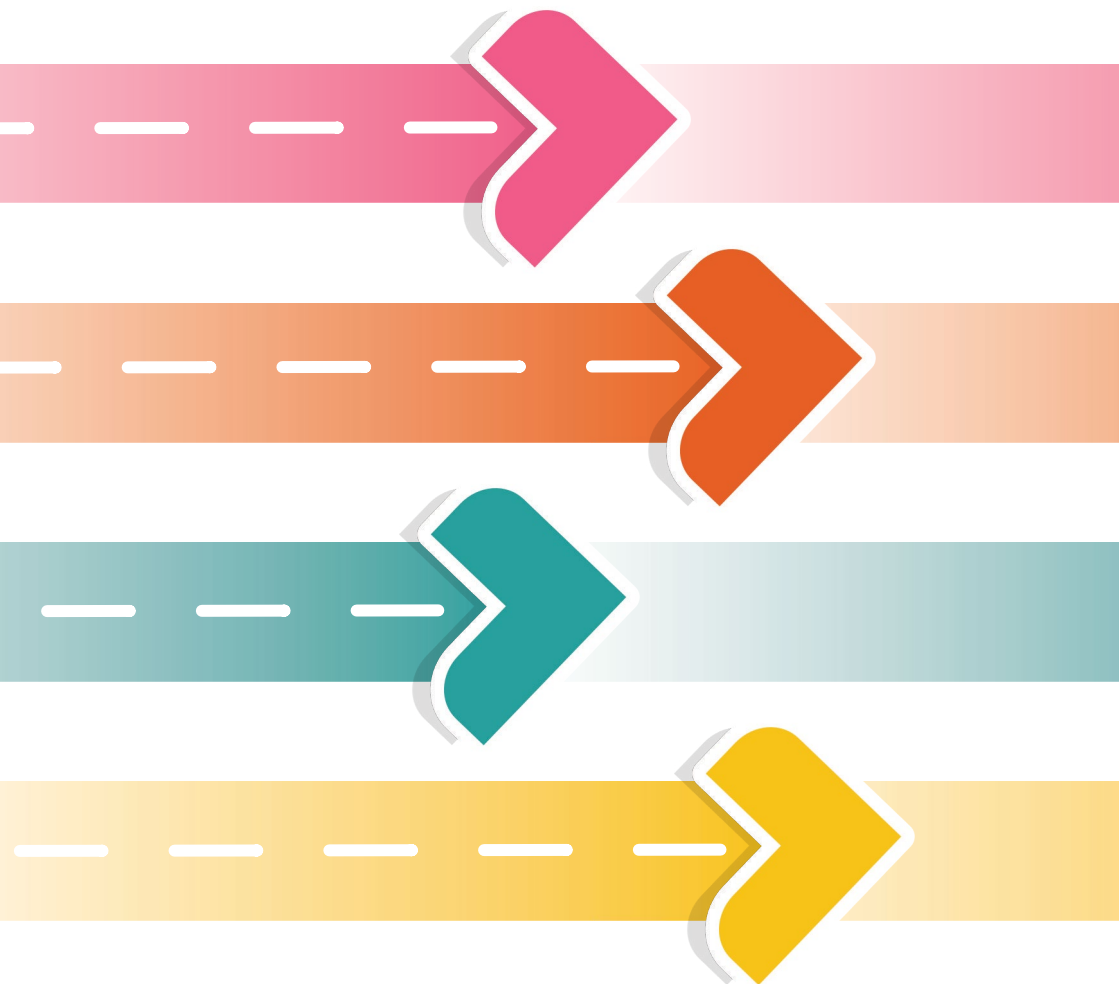


LMI - LABOUR MARKET INFORMATION

# HOSPITALITY & CATERING

Bexley, Greenwich, Newham, Enfield, Waltham Forest, Redbridge, Barking, Havering, Bromley





# WHAT IS HOSPITALITY & CATERING?

Hospitality and catering careers focus on providing excellent service, food, and experiences to customers. This industry is at the heart of tourism and leisure, offering a variety of roles in food service, accommodation, and event management.

## KEY CAREER AREAS INCLUDE:



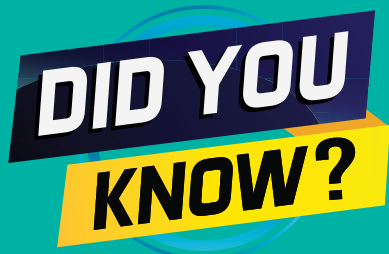
**Restaurants & Food Services:** From trendy eateries in Shoreditch to fine dining in Canary Wharf, there are roles for chefs, servers, and managers.



**Hotel & Accommodation:** East London's thriving tourism supports careers in hotel operations, concierge services, and guest relations.



**Event & Venues:** Hosting events at venues like ExCeL London creates opportunities in event planning, catering, and hospitality management.



There are **95,852** people employed in Hospitality and Catering roles across East London, which is 5% higher than the national average of **91,333**.



## INDUSTRY CHALLENGES

### STAFFING SHORTAGES



Difficulty in finding and retaining skilled staff due to high turnover rates.

### RISING COSTS



Increasing rent, food prices, and wages put pressure on budgets and profits.

### SUSTAINABILITY PRESSURE



Growing need for eco-friendly practices, such as reducing food waste and using sustainable packaging.

### COMPETITION



A crowded market with many businesses competing for customers, requiring constant innovation to stand out.

East London's vibrant cultural scene, tourism, and events industry create strong demand in Hospitality and Catering. From high-end restaurants to event catering, the sector offers varied opportunities.

## OPPORTUNITIES & TRENDS



### Sustainable Dining:

Restaurants adopting eco-friendly practices, such as zero-waste kitchens and sourcing local, organic ingredients.

### Pop-Up Experiences:

Growth in pop-up cafes, bars, and dining experiences offering unique and seasonal menus.

### Food Fusion:

Increasing popularity of multicultural fusion cuisine, reflecting East London's diverse community.

### Tech-Enhanced Services:

Integration of technology like AI-powered ordering, contactless payment, and app-based delivery services.



# HOSPITALITY & CATERING

## WHAT JOBS CAN I DO?

### ENTRY LEVEL



#### KITCHEN ASSISTANT

They help chefs with food prep, wash dishes, and maintain kitchen cleanliness.



#### WAITING STAFF

They serve food and drinks to customers, take orders and ensure a great dining experience.



#### CATERING ASSISTANT

They support catering events by setting up tables, serving food and cleaning up afterward.



### MID LEVEL



#### RESTAURANT MANAGER

They run daily operations, manage staff, ensure customer satisfaction and handle budgeting.



#### EVENT COORDINATOR

They plan and organise events like weddings or corporate gatherings and work with clients to meet their needs.



#### SOUS CHEF

They act as the second-in-command in the kitchen, assisting the head chef and supervising kitchen staff.



### HIGHER LEVEL



#### HEAD CHEF

They lead the kitchen, create menus, manage staff and ensure food quality and safety.



#### DIRECTOR OF OPERATIONS

They oversee multiple locations or departments, set strategies and ensure consistent service quality.



#### HOSPITALITY CONSULTANT

They advise businesses on improving operations, customer service and overall guest experiences.



# WHERE ARE THE MOST JOBS NEEDED?



**CHEF**  
(Head Chef, Sous Chef, Pastry Chef)



**FOOD & BEVERAGE SERVICE**



**BARISTA & BARTENDING**



**CATERING MANAGEMENT**



**EVENT MANAGEMENT & CATERING**



**HOTEL MANAGEMENT**



**FRONT OF HOUSE**  
(RECEPTIONIST, CONCIERGE)



**HOUSEKEEPING MANAGEMENT**

## LOCAL COMPANIES INCLUDE



# HOW DO ESSENTIAL SKILL HELP?



**Understanding customer preferences and feedback.**



**Clearly communicating with customers, colleagues, and suppliers.**



**Addressing customer complaints and operational challenges efficiently.**



**Innovating menu items and enhancing guest experiences.**



**Maintaining a positive attitude in a fast-paced, customer-focused environment.**



**Setting and achieving high standards for service quality and operational excellence.**








**Leading service teams and managing events or restaurant operations.**



**Collaborating with team members to deliver exceptional service and experiences.**

Rate your ability in each skill on a scale of 1 😞 to 5 😊.  
Can you provide any examples of when you have used each skill?

SKILL	RATING (1 - 5)	Examples of when you have used this skill.
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# WHAT QUALIFICATIONS CAN HELP YOUR CAREER?

## GCSE



## SECONDARY SCHOOL

**Food Technology:** Teaches cooking skills and food preparation techniques.

**Business Studies:** Provides insights into managing a restaurant or catering business.

**English:** Important for communication with customers and writing menus.

**Mathematics:** Useful for budgeting, pricing and inventory management.

**Health and Social Care:** Offers knowledge about nutrition and customer well-being.



## FURTHER EDUCATION

### A-LEVELS

#### Hospitality

**Management:** Focuses on the principles of running hotels and restaurants.

#### Business Studies:

Enhances understanding of business operations and marketing.

#### Food Science:

Covers the science of food preparation and safety.

### VOCATIONAL COURSES

**Hospitality Management:** Covers front-of-house operations, food and beverage management and customer service.

**Culinary Arts:** Focuses on advanced cooking techniques and food presentation.

**Event Management:** Teaches skills for organising and managing events.

### T-LEVELS

**Catering:** Combines hands-on training in food preparation with classroom learning about food safety and nutrition.

**Business and Administration:** Focuses on customer service, event planning and operational management in hospitality.

SCAN OR CLICK  
THE QR CODE  
TO EXPLORE THE  
DIFFERENT  
PATHWAYS



SCAN OR CLICK THE QR CODE TO EXPLORE  
THE AVAILABLE T-LEVEL SUBJECTS







# APPRENTICESHIPS

**Chef Apprentice:** Learn culinary skills and kitchen operations in restaurants, hotels, or catering businesses.

**Food and Beverage Service Apprentice:** Gain experience in serving food and drinks in professional hospitality settings.

**Event Catering Apprentice:** Train to plan and execute catering for weddings, conferences, and other events.

**Hospitality Supervisor Apprentice:** Develop leadership skills to manage teams and ensure smooth operations in hospitality venues.

Click or Scan the QR code to visit the IfATE Occupational Maps to explore the different Apprenticeships available



## HIGHER EDUCATION

### UNDERGRADUATE DEGREE

**Food Science (BSc):** Explores food production, safety, nutrition, and product development.

**Hospitality Management (BA):** Covers hotel operations, guest services and event planning.

**Food and Beverage Management (BA):** Focuses on the management of restaurants, bars and catering services.

**Food Science and Nutrition (BSc):** Focuses on the relationship between diet, health, and wellbeing, including public health and dietary analysis.

### POSTGRADUATE DEGREE / MASTERS

**Masters in Hospitality Management (MSc):** Advanced study in managing hospitality businesses and operations.

**Masters in Culinary Arts (MSc):** Specialises in advanced cooking techniques and restaurant management.

**Masters in Event Management (MSc):** Focuses on strategic planning and management of large-scale events.

## HOSPITALITY & CATERING

# CLASSROOM TO CAREER



How can you make a start on your career during your time in secondary school?

1

### LEARN & EXPLORE

Focus on subjects like Food Technology, Business Studies, and Health. Try free online courses in cooking, nutrition, or restaurant management.

2

### GAIN EXPERIENCE

Volunteer at community events or help at local restaurants. Look for part-time jobs in cafes, catering services, or hotels.

3

### DEVELOP SKILLS

Practice cooking and food presentation. Learn about customer service and teamwork in a fast-paced environment.

4

### NETWORK & CONNECT

Attend hospitality fairs or workshops. Join online culinary communities and follow industry professionals on social media.

5

### PLAN FOR THE FUTURE

Research careers in culinary arts, event planning, or hotel management. Explore colleges or apprenticeships that offer training in hospitality.

# MORE INFORMATION

Scan or click on the QR codes to become more informed about the different jobs and education and training options available to you.

## TASTY CAREERS

Explore job profiles, training and apprenticeships in the food and drink sector.

**SCAN ME** 



## NATIONAL CAREERS SERVICE

Explore over 750 different careers. Find out what a job involves and if it's right for you.

**SCAN ME** 



## BBC BITESIZE

Explore job profiles for tips and advice from young people working in the sector.

**SCAN ME** 



## LMI LONDON

Discover jobs, stories, and opportunities across London's industries.

**SCAN ME** 

