced.

Rotating menu cycle
Often used in primary schools. A fixed pattern of menus is used to cover a fixed number of days. The minimum number of days is eight, so that menus are never repeated on the same day each week.

Ethnic or Speciality menu
Can be fixed price or à la carte. Some offer dishes from particular countries, e.g. China, Italy. Others offer specialised food, e.g. fish or vegetarian dishes.

Fast-Food menu
This is similar to a speciality menu. Food tends to have 'themes' such as burgers, chicken or baked potatoes. Items are priced individually.

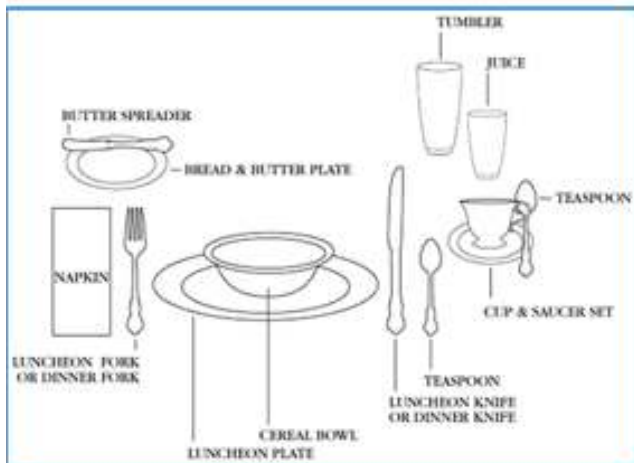
Party or Function menu
Usually a fixed-price menu offered for parties or functions such as wedding receptions. Some party's menus offer a limited choice.

Special Events

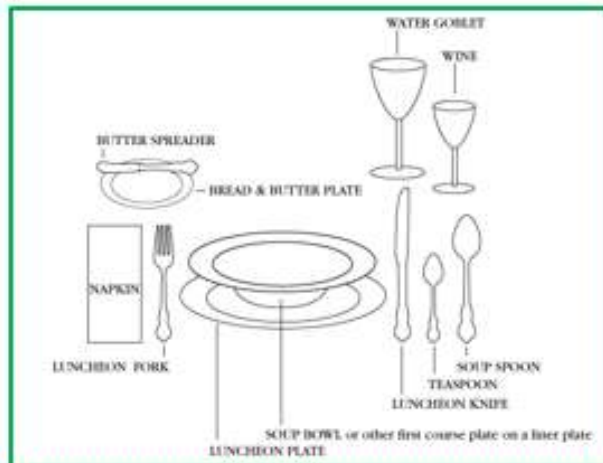
One of the most common functions/events in the hospitality industry are **weddings**. Weddings are a great example of where **customer needs** need to be closely followed. This is the biggest day of the bride and grooms' life and is often **very expensive**. Therefore **accuracy** and **attention to detail** is very important. It is often the **event manager's job** to **liaise (discuss with)** with the client, take notes of what the bride and groom would like then **contact suppliers/event staff** to make the big day happen. The event manager must **price up** the service and get a **deposit** from the couple before work begins, to make sure the **establishment does not lose money** if the day gets **cancelled** - it happens more often than you think!



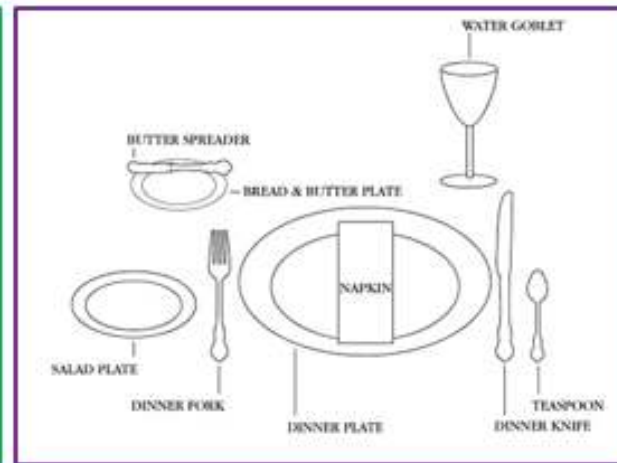
Different types of meal and service require setting up differently, however, some things stay the same. The fork is always placed to the guest's left, the knife to the right with the blade facing the plate. Bread plates go to the left with cups and glasses on the guest's right. Meals such as lunch and dinner may involve more than one course and therefore more plates, cutlery and glasses may be required. There is often more than one type of glass as guests should have a choice between water and wine.



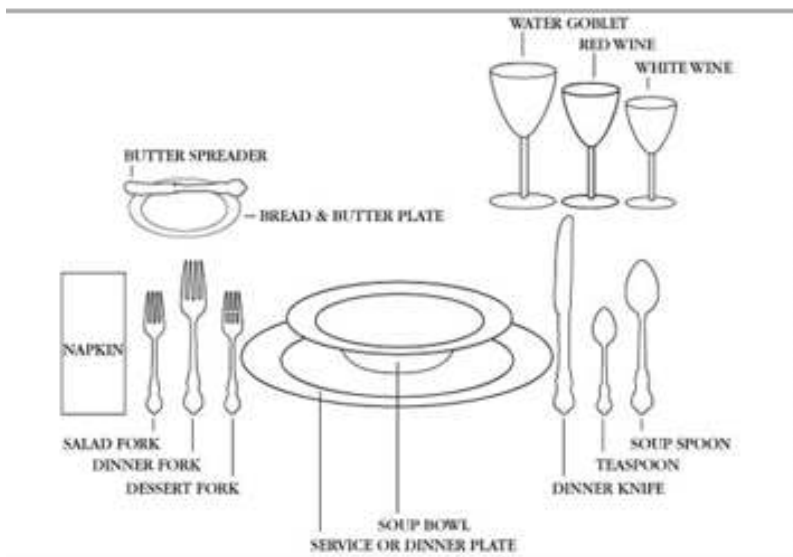
Breakfast: Hotel breakfasts can be hot or cold, therefore plates and bowls are necessary. A cup and saucer to serve tea and coffee as well as multiple cutlery for the different types of food served, e.g. spoons for cereal and fruit. Tumblers/glasses for water and juice are also available as everyone may not drink tea or coffee.



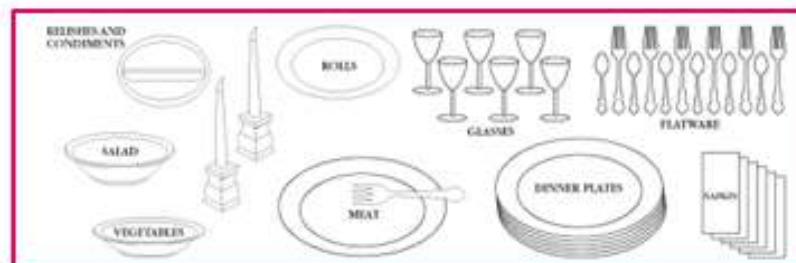
Lunch: A lunch service may offer a starter, therefore a bowl for this course may be set as well as a spoon. Wine glasses are featured as some guest may drink wine with their lunch, these were not featured on the breakfast set up as it is unlikely guests will drink alcohol with breakfast.



Family Dinner: A family dinner set up is less formal and therefore there are likely to be less courses, therefore less crockery/cutlery. A bread and butter is placed as soup may be served (accompanied by bread) as a starter or main course. Again, wine glasses are set as meals are often paired with white, red and rose wines depending on the meat usually.



Formal Dinner: a formal dinner involves a lot more cutlery and crockery as there are likely to be multiple courses, especially at an event such as a wedding. There will be different cutlery for starter, main and dessert. A dessert fork would be used for pastries and cakes. There will be multiple glass styles for different drinks, white and red wine are served in different shaped glasses (see explanation at the bottom of this page). There will be enough cutlery for at least 3 courses, more would be brought out with the meal if there were more than 3 courses to save space on the table.



Buffer: Buffets can be served multiple ways, the important thing is that guests can move around the buffet area easily and quickly to limit queuing. Food should be served at different heights and on different plates to show the difference in choices. Hot food must be kept hot (usually in a bain marie) and cold food should not be left out longer than 90 mins. Cutlery and plates should be accessible by guests.



Typically red wine glasses will be a bit taller and have a larger bowl than white wine glasses. In general reds are bigger and bolder wines so they require a larger glass to allow all those aromas and flavours to emerge.

Hospitality and catering: Unit 1- The hospitality industry– Meeting customer needs

When an event manager plans an event you must consider the following factors:

- Type of function/event
- Date and time
- Choice of venue
- Number of guests
- Menu and type of service
- Promotion/advertising
- Décor and presentation
- Room layout/table layout
- Menu cards/place cards
- Risk Assessment

Type of function: The most important factor to consider is what type of event are you planning? Common functions/events in the hospitality industry are: weddings, charity fundraisers, school proms, awards nights (the Oscars), business networking, opening of a new business, staff Christmas party, christenings, birthdays, confirmations, bar mitzvah, sporting events e.g. football hospitality (private boxes), horse racing (The Grand National). The event may have to suit the theme, sports club, company or brand, for example Newcastle Utd wouldn't have red and white room décor! If the event is a special occasion/luxury a silver service may be expected, however work parties and discos may only require a buffet service. The type and purpose of the event will determine every other factor and decision.

Date: Time of year, e.g. Christmas, Easter, Summer, Spring. The time of year might have an impact on the theme you choose or ingredients that are in season. The date may be specific to the client, e.g. a wedding day, date of the school prom, that cannot be changed.

Time: Morning = Breakfast Dishes such as cooked breakfast (Full English), light snacks, fruit, pastries, Danishes, yoghurt.
Daytime = Lunch/Snacks such as sandwiches, baked potatoes, wraps, salads, pasta dishes.

Evening = 2 or 3 course dinner, starters, mains, desserts, vegetarian options.

The time may dictate the type of food you serve or style of service, e.g. in the evening guests would not expect a breakfast course, in the morning guests probably don't expect a 3 course meal. If you are asked to plan a menu in the exam remember to think about the time of day or year!



Soft Play Areas

Corporate Meeting Rooms

Sports Arenas

Stately Homes

Outdoor Marquee

Restaurants

Venues: Once the event planner knows what type of event is planned, they can then decide a venue, or be told where the event will take place by the client. Children's parties may take place at a soft play area, whereas an adult's party may take place at a restaurant. These are called 'private functions' and often don't require an event planner, family members of friends are more likely to organise these. Larger events such as weddings and charity events require an event planner. 5* hotels usually offer their own wedding/event planning and management service. The advantage to the customer is that the event planner is probably very experienced at their job and has many contacts for different things such as decorations, food and entertainment. It also makes it less stressful for the customer, knowing an expert is taking care of their needs. Above are some different venue types used for functions and events. Think about whether an event planner would be needed at each?



Number of Guests: The number of guests is **VERY important!** The event planner/manager needs to make sure that if 60 guests are expected, 60 guests are catered for, plus some extra in case people turn up unexpectedly. A wedding is a great example of where the number of guests must be correct, as the cost per person is often expensive (around £70 per guest). If an event expected lots of guests (over 200) the event manager may suggest serving a buffet as a 3 course meal for over 200 people may be time consuming (unless there is a large number of chefs and wait staff employed for the event). All these things must be considered so the event runs smoothly and everyone is catered for.



Décor: The room décor must match the theme/style of the event also. A child's birthday party should be bright and colourful, perhaps with a theme from a popular kids' TV show. A wedding may have a certain colour scheme that is carried through the table and chair decorations. A well decorated room gives an impression of quality, remember, first impressions count! If you are asked in the exam to consider the factors when planning a child's party don't forget to mention how the room should look.



Advertising: Public events need to be advertised in order to sell tickets. The cost of the ticket and number of tickets available will have been carefully calculated by a sales or budget manager. The ticket price will need to cover the cost of any food, entertainment or prizes at the event so the event organisers do not lose money. Charity functions usually take a percentage of the ticket sales money as donations. There are many ways to advertise, the most common today is via social media, Facebook, Instagram, Twitter as well as company websites. Printed advertising is usually leaflets, flyers and posters.



When an event manager plans an event you must consider the following factors:

- Type of function/event
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- Number of guests
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- Menu cards/place cards
- Risk Assessment

Classroom



Theatre

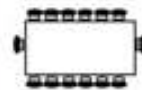


Cabaret

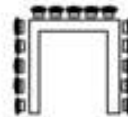


Room Layout The room layout depends on the type of event and the number of guests attending. A wedding may use a banquet style room layout with guests sat together in a seating plan. For an event where there may be entertainment a cabaret style may be more appropriate so all the guests can see the stage. A corporate meeting may require a boardroom or U shape layout.

Boardroom



U Shape



Banquet



FORMAL

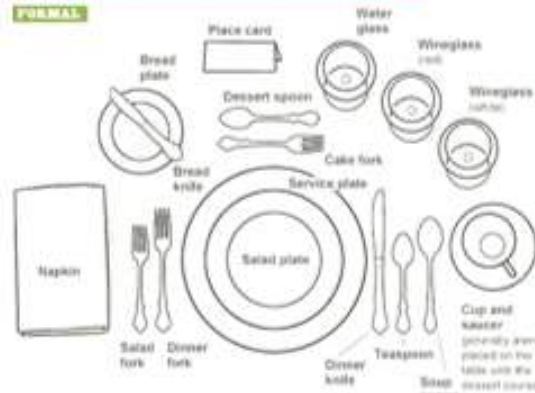


Table Layout The diagram (left) is a formal table set up. Use your revision mat 4 Menu Planning Presentation, to look at other ways of setting tables. If you are asked a function planning question in the exam, don't forget about the table. What should be on it? Why? Does the table need to look formal or informal (think about the type of meal being served)? Is it a formal wedding with silver service or an informal buffet at a birthday party?



Pirates Cove Party Room Risk Assessment



Example Menu and Place Cards
These let guests know where to sit and what is on the menu.

What are the hazards?	Who might be harmed and how?	What are you already doing?	What further action is necessary?	Action by whom?	Action by when?
Parties, Party Room	Customers Potential incidents such as cuts, bruises, burns fractures, child security could occur if parties are not managed correctly.	<ul style="list-style-type: none"> • Only staff trained to carry out parties can do so. During training staff are made aware of all the safety issues that require adhering too to ensure a safe party. • Parents made aware of rules and regulations surrounding parties in party paper leaflets prior to parties. • Depending on numbers at the party correct staff levels must be in place. • Manager to ensure any photography is part of a party. • Whoever is taking the photographs/videoing is to be instructed to be careful they do not linger on the activity of children or adults outside of that party. • Pirates Cove staff to use and control secret passageway. • Staff and parents to supervise the stairs leading to party room. • Children do get excited when returning to the play area, so do stay on your toes BE ALERT. • We advice the parent of the birthday child to obtain telephone numbers of any unaccompanied children in the unlikely event in an emergency. 	No more action required.	Duty Manager to monitor. Supervisor All staff	Already in place and ongoing/.



Quality Service is integral to securing **repeat business** and **being successful**.

Basic services that should always be of a high standard are:

- who anticipate Cleanliness
- Employees ability to respond to customer requests quickly
- Employees anticipate customers' needs

The above can be **achieved** with **quality training** and a **good attitude/work ethic** from the **employee**.

Service should be consistently high and not sporadic. **Your business is only as good as your last visit.**

If guests feel standards have slipped they will move on.



Good Customer Service Can:

- Boost repeat business
- Create demand from new customers
- Cut costs, such as marketing costs (attracting new customers is calculated to be five times more expensive than retaining existing ones)
- Motivate staff, encouraging them to work harder and stay with the company longer
- Provide an edge over competitors
- Encourage customers to pay more to be certain of receiving good service
- Lead to higher profits
- Win awards!



The Equality Act 2010



Poor Customer Service Can:

- Discourage customers from returning
- Encourage them to turn to competitors.
- Research shows that 68% of lost customers are dissatisfied about service and attitude; only 14% are dissatisfied about the product.



Dealing with Complaints

- Listen with empathy
- Allow the customer to make their point (do not take things personally)
- Be supportive, apologise if necessary (this can diffuse the situation)
- Do not blame someone else (this looks unprofessional)
- Have a positive attitude
- Offer a solution
- Follow through on the situation



Customer Care and Accessibility

In the UK, **1 in 5 people** have a **disability** - this could be visual, hearing, motor or cognitive (affecting memory and thinking).

Accessibility is about making sure your service can be used by as many people as possible. Thinking about this from the beginning will help you:

- make sure that nobody is excluded
- find out earlier if any parts of your service aren't accessible - problems
- usually cost less to fix if you find them early

If you provide any sort of accommodation, serviced or self-catering, the Equality Act 2010 applies to you.

- The Act gives people rights of access to goods, facilities and services (including tourist accommodation) and ensures that they are treated no less favourably than other customers.

Basic Customer Services Include:



1. Cleanliness:
This is an absolute must. Hotels, regardless of stars, need to uphold the highest cleanliness standards, offering clean public spaces, bathrooms, bedrooms, and amenities. While it's an important initiative, recycling must not give way to a lack of hygiene.



2. Adequate safety/security:
For many, a hotel functions as a home away from home. With that comes a hefty expectation for the most diligent safety and security measures. Many hotels now focus on providing personalized safety and security measures for different guest profiles such as women, children, and the elderly.



3. Internet:
Guests at all types of hotels demand some level of Internet service, but business hotels especially must offer the highest level of connectivity and flexibility. At many hotels, if not all, guests expect Internet access to be complimentary—for some, free WiFi is as necessary as the air we breathe.



4. Comfortable beds:
At the end of the day, a hotel serves a very basic need: It provides a place to rest your head, but only if the bed is of good quality, clean, well maintained, and well designed. It also needs to be well positioned in the room to allow proper circulation.



5. Bathroom plumbing:
All guests should expect clear, potable water; proper and continuous hot running water in the shower; flowing water in the sink and toilet; and no leaks.



6. Lighting:
Most don't offer adequate lighting in the hotel rooms, from bathrooms to bedside lamps, and it's a hassle for guests across the board. Improved lighting serves to enhance the guestroom experience and provide a sense of security.



7. Aroma:
Upon entering a hotel and the hotel room, the smell of the property has a major impact on a traveler's first impressions. Guests are often sensitive to newly created hotel "signature" scents or stale smells from carpets and bathrooms, which can influence the guest's perception of the quality and cleanliness of a hotel.



8. Simple, tasty food:
The availability of food and beverage outlets varies based on the hotel service level. However, certain things—such as a hot breakfast—are a basic offering that really adds to a guest experience. Even budget hotels could be conveniently located next to an all-day diner, which caters to hotel guests. Access to a convenient and affordable breakfast is turning from a plus to a must.



9. Check in/Check out:
Nowadays, a front desk check-in and -out experience is constantly evolving—from pod check-ins to a personalized iPad check-in. While these advances are exciting, hotels need to stay focused on certain elements of a check-in/check-out process that really effect a guest stay.



No matter what the hotel, from a luxury Four Seasons to a budget Premier Inn, all guests should expect a warm welcome, a friendly face, attentive service, heartfelt thanks and know that the hotel is their 'home away from home.'



Customers can leave feedback about the service they have received by review sites, such as Trip Advisor, directly by completing customer satisfaction questionnaires/forms or social media, such as Facebook.

Basic costs

Labour: These costs include employee wages, National Insurance contributions and pension contributions.

Material: These costs include decoration, furnishings, kitchen and dining equipment, ingredients, printing and health and safety equipment.

Overheads: These costs include rent, rates, gas and electricity, insurance, licensing, training and maintenance.

Economy

The value of the pound (£) can affect the hospitality and catering sector. If the economy is good, people will be willing to spend more. If the economy is weak (recession), people may decide that eating out or going on holiday is a luxury and will spend less.

VAT (Value Added Tax) is added to the final cost of goods and services offered in the hospitality and catering sector. The money from VAT goes to the government to pay for services everyone uses for example the NHS.

Environmental impact

Running a hospitality or catering provision uses a lot of resources. Businesses are encouraged to **reduce, reuse, and recycle**. Energy efficient equipment such as low energy light bulbs can save a business money. Using local and seasonal ingredients reduces the amount of CO₂ released into the atmosphere during transport. All waste should be separated and recycled or composted when possible.

Profit

Gross Profit: The difference between how much a menu item costs to make and how much it sells for. Ingredient costs should not be more than 30% of the gross profit. If the ingredient cost for a chocolate brownie dessert is £1.50 and the menu price is £4.50, the gross profit is £3.00.

Gross Profit % = $(3.00 \div 4.50) \times 100 = 66.6\%$

Net Profit = What is left from the gross profit once all costs (as listed above) are covered.

New technology

New technologies have benefitted the sector in positive ways. These include:

- **cashless systems** such as contactless cards and mobile payment apps
- **digital systems** such as online booking/ordering and key cards
- **office software** such as stock ordering systems.

Media

The hospitality and catering sector is very competitive, so most businesses try to make good use of the media to advertise. Most businesses will have their own **website**, which customers can use to view menus and make bookings.

- **Print Media:** Ads in magazines and newspapers, flyers and money-off vouchers.
- **Broadcast media:** Television, radio and online ads.
- **Social media:** Customer feedback and reviews.

Consumers are increasingly using smartphones to book, order, pay and review.



To have a successful business, you need to make a **profit!** There are many different costs you need to consider to run a business. These different costs can be split into 3 categories:
Material Costs, Labour Costs and Overheads.

Fixed costs are those that **stay the same**, e.g. rent, insurance, energy, rates
Variable costs are those that **can change**, e.g. wages, food costs, drink, tax.

- Fixed Expenses**
 Insurance, Taxes, Rent/Rates
 Staff wages (also called labour costs)
 Advertising



Material Costs
 Food, drinks, recipe ingredients, printer paper, from decorations e.g. balloons and table covers, party poppers, napkins.



- Room Expenses**
 Newspapers
 Guest stationary
 Tea/Coffee
 Toiletries
 Flowers
 Hangers
 Complimentary sweets
Linen Expenses
 Towels
 Facecloths
 Dry cleaning
 Bed linen
Food Expenses
 Ingredients
 Storage equipment
 Cooking equipment
 Crockery
 Cutlery
 Glasses

- Cleaning Expenses**
 Cleaning cloths/mops
 Cleaning chemicals
 Dusters
 Dustpans
 Buckets
 Bin bags
 Vacuum cleaners
 Other equipment

- Energy**
 Gas
 Electricity
 Water
Printing Expenses
 Manuals
 Guides
 Maps
 Signage
 Desk pads
 Stationery
 Envelopes
 Room cards
 Admin forms
Transport Expenses
 Limousines
 Town Cars
 Transport services (mini bus)
 Petrol/Diesel



Labour Costs
Staff salaries (wages) - staff who are regular workers at an establishment or on a permanent or fixed term contract will have a set wage they are paid each month. Examples of this type of staff are: chefs, waiters, managers, receptionists, chamber maids, cleaners, janitors, porters, concierge, sales staff, event planners/managers.



Labour Costs
 Establishments may have to hire in staff for one off or specialist jobs such as: builders, plumbers, electricians, painters and decorators, contract caterers, pest control, line cleaners (for the bar).



Key Words
Capital - wealth in the form of money or other assets owned by a person or business that can be used to buy things necessary for the business to run (be maintained) or grow.
V.A.T - or Value Add Tax, is a tax that is charged to all businesses.
Profit - amount of money earned after costs have been deducted.
Overheads - a cost or an expense, e.g. electricity, gas, water, staff wages, food costs such as ingredients, phone/internet bills, drinks e.g. wine, beer, lager, spirits, tea and coffee.

Food costs are large percentage of costs for most hospitality businesses. When planning menus chefs must **calculate** how much dishes will **cost per portion** to be able to justify keeping it on the menu. Expensive dishes that are not ordered often may lead to **wasted ingredients** that are unused, which result in **less profit**. Chef's must design dishes that generate a profit to stay operational.



To work out the minimum cost per portion for the business to make a profit, businesses use the following formula.

$$\frac{\text{Cost per portion} \times 100}{40}$$

40

The cost is sometimes rounded up or down so the number ends in a 5 or 0 making it easier to calculate a customer's bill and calculate change, e.g. £20.50 instead of £20.47

Example: A dish costs £17.56 to make, to calculate the cost per portion you would:

$$£17.56 \times 100 = 1,756$$

$$1,756 / 40 = \text{£}43.90$$

The dish would be advertised on the menu for £43.90



VAT (or Value Add Tax)

VAT is currently 20%

To work out a price including the standard rate of VAT (20%), multiply the price excluding VAT by 1.2 e.g. £300 x 1.2 = **£360**.

Try the following calculations:

1. Add VAT to £50
2. Add VAT to £75
3. Add VAT to £6.40
4. If a dish costs £4 to make, how much does it need to be sold for to make profit?
5. If a dish costs £12 to make, how much does it need to be sold for to make profit?
6. If a dish costs £23 to make, how much does it need to be sold for to make profit?
7. If a dish costs £20 on the menu, how much did it cost to make?
8. If a dish costs £30 on the menu, how much did it cost to make?

Establishments can Conserving Energy by:

- Having keycards in room s that only turn lights/electricity on when inserted
- Timers on heating
- Timers on air conditioning units
- Thermostats on heating and air conditioning units
- Advising guests on the establishment's environmental policies
- Energy saving lightbulbs
- Installing modern toilets that flush less water
- Installing energy efficient equipment's, e.g. ovens and hobs in the kitchen
- Smaller kettles in guest rooms to prevent over filling and wasting energy



Establishments can Conserving Water by:

- Use towels more than once
- Fit showers rather than baths
- Taps that dispense only short bursts of water
- Motion sensor taps
- Using washing up water to water gardens
- Water butt to catch rain water for gardening
- Only serve water on tables if guests request it



REUSE REDUCE RECYCLE

Establishments can Reduce, Reuse and Recycle by:

- Only issue newspapers if guests ask
- Refillable soap dispensers in bathrooms
- Reusing paper for notes and messages
- Only print out information that is necessary
- Send emails rather than printing
- Buy ingredients that are fresh
- Buy ingredients in less packaging (in bulk)
- Reuse large containers to store things
- Encourage guests to recycle
- Have recycling bins around the property
- Recycling glass, tins, cardboard and paper
- Reduce number of free items given out to guests, e.g. sewing kits
- Send food waste to local farms for feed
- Use vegetable peelings to make compost

SYSTEM
WHAT JUST HAPPENED?
Waste water from showers and wash hand basins is collected and treated. The recycled greywater is then used to flush toilets. This reduces waste.

HELP PROTECT OUR ENVIRONMENT
Using the same amount of detergent for the removal of grime of items are used to wash dishes that have been used only once.
PLEASE DISPOSE PROPERLY!
A glass on the table means "I don't drink".
A glass on the floor means "I don't want to drink".

26-27°C Guest bathrooms
22-24°C Restaurants and dining rooms
20-22°C Bars, lounges
19-21°C Corridors
16-19°C Guest Bedrooms
Laundry
Kitchen

PLASTIC GLASS METAL WASTE

Why consider the Environment?

The hospitality industry contributes to much of the world's total water and energy consumption as there are millions of establishments worldwide. It is important for establishments to act now and encourage guests to save water and energy as it tells guests the establishment (and industry as a whole) cares about the environment and in turn will give the establishment a good reputation.



- Reduce** - lowering the amount of waste produced
- Reuse** - using materials repeatedly
- Recycle** - using materials to make new products

Role of the Environmental Health Officer (EHO)

The role of the Environmental Health Officer (EHO) is to protect the health and safety of the public. They are appointed by local authorities throughout the UK. In the hospitality and catering industry, they are responsible for enforcing the laws linked to food safety. They inspect all businesses where food is prepared and served to members of the public, advise on safer ways of working and can act as enforcers if food safety laws are broken.

EHO inspections

The EHO can carry out an inspection of any hospitality and catering premise at any time during business hours – they do not need to make an appointment. During an inspection, the EHO will check to make sure that:

- the premises are clean
- equipment is safe to use
- pest control measures are in place
- waste is disposed properly
- all food handlers have had food hygiene and safety training
- all food is stored and cooked correctly
- all food has best-before and use-by dates
- there is a HACCP plan to control food hazards and risks.

The EHO is allowed to:

- take photographs of the premises
- take food samples for analysis
- check all record books, including fridge and freezer temperatures, cleaning schedules and staff training
- offer advice on improving food hygiene and safety in the business.

EHO and the law

If the EHO discovers problems with the food safety and hygiene in the premise, they are allowed by law to:

- remove any food that may be hazardous so it can't be sold
- tell the owners to improve hygiene and safety within a set time and then come back and re-inspect
- close the premises if there is a risk to health of the public
- give evidence in a court of law if the owners are prosecuted for breaking food hygiene and safety laws.

Complaints by the public

The EHO will immediately investigate any complaints of suspected food poisoning linked to a particular premise.

Hygiene ratings

When an inspection has been carried out, the EHO will give the business a food hygiene rating. The ratings are published on the Food Standards Agency website as well as on stickers displayed at the business. A rating of 5, or very good, represents the highest standard of food hygiene.

ed to be able to know and understand the different types of media, as well as the positive and negative impacts they can have on the hospitality and catering industry.

Different types of media

The following names the different types of media that can be used to promote the hospitality and catering industry.

Printed media: Different types of printed media can include:

- › magazines
- › newspapers
- › billboards
- › business cards
- › posters.

Broadcast: Different types of broadcasting media include:

- › television
- › radio.

Internet: Ways of promoting through the internet include:

- › social media, e.g. Facebook, Instagram, Twitter, etc.
- › Websites, e.g. TripAdvisor
- › ads on podcasts
- › blogs
- › email.

Competitive: This could include being competitive with other establishments to attract and retain customers through competitions, deals, special offers and themed events.

Positive and negative uses of media

Named below are some of the positives and negative impacts the media can have on the hospitality and catering sector.

Positive impacts:

- Social media is free and isn't an extra cost for the business.
- Able to contact a larger and wider audience quickly.
- Attracts new customers.
- Builds business awareness.
- Customers can feel more of a personal connection with the business.
- Creates and builds customer loyalty.
- Media can target specific groups easily.

Negative impacts:

- Advertising in media is expensive, e.g. printed media and broadcasting.
- Having a bad or negative review/comment on social media can rapidly decrease the reputation of a business, e.g. through a comment retweet share.
- Rapid spread of negative reviews, comments and/or feedback can be detrimental to the success of a business, leading the business potentially having to close.
- Having a bad reputation would decrease customer loyalty and less likely to attract new customers.





To have a successful business, you need to make a **profit!** There are many different costs you need to consider to run a business. These different costs can be split into 3 categories:
Material Costs, Labour Costs and Overheads.

Fixed costs are those that **stay the same**, e.g. rent, insurance, energy, rates
Variable costs are those that **can change**, e.g. wages, food costs, drink, tax.

- Fixed Expenses**
 Insurance, Taxes, Rent/Rates
 Staff wages (also called labour costs)
 Advertising



Material Costs
 Food, drinks, recipe ingredients, printer paper, from decorations e.g. balloons and table covers, party poppers, napkins.



- Room Expenses**
 Newspapers
 Guest stationary
 Tea/Coffee
 Toiletries
 Flowers
 Hangers
 Complimentary sweets
Linen Expenses
 Towels
 Facecloths
 Dry cleaning
 Bed linen
Food Expenses
 Ingredients
 Storage equipment
 Cooking equipment
 Crockery
 Cutlery
 Glasses

- Cleaning Expenses**
 Cleaning cloths/mops
 Cleaning chemicals
 Dusters
 Dustpans
 Buckets
 Bin bags
 Vacuum cleaners
 Other equipment

- Energy**
 Gas
 Electricity
 Water
Printing Expenses
 Manuals
 Guides
 Maps
 Signage
 Desk pads
 Stationery
 Envelopes
 Room cards
 Admin forms
Transport Expenses
 Limousines
 Town Cars
 Transport services (mini bus)
 Petrol/Diesel



Labour Costs
Staff salaries (wages) - staff who are regular workers at an establishment or on a permanent or fixed term contract will have a set wage they are paid each month. Examples of this type of staff are: chefs, waiters, managers, receptionists, chamber maids, cleaners, janitors, porters, concierge, sales staff, event planners/managers.



Labour Costs
 Establishments may have to hire in staff for one off or specialist jobs such as: builders, plumbers, electricians, painters and decorators, contract caterers, pest control, line cleaners (for the bar).



Key Words
Capital - wealth in the form of money or other assets owned by a person or business that can be used to buy things necessary for the business to run (be maintained) or grow.
V.A.T - or Value Add Tax, is a tax that is charged to all businesses.
Profit - amount of money earned after costs have been deducted.
Overheads - a cost or an expense, e.g. electricity, gas, water, staff wages, food costs such as ingredients, phone/internet bills, drinks e.g. wine, beer, lager, spirits, tea and coffee.