

## Hospitality Team Member Apprenticeship Standard

NCFE Level 2 Certificate in Hospitality and Catering Principles (Hospitality Services) (601/0417/X)

Knowledge and Understanding (know it)	Skills (show it)	Behaviours (live it)	NCFE Level 2 Certificate in Hospitality and Catering Principles (Hospitality Services) (601/0417/X)
<b>Customer</b>			
Recognise customer profiles in hospitality and how customers have different needs.	Use clear and engaging communication to establish a good rapport with customers and ask relevant questions to determine their needs.	Use own initiative and have confidence in determining customers' needs.	<p><b>Unit 03</b> Giving customers a positive impression (D/600/0617)</p> <p><b>Unit 04</b> Principles of customer service in hospitality leisure travel and tourism (T/600/1059)</p>
Understand the importance of meeting and, where possible, exceeding customer expectations in line with the business / brand standards.	Deliver excellent customer service in line with the business / brand standards with the aim of exceeding customer expectations.	Take an enthusiastic and positive approach to providing excellent customer service,	<p><b>Unit 03</b> Giving customers a positive impression (D/600/0617)</p> <p><b>Unit 04</b> Principles of customer service in hospitality leisure travel and tourism (T/600/1059)</p>
Understand the importance of receiving and dealing with customer feedback to support the improvement of products and services and provide value for money.	Check that customers are satisfied with products and services and act on feedback in line with business procedures.	Take feedback from customers seriously and actively improve own customer service in line with business / brand standards.	<p><b>Unit 04</b> Principles of customer service in hospitality leisure travel and tourism (T/600/1059)</p> <p><b>Unit 19</b> Principles of resolving customer service problems (A/502/8317)</p>

## Business

<p>Know the business vision and values, its main competitors, how it fits into the wider hospitality industry and how own area of work contributes to achieving business targets.</p>	<p>Perform activities to positively promote business / brand standards and identify opportunities to increase sales and achieve customer loyalty.</p>	<p>Proactively support the reputation of the business and be aware of how it compares with its competitors.</p>	<p><b>Unit 04</b> Principles of customer service in hospitality leisure travel and tourism (T/600/1059)</p>
<p>Know how own role can minimise unnecessary financial loss to the business.</p>	<p>Carefully handle payments, transactions, stock and packaging to minimise unnecessary financial loss.</p>	<p>Carry out activities with consideration of their cost and value.</p>	
<p>Understand how personal discipline in approach to work, for example time-keeping, attendance, personal appearance, personal presentation and conduct can all have an impact on the business/ brand reputation.</p>	<p>Prepare and organise own work for example promptly arriving for shifts, communicating information at team meetings / briefings, following business / brand guidelines and procedures, meeting agreed deadlines.</p>	<p>Organise own work and have the confidence to ask for guidance, fully participate in performance reviews and training and act on feedback relating to personal performance.</p>	<p><b>Unit 03</b> Giving customers a positive impression (D/600/0617)</p> <p><b>Unit 04</b> Principles of customer service in hospitality leisure travel and tourism (T/600/1059)</p>
<p>Know the products / services that are offered by the business, their prices and special offers and how to match them to customers' needs.</p>	<p>Clearly communicate relevant and useful information on products and services based on a clear understanding of customers' needs.</p>	<p>Confidently demonstrate a belief in the products / services the business offers.</p>	
<p>Know how the business aims to increase its market share and compete against its main competitors, for example its unique selling points, promotions and marketing campaigns.</p>	<p>Actively promote the unique selling points of the business and special offers available and promotions to customers.</p>	<p>Keep up to date with how the business positions itself within the wider hospitality industry.</p>	
<p>Understand how the use of technology can enhance customer</p>	<p>Use technology appropriately and efficiently in line with company</p>	<p>Use technology responsibly and take an interest in new</p>	

service and productivity in hospitality businesses.	policy in a way that supports customer service and ensure that faults and maintenance issues are reported promptly.	developments that relate to own job role.	
Recognise and understand legislative responsibilities relating to the business and the products and / or services it offers.	Comply with legal requirements to avoid risks, minimise disruption to the business and to maintain the safety and security of people at all times.	Work with integrity in a safe, honest and trustworthy manner putting personal safety and that of others first.	
Know how the activities in hospitality businesses can have a negative effect on the environment.	Work in a way that minimises negative effects on the environment for example by managing wastage in line with business procedures.	Demonstrate personal commitment to minimising the negative affect on the environment caused by work activities.	

### People

Understand the importance of using appropriate methods of communication that are suitable for different situations and individuals' needs in a variety of hospitality contexts.	Communicate accurately and effectively with others in line with the business culture to achieve the best result according to the situation.	Take a friendly and outgoing approach and enjoy talking and interacting with others, and communicating according to the business / brand standard.	<b>Unit 02</b> Effective teamwork (Y/600/0616)
Know how to support and influence the team positively, recognising how team members are dependent on each other to meet business objectives.	Support team members to ensure that the products and services delivered are of a high quality, on time and meet customer expectations in line with business needs.	Demonstrate pride in own role through a consistently positive and professional approach, and be aware of the impact of personal behaviour within the team.	<b>Unit 02</b> Effective teamwork (Y/600/0616)
Understand how to work with people from a wide range of backgrounds and cultures.	Put people at ease in all matters, adapt products and services as necessary, helping them to feel	Operate in a fair and professional manner.	

	welcome and supported and provide them with information that is relevant to their needs.		
<b>First Line Supervision / Team Leading</b>			
Understand how to support the supervision of team members for example new and junior employees to assist line manager.	Contribute to meetings and planning shifts, support shift briefings and assist in the monitoring of standards to help ensure quality is maintained.	Demonstrate the ability and confidence to deputise for the line manager when necessary	

## Hospitality team member - Hospitality Specialist

NCFE Level 2 Certificate in Hospitality and Catering Principles (Food and Beverage Service) (601/0510/0)

NCFE Level 2 NVQ Diploma in Food and Beverage Service (601/0382/6)

Knowledge and Understanding (know it)	Skills (show it)	Behaviours (live it)	NCFE Level 2 Certificate in Hospitality and Catering Principles (Food and Beverage Service) (601/0510/0)	NCFE Level 2 NVQ Diploma in Food and Beverage Service (601/0382/6)
<b>Food and Beverage Service</b>				
<p>Know the range of food and beverage service styles and standards within different types of hospitality operations; the key features of menu items products and services, and basic food and beverage pairing in line with menu.</p>	<p>Ensure each stage of food and beverage service meets business / brand standard, including, for example, customer arrival, provision of information, promoting menu and other items, taking and processing orders, serving food and drink and taking payments. Food and beverage service must be demonstrated in at least one food service style, such as table service, counter service, room service or conference and banqueting.</p>	<p>Take a responsible approach to the preparation, sale and service of food and beverages for example in relation to safe handling and storage, and accurately communicating the contents of products.</p> <p>Use appropriate opportunities to upsell and promote additional products and services.</p> <p>Actively seek opportunities to delight and 'wow' customers in line with the business / brand standard.</p>	<p><b>Unit 03</b> Giving customers a positive impression (D/600/0617)</p>	<p><b>Unit 05</b> Provide a counter and takeaway service (L/601/5016)</p> <p><b>Unit 09</b> Serve alcoholic and soft drinks (J/601/4978)</p> <p><b>Unit 10</b> Prepare and serve cocktails (L/601/4982)</p> <p><b>Unit 11</b> Prepare and serve wines (K/601/4939)</p> <p><b>Unit 12</b> Prepare and serve dispensed and instant hot drinks (T/601/4927)</p> <p><b>Unit 13</b> Prepare and serve hot drinks using specialist equipment (F/601/4932)</p>

				<p><b>Unit 14</b> Prepare and clear areas for counter and takeaway service (F/601/4994)</p> <p><b>Unit 15</b> Prepare and clear areas for table service (F/601/4915)</p> <p><b>Unit 16</b> Prepare and clear the bar area (Y/601/4922)</p> <p><b>Unit 21</b> Promote additional services or products to customers (D/601/0936)</p> <p><b>Unit 24</b> Maintain and deal with payments (M/601/5039)</p>
<b>Alcoholic Beverage Service</b>				
<p>Know a variety of alcoholic beverages, their basic characteristics, and information required for the customer, equipment required to store, prepare and serve them and storage conditions required for optimum quality.</p> <p>Plus specialist knowledge from one of wine service, beer / cask ale or cocktails / mixology below.</p>	<p>Provide accurate information on alcoholic beverages, prepare, serve and store alcoholic beverages in the correct manner and use specialist equipment for preparing and serving alcoholic beverages appropriately.</p> <p>Plus specialist skills from one of wine service, beer / cask ale, or cocktails / mixology below.</p>	<p>Take a responsible approach to the preparation, sale and service of food and beverages for example in relation to safe handling and storage, and accurately communicating the contents of products.</p> <p>Use appropriate opportunities to upsell and promote additional products and services.</p>	<p><b>Unit 10</b> Principles of preparing and serving cocktails (Y/502/8308)</p> <p><b>Unit 11</b> Principles of preparing and serving wines (M/502/8265)</p> <p><b>Unit 14</b> Service of alcoholic and non-alcoholic drinks (J/600/0627)</p>	<p><b>Unit 09</b> Serve alcoholic and soft drinks (J/601/4978)</p> <p><b>Unit 10</b> Prepare and serve cocktails (L/601/4982)</p> <p><b>Unit 11</b> Prepare and serve wines (K/601/4939)</p>

		Actively seek opportunities to delight and 'wow' customers in line with the business / brand standard.		
Wine service: Know a variety of wine styles and popular grape varieties, their basic characteristics, basic wine and food pairing in line with the menu, information that will help inform customers, equipment required to store and serve wines and conditions required for optimum wine quality.	Wine service: Provide accurate information on the wine menu, make basic recommendations to customers based on menu, serve and store wine in the correct manner and use specialist equipment for preparing and serving wine appropriately.	Take a responsible approach to the preparation, sale and service of food and beverages for example in relation to safe handling and storage, and accurately communicating the contents of products. Use appropriate opportunities to upsell and promote additional products and services. Actively seek opportunities to delight and 'wow' customers in line with the business / brand standard.	<b>Unit 11</b> Principles of preparing and serving wines(M/502/8265)	<b>Unit 11</b> Prepare and serve wines (K/601/4939)
Beer / Cask Ale: Know a variety of beers, including bottled, keg and cask ales, their characteristics, basic food pairing in line with the menu, information that will help inform customers, the equipment required to store and serve them and conditions required for optimum quality and the	Beer / Cask Ale: Provide accurate information on beers, including bottled, keg and cask ales; make recommendations to customers based on menu, serve and store beer and cask ales in the correct manner and use specialist equipment appropriately. Help ensure that the correct cellar conditions are	Take a responsible approach to the preparation, sale and service of food and beverages for example in relation to safe handling and storage, and accurately communicating the contents of products. Use appropriate opportunities to upsell and promote additional products and	<b>Unit 14</b> Service of alcoholic and non-alcoholic drinks (J/600/0627)  <b>Unit 17</b> Principles of maintaining cellars and kegs (R/502/8307)  <b>Unit 19</b> Principles of receiving, storing and issuing drinks stock (M/502/8315)	<b>Unit 09</b> Serve alcoholic and soft drinks (J/601/4978)  <b>Unit 17</b> Maintain cellars and kegs (M/601/4909)  <b>Unit 19</b> Receive, store and issue drinks stock (T/601/4975)

correct cellar procedures and conditions.	maintained to preserve the quality of the beer / cask ale.	services Actively seek opportunities to delight and 'wow' customers in line with the business / brand standard.		
Cocktails / Mixology: Know the main categories of cocktails, including common base ingredients, methods of preparing and serving them, how ingredients and equipment should be stored and information that will help inform customers.	Cocktails / Mixology: Provide accurate information on the cocktail menus to customers, prepare cocktails using a range of ingredients and methods and adjust the cocktail to customers' taste and preference. Ensure ingredients are stored correctly and use specialist equipment appropriately.	Take a responsible approach to the preparation, sale and service of food and beverages for example in relation to safe handling and storage, and accurately communicating the contents of products. Use appropriate opportunities to upsell and promote additional products and services Actively seek opportunities to delight and 'wow' customers in line with the business / brand standard.	<b>Unit 10</b> Principles of preparing and serving cocktails (Y/502/8308)  <b>Unit 19</b> Principles of receiving, storing and issuing drinks stock (M/502/8315)	<b>Unit 10</b> Prepare and serve cocktails (L/601/4982)  <b>Unit 19</b> Receive, store and issue drinks stock (T/601/4975)
<b>Barista</b>				
Know the main categories and types of hot and cold beverages in particular coffee, and the methods of preparing and serving them.	Provide accurate information on hot and cold beverages, demonstrate how to make a variety of products, follow customer requirements for strength and flavour, ensure	Take a responsible approach to the preparation, sale and service of food and beverages for example in relation to safe handling	<b>Unit 12</b> Principles of preparing and serving dispensed and instant hot drinks (H/502/8327)	<b>Unit 12</b> Prepare and serve dispensed and instant hot drinks (T/601/4927)



<p>Know how different ingredients should be stored, and the origins key ingredients. Identify specialist equipment, and know how to use it correctly and keep it clean and hygienic.</p>	<p>ingredients are stored correctly and use specialist equipment appropriately.</p>	<p>and storage, and accurately communicating the contents of products.</p> <p>Use appropriate opportunities to upsell and promote additional products and services</p> <p>Actively seek opportunities to delight and 'wow' customers in line with the business / brand standard.</p>	<p><b>Unit 13</b> Principles of preparing and serving hot drinks using specialist equipment (D/502/8309)</p>	<p><b>Unit 13</b> Prepare and serve hot drinks using specialist equipment (F/601/4932)</p>
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Knowledge and Understanding (know it)	Skills (show it)	Behaviours (live it)	NCFE Level 2 Certificate in Hospitality and Catering Principles (Food Production and Cooking) (601/0511/2)	NCFE Level 2 NVQ Diploma in Food Production and Cooking (601/0383/8)
<b>Food production</b>				
<p>Know how to perform basic food processing tasks such as preparation, cooking and regeneration of food in line with business / brand specifications and identify how to follow kitchen procedures to maintain food safety and quality.</p> <p>Know how to maintain excellent standards of hygiene and how to use equipment correctly and store food safely.</p>	<p>Perform basic cleaning, washing up, food processing, preparation, regeneration and cooking tasks following line with the kitchen procedures and maintain food safety and quality (basic food processing and preparation includes for example sandwiches, bar snacks, light bites, compiling desserts, toasted items).</p>	<p>Demonstrate high personal hygiene standards and clean workstation ethic at all times.</p>	<p><b>Unit 01</b> Safe, hygienic and secure working environments in hospitality (R/600/0615)</p> <p><b>Unit 03</b> Food safety in catering (H/502/0132)</p>	<p><b>Unit 01</b> Maintenance of a safe, hygienic and secure working environment (F/601/4218)</p> <p><b>Unit 03</b> Maintain food safety when storing, preparing and cooking food (D/601/6980)</p>

Knowledge and Understanding (know it)	Skills (show it)	Behaviours (live it)	NCFE Level 2 Certificate in Hospitality and Catering Principles (Front of House Reception) (601/0515/X)	NCFE Level 2 NVQ Diploma in Front of House Reception (601/0384/X)
<b>Concierge and guest services</b>				
<p>Know local and national information or where to access it and the variety of services available to customers. Know the process for procurement of additional products and services in order to meet customer needs and the business standards and procedures for room service and recognise the importance of following them.</p>	<p>Meet and greet customers, coordinate with suppliers of guest services and other organisations and source information that support customers' experience, promote services such as valet parking and stores or transfers customers' luggage, book external / additional services and provide a link between the customer and all departments within the business.</p>	<p>Take every opportunity to provide customers with all the information and services they need to get the best out of their stay, maintain discretion and customer confidentiality.</p>	<p><b>Unit 03</b> Giving customers a positive impression (D/600/0617)</p> <p><b>Unit 05</b> Reception communication procedures in the hospitality industry (K/600/0619)</p> <p><b>Unit 06</b> Arrival of customers (D/600/0620)</p> <p><b>Unit 08</b> Dealing with bookings (F/600/1078)</p> <p><b>Unit 09</b> Handle mail and book external services (A/600/1080)</p>	<p><b>Unit 03</b> Give Customers a Positive Impression of Yourself and Your Organisation (L/601/0933)</p> <p><b>Unit 04</b> Deal With Communications As Part of the Reception Function (F/601/5109)</p> <p><b>Unit 05</b> Deal With Arrival of Customers (D/601/5120)</p> <p><b>Unit 06</b> Deal With Bookings (L/601/5100)</p> <p><b>Unit 12</b> Deal With Bookings (L/601/5100)</p>

Knowledge and Understanding (know it)	Skills (show it)	Behaviours (live it)	NCFE Level 2 Certificate in Hospitality and Catering Principles (Hospitality Services) (601/0417/X)
<b>House keeping</b>			
<p>Know how to clean and maintain a variety of areas and materials and understand the importance of responsibility using cleaning equipment, techniques, chemicals and agents, and ensuring that the appearance of rooms and external areas meet the business / brand standard.</p>	<p>Clean and maintain bedrooms and public areas including furniture, fixtures and fittings, soft and hard flooring; identify and report maintenance needs and check that outcomes of work meet the businesses / brand standards for presentation.</p>	<p>Pay attention to detail and have high standards of cleanliness and presentation. Work in a discreet manner and maintain customer confidentiality.</p>	<p><b>Unit 11</b> Maintain housekeeping supplies (J/600/1082)</p>
<b>Reception</b>			
<p>Know business procedures for delivering reception operations and understand the requirements for processing personal and sensitive data; identify internal customers and their needs and how they feed into the operation. Know the products, facilities and services of the whole business and how to communicate.</p>	<p>Welcome customers and provide a broad range of relevant information relating to the business. Support an efficient check in / check out service for customers, answer enquiries and take reservations and bookings face to face, on the telephone or online. Be the link between visitors, staff and guests.</p>	<p>Be highly organised and has the ability to multitask whilst maintaining an engaging, friendly and helpful attitude to customers Anticipate customer needs and can adapt products and services to meet them Ensure interdepartmental and external communication provides good flow of information to meet and exceed customers' expectations</p> <p>Actively seek opportunities to make a great guest experience.</p>	<p><b>Unit 13</b> Arrival of customers (D/600/0620)</p> <p><b>Unit 14</b> Dealing with bookings (F/600/1078)</p> <p><b>Unit 15</b> Departure of customers (H/600/0621)</p> <p><b>Unit 16</b> Handle mail and book external services (A/600/1080)</p>
<b>Reservations</b>			

<p>Understand how to take individual and group accommodation or event reservations in line with business / brand standard. Know the pricing policy of the organisation and how this ensures effective yield management.</p> <p>Understand requirements for processing personal and sensitive data.</p>	<p>Take and process reservations and negotiate rates in line with own authority.</p> <p>Ensure reservations follow organisation's yield management policy.</p> <p>Support the team to plan events, show customers the facilities of the business and provide information on the typical procedure for running events.</p>	<p>Be highly organised and has the ability to multitask whilst maintaining an engaging, friendly and helpful attitude to customers.</p> <p>Anticipate customer needs and can adapt products and services to meet them Ensure interdepartmental and external communication provides good flow of information to meet and exceed customers' expectations Actively seek opportunities to make a great guest experience.</p>	<p><b>Unit 14</b> Dealing with bookings (F/600/1078)</p>
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Knowledge and Understanding (know it)	Skills (show it)	Behaviours (live it)	NCFE Level 2 Certificate in Hospitality and Catering Principles (Front of House Reception) (601/0515/X)	NCFE Level 2 NVQ Diploma in Front of House Reception (601/0384/X)
<b>Reservations</b>				
<p>Understand how to take individual and group accommodation or event reservations in line with business / brand standard. Know the pricing policy of the organisation and how this ensures effective yield management.</p>	<p>Take and process reservations and negotiate rates in line with own authority. Ensure reservations follow organisation's yield management policy. Support the team to plan events, show customers the facilities of the business and provide</p>	<p>Be highly organised and has the ability to multitask whilst maintaining an engaging, friendly and helpful attitude to customers Anticipate customer needs and can adapt products and services to meet them.</p> <p>Ensure interdepartmental</p>	<p><b>Unit 08</b> Dealing with bookings (F/600/1078)</p>	<p><b>Unit 06</b> Deal With Bookings (L/601/5100)</p>

<p>Understand requirements for processing personal and sensitive data.</p>	<p>information on the typical procedure for running events</p>	<p>and external communication provides good flow of information to meet and exceed customers' expectations Actively seek opportunities to make a great guest experience.</p>		
<p><b>Conference and Events operations</b></p>				
<p>Understand how to adapt approach and communication with the customer depending on the nature of their visit and event for example the difference in approach for a wedding party or a business.</p> <p>Know how and where to secure resources and own authority to do so, in line with the organisations procedures.</p>	<p>Support the delivery of a variety of events according to the business / brand standard. Co-ordinate with customers', suppliers and team members, ensuring the right resources are in place to meet the event brief.</p>	<p>Be highly organised and has the ability to multitask whilst maintaining an engaging, friendly and helpful attitude to customers.</p> <p>Anticipate customer needs and can adapt products and services to meet them</p> <p>Ensure interdepartmental and external communication provides good flow of information to meet and exceed customers' expectations.</p> <p>Actively seek opportunities to make a great guest experience.</p>		