

Cheshire and Warrington Labour Market - Hospitality Pathway

The Cheshire and Warrington Data and Labour Market Steering Group have commissioned this work which takes the qualification pathways that have been developed by the Institute for Apprenticeships and Technical Education, mapping different occupations against them and contextualising them for the Cheshire and Warrington economy.

Other Pathways include:

- Care Route
- Catering
- Construction – Building Services Engineering Pathway
- Construction – Design, Surveying & Planning Pathway
- Construction – Onsite Construction Pathway
- Creative and Design Occupations - Media, Broadcast and Production Pathway
- Digital Route
- Logistics Pathway
- Science Pathway
- Transport Pathway

The pathways will be updated as necessary and, by the end of October, all the draft pathways will be posted on the LEP website.

Cheshire and Warrington Briefing: Hospitality Pathway

Introduction

This briefing covers some key facts about Hospitality occupations in Cheshire and Warrington:

- What sort of jobs are there?
- How many jobs are there and what do these jobs pay?
- Which employers are recruiting and where are jobs being advertised?
- What sort of skills are employers looking for?
- What sort of apprenticeships are available?
- What sort of courses can young people and adults do?

Hospitality Occupations Description

The types of jobs in Hospitality Occupations are:

- Hospitality Team Member
- Hospitality Team Supervisor
- Hospitality Team Manager

A fuller description of the occupations in the Hospitality Pathway¹ can be found at Annex 1

Hospitality jobs and wages in Cheshire and Warrington

The table below sets out details on job numbers and the median wages that different occupations that fall into the Hospitality pathway attract in Cheshire and Warrington.

Job numbers and median wages of Hospitality occupations in Cheshire and Warrington		
	2021 Jobs	Median Wages
Restaurant and Catering Establishment Managers and Proprietors	1826	£24,562
Publicans and Managers of Licensed Premises	686	£31,210
Conference and Exhibition Managers and Organisers	922	£26,941
Receptionists	4837	£13,883
Catering and Bar Managers	1618	£20,408
Housekeepers and Related Occupations	501	£12,151
Cleaning and Housekeeping Managers and Supervisors	1652	£13,871
Cleaners and Domestic	10431	£8,465
Kitchen and Catering Assistants	10013	£9,605
Waiters and Waitresses	5788	£6,164
Bar Staff	5545	£8,210

¹ This is the Hospitality Pathway as described in the Institute for Apprenticeships and Technical Education (IFATE) Occupational Maps <https://www.instituteforapprenticeships.org/occupational-maps/>

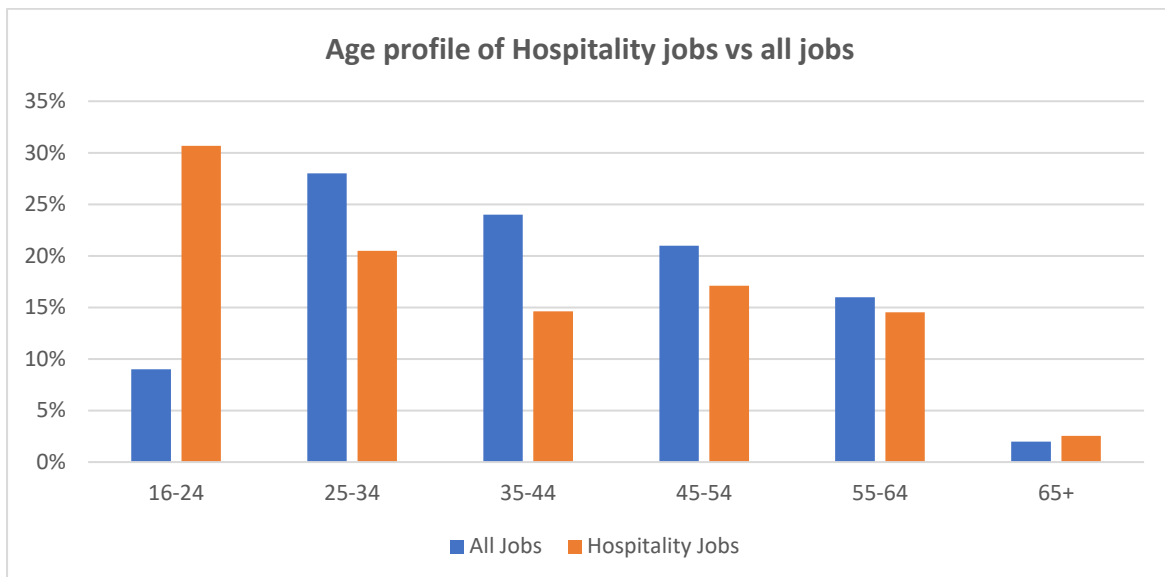


Hospitality jobs in Cheshire and Warrington²

- In 2021, there were about 44k of these jobs in Cheshire and Warrington³.
- About 10k of these jobs were below Level 2, 31k were at Level 2, 2k were at Level 3 and 1k were at Level 4+.
- Over the next ten years, about a third of these jobs will need to be filled by new entrants because of retirements and similar.
- Cleaners and Domestic, Kitchen and Catering Assistants, Waiters and Waitresses, and Bar Staff have a high risk of automation in the future, other roles are much less at risk of automation
- There are slightly fewer jobs like this in Cheshire and Warrington than would be expected from the national average.

Age profile of Hospitality jobs

The age profile of employees in Catering jobs is younger than is the case for all jobs.



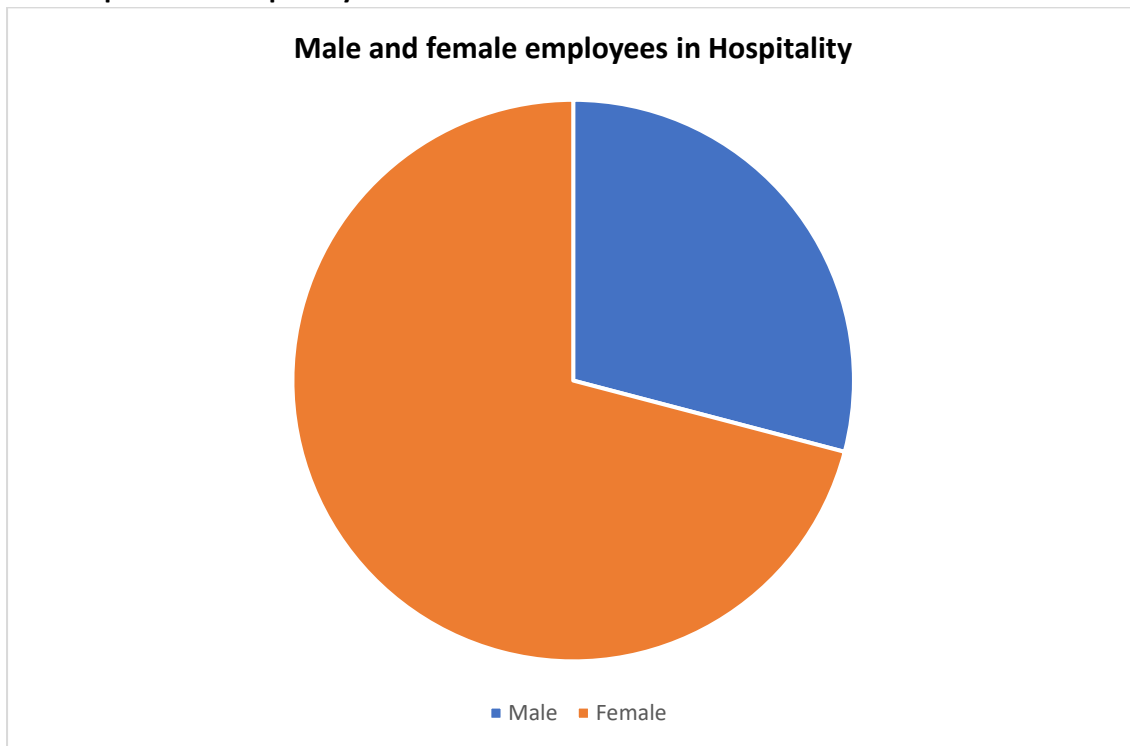
Source: EMSI Analyst

² For mapping of the Institute for Apprenticeships and Technical Education (IFATE) Hospitality pathway to 4-digit SOC codes see Annex 2.

³ Data in this section from EMSI Analyst.



Gender profile of Hospitality Jobs



Source: EMSI Analyst

Job postings⁴

- In the last five years, there have been about 27k unique job postings for this type of job in C&W (excluding staffing companies) with about 12k in Cheshire West and Chester, 10k in Cheshire East, and 5k in Warrington.
- These jobs were mainly advertised in Chester (5,952); Warrington (4,323); Crewe (2,171); Macclesfield (2,039); Northwich (2,019); Ellesmere Port (1,198); Wilmslow (1,111); Knutsford (1,096); and Nantwich (736).
- Top recruiters in Cheshire and Warrington (excluding staffing agencies) include Mitchells & Butlers, J D Wetherspoon, Brunning & Price, NHS, Whitbread, McDonald's, Pizza Hut Restaurants, and Britannia Hotels.
- The most frequently advertised job titles in Cheshire and Warrington are for Cleaners, Receptionists, Cleaning Operatives, Kitchen Assistants, Kitchen Porters, Team Members, Wait Staff, Bar Staff, and Catering Assistants.

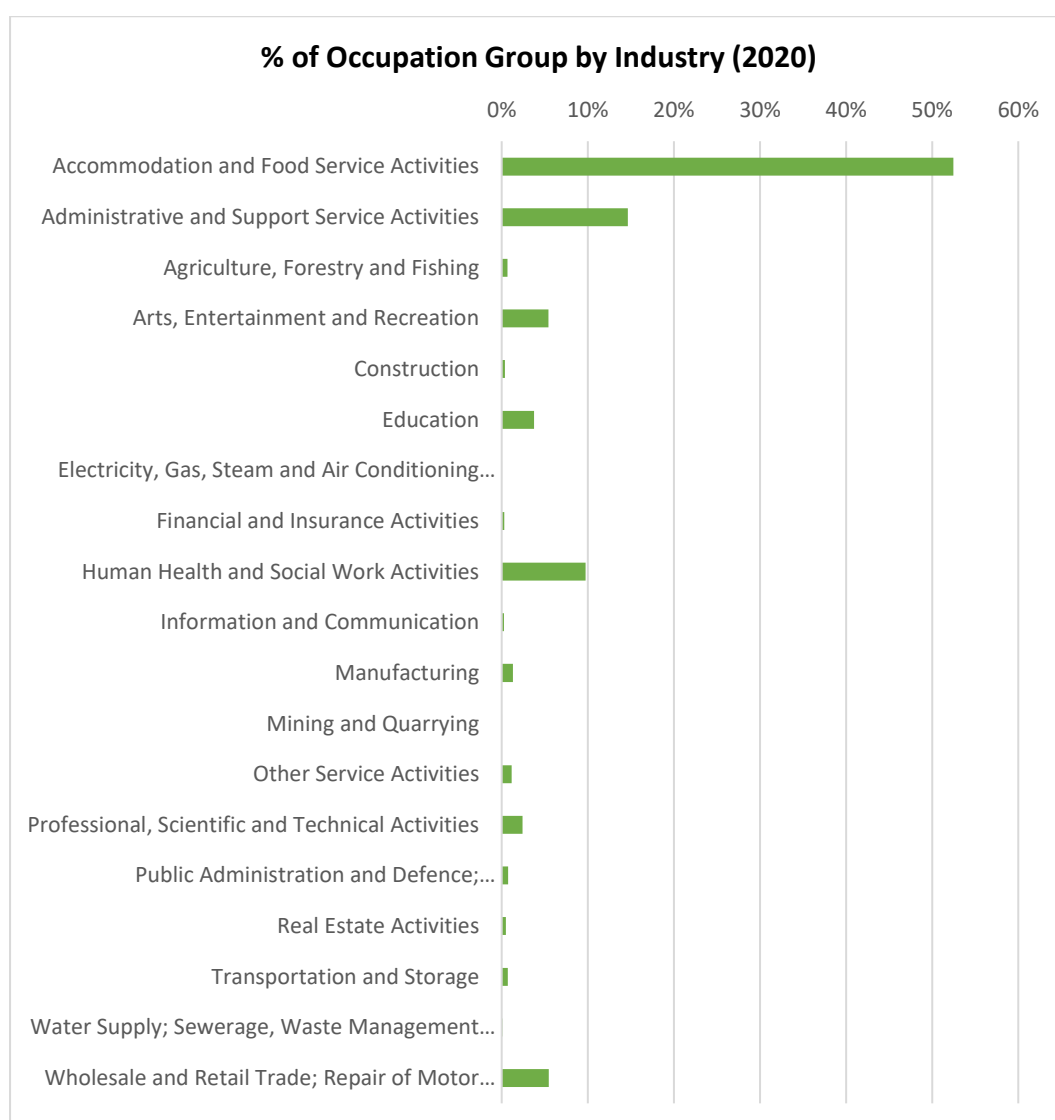
⁴ All data in this section and the next is from EMSI Analyst.



Hard Skills sought by employers

Hard skills sought by employers for Hospitality Jobs in C&W	
Skills	% of Total Postings
Restaurant Operation	14%
Mopping	7%
Maid Services	6%
Food Preparation	5%
Event Planning	4%
Food Safety	3%
Cooking	3%
Customer Experience	2%
Personal Protective Equipment	2%
Booking (Sales)	2%

Which industry sectors in Cheshire and Warrington employ people in Hospitality jobs?



Source: EMSI Analyst



Designed by the Cheshire and Warrington Data and Labour Market Steering Group on behalf of the Employers' Skills and Education Board with support from the Department for Education - September 2021

Apprenticeships

In the past five years, there have been 452 apprenticeships advertised in Hospitality occupations in Cheshire and Warrington. These were advertised in most parts of Cheshire and Warrington and were mostly for apprentice bar staff and receptionists.

In 2019/20, there were 106 apprenticeship starts in Hospitality jobs. The number of opportunities will have been depressed by the pandemic. Half of these opportunities were at Level 2 and half were at Level 3 and above.

Hospitality Apprenticeship starts by Cheshire and Warrington residents in 2019/20				
	Level 2	Level 3	Level 4+	Total
Hospitality and Catering	5	0		5
Hospitality Manager			8	8
Hospitality Supervisor		45		45
Hospitality Team Member	48			48
Total	53	45	8	106
<i>Source: ESFA localities datacube 2019/20 (residency)</i>				

College Courses

The main route into hospitality careers for young people is through apprenticeships. Therefore, there were relatively few classroom-based courses in hospitality and most of those were at Level 1.

Classroom-based Hospitality courses (>20 starts) for young people resident in Cheshire and Warrington in 2019/20			
	Below Level 2	Level 2	Total
Certificate in Introduction to Professional Food and Beverage Service Skills	42		42
Certificate in Professional Food and Beverage Service Skills		25	25
<i>Source: ESFA localities datacube 2019/20 (residency)</i>			

Classroom-based courses for adults in the Hospitality and Catering route tend to be short courses, mostly at Level 2, in the Hospitality pathway.

Learning aim starts (>20) by Cheshire and Warrington residents aged 19+ in Catering 2019/20		
	Below Level 2	Level 2
Giving Customers a Positive Impression		238
Introduction to the Hospitality Industry	25	
Award in Food Safety for Catering		23
Award in Introduction to the Hospitality Industry (RQF)	23	
Principles of Providing a Counter and Takeaway Service	23	
Effective Teamwork	21	
<i>Source: ESFA localities datacube 2019/20 (residency)</i>		



Annex 1: Hospitality Pathway

Technical Occupations	Higher Technical Occupations	Professional Occupations
<p>Hospitality Team Member/Supervisor</p> <p>Preparation and serving food and drinks, taking and managing bookings, and managing events.</p> <p>Hospitality Supervisor (L3)</p> <ul style="list-style-type: none"> • Bar Supervisor • Concierge Supervisor • Events Supervisor • Food & Beverage Supervisor • Front Office Supervisor • Hospitality Outlet Supervisor • House Keeping Supervisor <p>Hospitality Team Member (L2)</p> <ul style="list-style-type: none"> • Alcoholic Beverage Service • Barista • Concierge & Guest Services • Conference & Events Operations • Food & Beverage Service • Food Production • House Keeping • Reception • Reservations 	<p>Hospitality Manager</p> <p>Management and improvement of core hospitality services of food and beverages, cleaning and housekeeping, reservations and events.</p> <p>Hospitality Manager (L4)</p> <ul style="list-style-type: none"> • Conference & Events Management • Food & Beverage Service Management • Front Office Management • Hospitality Outlet Management • House Keeping Management • Kitchen Management • Multi-functional Management • Revenue Management 	



Annex 2 Mapping of SOC 2010 codes to the Hospitality Pathway

There is no simple mapping of the IFATE Occupational Maps to 4-digit SOC codes. The codes below will contain the occupations included in the Hospitality Pathway but may also include others.

Code	Description
1223	Restaurant and catering establishment managers and proprietors
1224	Publicans and managers of licensed premises
3546	Conference and exhibition managers and organisers
4216	Receptionists
5436	Catering and bar managers
6231	Housekeepers and related occupations
6240	Cleaning and housekeeping managers and supervisors
9233	Cleaners and domestics
9272	Kitchen and catering assistants
9273	Waiters and waitresses
9274	Bar staff



