

Level 1/2 Hospitality and Catering: Unit 1:

The operation of front and back of house: Front of house (AC2.2)



Operational requirements

To run a successful hospitality and catering business, it is important that the front of house is welcoming to all customers. A logical layout and workflow will mean that the customers will be able to enjoy organised, efficient service.

In a catering establishment such as a café, the front of house is where the customers are served.

In a residential establishment such as a hotel, the front of house is where guests are received before checking in to their room.

Catering and residential establishments have common front of house areas, which help to ensure a smooth operation of the business.

Front of house dress code

The front of house dress creates a first impression. In some establishments a **uniform** may be worn. In other establishments, employees may be required to wear colours such as black and white. In addition:

- clothing must be clean and ironed
- if worn, jewellery, perfume and make-up must be minimal
- personal hygiene must be maintained
- name badges may be required.

Restaurant workflow

The workflow should be organised so that orders can be filled, and food can be passed from the kitchen as quickly as possible.

Reception: Guests are greeted and shown to their seats in the dining area.

Seating/dining area: In a large restaurant, this area is divided into **stations**. Each station is managed by a waitperson.

Counter service: Food is on display for customers to choose and pay at the end. Some restaurants also offer seated counter service.

Bar: An area for socialising or eating in a less formal space.

Equipment station: Small items such as cutlery and serviettes and food items such as condiments should be available to wait staff.

Toilets: Customer toilets should be clean and welcoming.

Safety Equipment: First aid boxes and fire extinguishers must be easily accessed.

Hotel workflow

The workflow of a hotel should be organised so that guests can be checked in as quickly as possible.

Reception: Guests are checked in and receive keys/ key cards for their room.

Lobby/waiting area: This area should have comfortable seating for the guests. Drinks may be available in the lobby.

Stairs/Lifts: These provide access to rooms and other facilities.

Toilets: Customer toilets should be clean and welcoming.

Administration and documents

Businesses may employ an administrator who keeps track of:

- staff employment and training records
- stock orders, delivery records and invoices
- health and safety documents
- financial information
- customer feedback
- advertising.

LO2 Understand how hospitality and catering provision operates

11. The operation of front of house

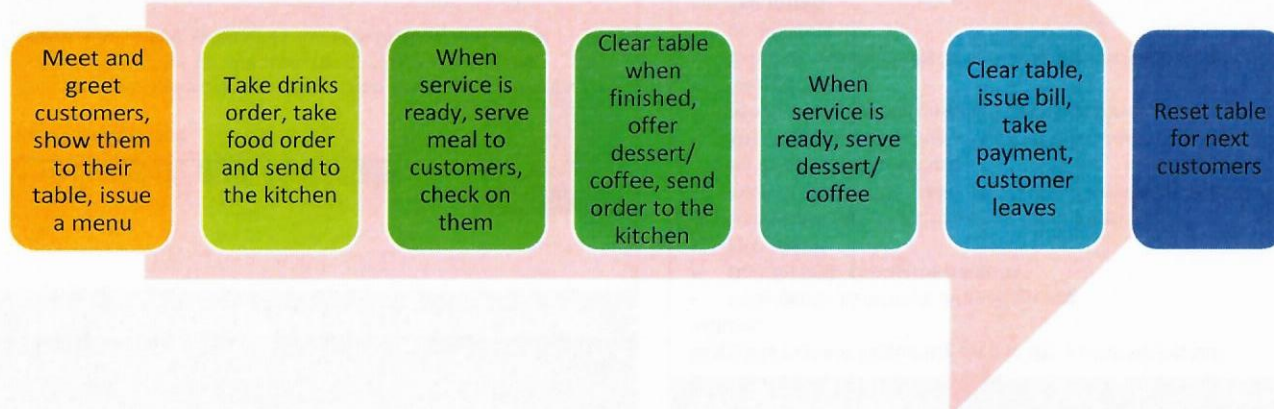
Layout

Front of house covers the following areas:

- **Reception** (usually only present where there is overnight accommodation or conferences and events taking place)
- Bar
- Lounge
- Dining area
- Toilets and cloakroom.
- Restaurants and hotels can be busy, with people moving around between different areas. There should be a logical layout so that people can move from one area to another easily. Reception should be clearly signposted, and ideally lead on to the bar, lounge, dining areas and toilets. Larger establishments may have dedicated floor for reception and another for dining.

12. Workflow

Workflow in front of house describes the flow of food and drinks from the catering kitchen and bar to customers in the dining areas, bars and lounges..



13. Operational activities

Operational activities that occur front of house include:

- Reception- where customers check in and out, book tables and find out what facilities are offered both in the establishment and in the local area.
- Lounge- there is usually a social area where guests can relax with a drink or wait for their table
- Bar- an area where drinks can be ordered; there are usually bar stools, tables and chairs
- Restaurant/ dining area- an area where guests can sit and eat a meal
- Toilets and cloakroom- where guests can leave coats and use the facilities.

14. Stock control

Stock for front of house use needs to be monitored in exactly the same way as stock for use in the kitchen, although it is likely that a different person will be in charge of monitoring it. Similarly, different people will be responsible for monitoring stock such as cleaning materials and beverages (wine, spirits and non-alcoholic drinks)



Unit 1 The Hospitality and Catering Industry
LO1 Understanding the environment in which hospitality and catering providers operate
AC 1.1 The structure of the hospitality and catering industry



15. Equipment and materials

A range of equipment is needed in different areas of front of house:

Reception	Lounge	Bar
•IT facilities for checking in and out, telephones, paper and pens, information about facilities in the establishment and in the local area	•Furniture for the customers to use such as settees, chairs, tables, lamps and TVs.	•Drinks measures, ice buckets, tongs, a range of glasses, coffee and tea making facilities, tills, menu, and a range of alcoholic and non-alcoholic beverages.
Restaurant and dining area	Toilets and cloakroom	
• table-top equipment such as salt and pepper grinders, flowers, candles, coasters and table mats, cutlery and crockery.	• tissues, paper towels or driers, toilet roll, hand soap and hand cream	

Materials are also needed for **housekeeping** and **cleaners** working behind the scenes, for example:

- Cleaning equipment for cleaning rooms and restaurant
- Mops, dustpan brushes, brooms, vacuum cleaners
- Bin liners
- Hand wash and paper towels or hand drier
- First aid kit

LO2 Understand how hospitality and catering provision operates

1. The operation of the kitchen

Layout

The size and space of a kitchen should enable staff to work:

- Safely
- Efficiently
- In comfort

The correct layout of a kitchen is crucial in maintaining high standards of food hygiene, and to ensure that there is enough space for everyone to work effectively and quickly to manage orders.

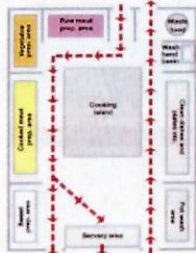
The main considerations are:

- Design an efficient workflow
- Provide adequate workspace so that staff do not get in each other's way
- Create appropriate sections to avoid the risk of cross contamination, for example vegetable preparation and washing up areas should be separate from food preparation and service
- Ensure access to all areas
- Determine the number, size and type of equipment required.

2. Workflow

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

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



3. Operational activities

The **operational** activities that occur in a catering kitchen follow the efficient workflow:

1. Goods are received and stored
2. Food is prepared for cooking
3. The food is cooked.
4. The food is dished up and presented for service.
5. Service- serving the food to the customers.
6. Cleaning and maintaining the kitchen area.

4. Equipment and materials

Large kitchen equipment-such as ovens, walk-in fridges and freezers, floor standing mixers, deep fat fryers and sinks-are expensive, so initial selection is important. The following questions should be considered before each item is purchased or hired:

Overall dimension-	Weight	Fuel Supply	Drainage
Water	Use	Capacity	Time
Ease	Maintenance	Attachments	Extraction
Noise	Construction	Appearance	Spare parts



Unit 1 The Hospitality and Catering Industry
LO1 Understanding the environment in which hospitality and catering providers operate
AC 1.1 The structure of the hospitality and catering industry



5. Large Equipment



5. Large Equipment

Large Equipment	Use
Convention (fan assisted) oven	The fan circulates hot air, making it very efficient and cooking foods consistently Used for baking and roasting
Microwave oven	Cooks food quickly Useful for reheating food
Gas hob	These hobs have an exposed flame that is easy to regulate. Used for cooking food in saucepans, frying pans and griddles
Induction hob	These energy-efficient hobs only heat up when in contact with stainless steel pan; they turn off and cool down quickly once the pan is removed Used for cooking food in saucepans, frying pans and griddles
Deep fat fryer	A thermostatically controlled container filled with oil and heated with an electric element Used to deep fry food
Floor standing Mixer	Used for mixing large batches of cakes/dough
Hot Holding Units	Used to keep cooked foods warm- either by hot plates or water baths
Under-heated grills	These grill food, such as steak and chicken, quickly from below
Refrigerator or chill room	To keep high-risk food such as meat, fish and dairy products chilled between 1°C and 5°C
Walk in Freezers	Extra large spaces with shelves to store large amounts of foods Keeps foods frozen at -18°C

Level 1/2 Hospitality and Catering: Unit 1:

The operation of the kitchen (AC2.1)



Operational requirements

To run a successful hospitality and catering business, it is important that the back of house is well designed to allow safe working conditions for the kitchen staff. A good workflow also allows the safe movement of front of house staff between the kitchen and dining room so that customers enjoy efficient food service.

Kitchen workflow

Delivery area	Located at the kitchen entrance. Deliveries are checked against the order and temperatures of high-risk foods are recorded.
Storage area	Cool area: contains fridges and freezers for storing high-risk foods, as well as space for storing fresh fruit and vegetables. Dry area: for storing canned and dry goods.
Staffing area	A separate area where employees can change into work clothing. Staff toilets and hand washing facilities are provided. This area may also be used as a breaktime lounge.
Preparation area	A large kitchen will have separate areas for the preparation of meat and poultry, fish, fruits and vegetables and pastries and desserts.
Cooking area	A large kitchen will have separate cooking areas for hot wet foods such as soups, sauces and steamed vegetables and a dry cooking area for roasting, baking, grilling and frying.
Serving area	A large kitchen will have separate areas for plating and presenting hot and cold foods. Waiters will collect orders from "the pass" to deliver to customers in the restaurant.
Cleaning area	This area should be separate from the main kitchen. Dirty crockery and cutlery as well as pots and pans from the kitchen are cleaned and stored in this area.
Waste area	This area should be separate from the main kitchen. Food waste and recyclable and non-recyclable waste is sorted and then disposed in the correct bins, which should be located outside.

Back of house dress code

The traditional chef's uniform is designed to show authority in the kitchen. Known as "chef's whites", they come in many colours. Key uniform items are: a long-sleeved, double-breasted jacket, long trousers, head covering, apron, and non-slip, toe-protected shoes. The clothing and shoes protect the wearer from injury while the head covering protects the food from hair and sweat.

Level 1/2 Hospitality and Catering: Unit 1:

The operation of the kitchen: Equipment (AC2.1)



Kitchen equipment

It is important that a business invests in good quality kitchen equipment to produce food safely. Even though good quality equipment is expensive, for example stainless steel pots and pans, in the long run they will pay for themselves as they should not need to be replaced often. Good quality electrical equipment will cost less to run, which will also save money and increase profits.

Large equipment

Storage:	walk-in fridge, freezer, blast chiller, glass chiller.
Preparation:	floor standing food mixer.
Cooking:	conventional oven, deep fat fryer, hot water urn, standing <i>bain-marie</i> , hot plate/griddle, steamer, grill/salamander.
Cleaning:	pass-through dishwasher, glass washer.

Mechanical equipment

Preparation:	weighing scales, electric whisk, food processor, blender, mincer, meat slicer, vegetable peeler, juicer, ice cream maker.
Cooking:	temperature probes.
Specialist equipment:	conveyor toaster, panini maker, coffee maker, pizza oven, <i>sous vide</i> , pasta maker.

Small equipment

Preparation:	mixing bowls, measuring jugs and spoons, whisks, spatulas, sieves, knives, chopping boards, zester, juicer, piping bags and tips, graters.
Cooking:	pots and pans, baking dishes, baking trays, tongs, colanders.
Serving:	plates, bowls, glassware.

Cleaning and safety materials and equipment

Cleaning:	detergents, cleaning chemicals, scouring pads, cloths, mops, dustpan and brush, buckets, recycling and waste bags and bins.
Preparation:	date labels for food storage, foil, baking paper.
Safety:	fire extinguisher/blanket, smoke/CO ₂ alarm, first aid box, oven gloves.

Level 1/2 Hospitality and Catering: Unit 1: 1.2.2 Customer requirements in hospitality and catering



Customer needs

Customers can be divided into three groups:

- Business customers
- Leisure customers
- Local residents

Customer needs may include catering, equipment and/or accommodation.

Customer needs: Local residents

Local residents may use the facilities hospitality and catering provisions offer without using overnight accommodation. Examples include restaurants, bars, spas, and golf courses.

Hospitality and catering businesses will want to ensure that noise and parking issues are addressed if the provision is in a residential area.

Customer needs: Customer rights and inclusion

By law, hospitality and catering provision must provide for customer rights, inclusion and disabilities. No business can discriminate against a person because of:

- Age
- Disability
- Sexual orientation
- Ethnicity
- Gender
- Race and culture
- Pregnancy and maternity

Customer needs: Business customers

These customers use hospitality and catering provisions for work purposes. Examples include conferences, meetings, and training.

Catering:

- tea, coffee and food facilities for meetings
- early breakfast
- 24-hour room service.

Conference facilities:

- whiteboards, projectors, screens, flip charts, pens and notepaper, free Wi-Fi
- parking.

Accommodation:

- a quiet floor to work
- express check-in and check-out
- iron and ironing board or trouser press
- access to leisure facilities
- discount/loyalty points.

Customer needs: Leisure customers

These customers use hospitality and catering provisions for holidays, sight-seeing, travelling or when attending sporting and theatrical events.

The needs of leisure customers vary depending on their reason for travel. Some customers will want basic accommodation with value for money and some customers will look for a luxury experience.

Catering:

- drinks facilities in room
- snack/mini bar
- breakfast: included or at extra cost
- room service
- restaurant
- bar
- special dietary needs and children's menu options.

Accommodation:

- different room sizes
- disability access
- en-suite facilities
- free Wi-Fi
- concierge service
- cots
- extra pillows and bedding
- toiletries.

Level 1/2 Hospitality and Catering: Unit 1: 1.2.3 Hospitality and catering provision to meet specific requirements



Successful hospitality and catering provisions change to meet their customers' needs and expectations. Customer needs can change depending on their lifestyle, dietary requirements and income. Customers have an expectation that a hospitality and catering provision will keep up with current trends. An example is mobile apps which can be used for everything from booking a room to ordering and paying for food.

Customer requirements/needs

Understanding customer needs and requirements helps hospitality and catering provisions to attract more customers and make more profit.

Lifestyle: Successful hospitality and catering provisions analyse the needs of their customers based on their lifestyles, budgets, eating patterns, and interests such as sports and hobbies.

Nutritional needs: Successful hospitality and catering provisions will offer a range of dishes to suit the nutritional needs of their customers. Many menus will include nutritional information available to help their customers make informed choices.

Dietary needs: Most menus will offer a range of dishes to suit special dietary needs such as coeliac disease. Most menus will include vegetarian and vegan options as well as children's menus.

Time available: Some customers will want fast food, and some will prefer a leisurely meal.

Customer expectations

Customers will visit a range of hospitality and catering provisions, from fast food to fine dining, with expectations of an enjoyable experience.

Service: Customers will expect polite efficient service regardless of the type of provision they are visiting.

Value for money: Customers will expect meals that are nutritious, filling and sold at the right price for the type of provision they are visiting.

Trends: Customers will expect hospitality and catering provisions to keep up with trends such as mobile ordering apps.

Awareness of competition from other providers: Customers will expect hospitality and catering provisions to adapt their menus to attract new customers.

Media influence/interest: Customers will expect hospitality and catering provisions to match reviews.

Environmental concerns: Customers will expect eco-friendly hospitality and catering provisions.

Seasonality: Customers will expect dishes made with seasonal, local ingredients.

Customer demographics

Successful hospitality and catering provisions conduct marketing research by asking questions to find out the requirements, needs and expectations of potential customers. The information is used by the provision to create a USP (unique selling point).

Age: Do potential customers want fast food or a luxury experience? Do they need child-friendly facilities?

Location: Is your provision located in a residential area? On a high street? In a business area?

Accessibility: Is there parking? Is it accessible to people with mobility issues?

Money available: Do potential customers have a large amount of disposable income? Are they on a tight budget?

Access to establishments/provisions: Are they competing with similar provisions? Is there limited competition in the area?

LO2 Understand how hospitality and catering provision operates

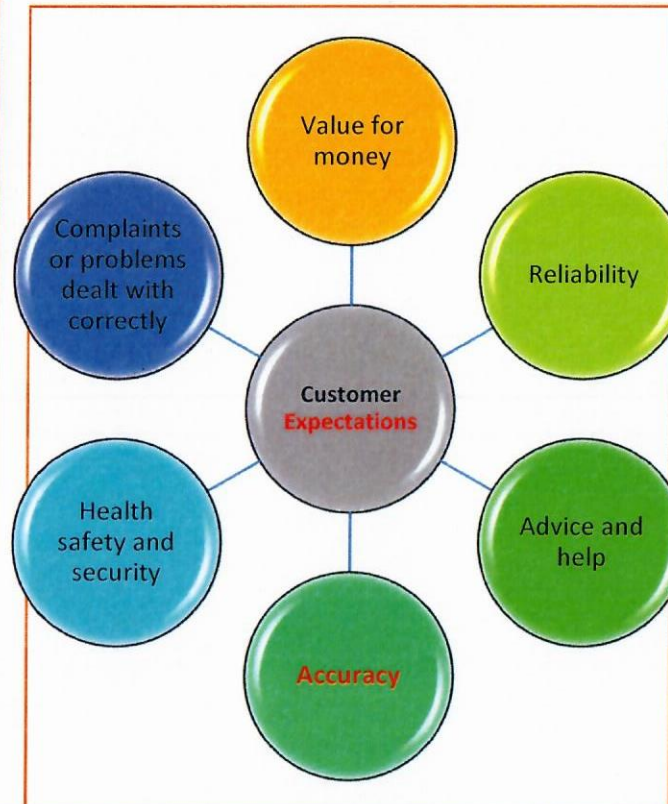
How hospitality and catering provision meet customer requirements

A hospitality and catering business cannot operate without customers, so meeting customers requirements is of the upmost importance. There are three main groups of customers.

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	e.g. business lunches. Use business facilities in establishment for meetings or presentations . Courses and conferences

Type of customer	Possible customer needs
Leisure	Facilities such as pools, gym or spa, sporting activities such as golf Local maps Tourist information Sightseeing information
Business or corporate	Pick up/ taxi from the airport Express check in and out Business centre or lounge with IT facilities and Wi-Fi Trouser press and laundry service Financial newspapers and magazines High level of food and beverage facilities, personalised service Fine dining options Conference rooms Access to leisure facilities
Local resident	Access to facilities such as pool, gym or spa, sporting activities such as golf Ability to book a table for lunch or dinner only.



Unit 1 The Hospitality and Catering Industry
LO1 Understanding the environment in which hospitality and catering providers operate
AC 1.1 The structure of the hospitality and catering industry



22. Customer Trends



23. Equality

The **Equality Act** of 2010 protects customers from direct discrimination on the basis of:



24. Customer rights



Consumer Protection Act 1987

This act gives you the right to claim compensation against the producer of a defective product if it has caused damage, death, or personal injury. Manufacturers are legally obliged to put certain information on products, such as health and safety messages on equipment, that may be used by customers when eating out or staying in accommodation.

Consumer Rights Act 2015

This act states that all products must be:

- **Satisfactory quality**- goods should not be faulty or damaged when receiving them.
- **Fit for purpose**- goods should be fit for the purpose they are supplied for.
- **As described**- the goods supplied must match the description given to you.

General Data Protection Regulation 2016

When you buy goods and services, stay at a hotel or sometimes even just visiting a website, the organisation you deal with may collect information and data about you, such as your name, address and date of birth. Under the General Data Protection Regulation (GDPR) rules, businesses must now have a customer's consent to store this information and use it for marketing purposes or to share it with other businesses