



## **THE SEARCH IS NOW ON FOR THE APPRENTICESHIP STARS OF HOSPITALITY**

This year EDI has again teamed up with the Hospitality Skills Alliance and other leading industry bodies to launch the Hospitality Apprenticeship Awards 2011. The Awards are being organised in partnership with the British Hospitality Association, the British Institute of Innkeeping and the Institute of Hospitality. Supporting the Awards are Millennium and Copthorne Hotels, Relais & Chateaux, Pride of Britain Hotels, Bragard, Champagne Gosset and Wenlock Spring.

### **About the Awards**

The Awards recognise practical skills, competence and achievement, with winners from each of the different work areas in hospitality, including professional food preparation and cookery, restaurant service, pub, housekeeping, reception, portering and concierge, and customer service. Restaurant service will include both bar and wine service skills.

The Awards will be presented at The Butchers Hall in the City of London on Tuesday, 18<sup>th</sup> October 2011, as part of the Academy of Food and Wine Annual Awards.

There will be three categories of Award to recognise excellence on the part of Apprentices, Employers and Apprenticeship Providers. There will also be a special BII Award to recognise the Pub Apprentice of the Year – a celebration of the success of one apprentice who has made a real difference to their own future and the pub they work for. The closing date for entries is Friday, 9<sup>th</sup> September 2011.

### ***Hospitality Apprentice of the Year***

*Open to all those of any age registered on, or who have recently completed, an advanced apprenticeship in the hospitality industry and who have made an exceptional contribution, exceeded expectations or overcome particular challenges. Those successfully completing a practical work-based project will take part in a national final during October 2011, to include a two-day residential event of individual, group and team activities.*

*The work areas to be included are: Professional Cookery, Restaurant Service, Pub, Housekeeping, Reception, Portering and Concierge and Customer Service.*

## ***Hospitality Apprentice Employer of the Year***

*Open to all employers in the hospitality industry who can demonstrate a substantial and sustained commitment to developing their workforce through apprenticeships, together with the measurable impact this has had on tackling skill shortages and improving business performance. Evidence will also be sought of best practice in the employment, mentoring and support of apprentices.*

## ***Hospitality Apprentice Provider of the Year***

*Open to all colleges, organisations and private work-based learning providers who deliver apprenticeships in the hospitality industry and who can demonstrate high levels of achievement. Evidence of performance improvement and innovation will be sought, together with endorsements from both apprentices and their employers.*

### **Recognising Excellence and Achievement in Hospitality Apprenticeships**

All the award winners will receive:

- An invitation to the AFW Annual Awards on Tuesday, 18<sup>th</sup> October 2011
- A Certificate of Achievement
- Recognition in the Press and the Media

In addition to the Hospitality Apprentice of the Year there will be seven route winners:

- **Chef Apprentice of the Year** – in partnership with the Academy of Culinary Arts and the Craft Guild of Chefs
- **Restaurant Apprentice of the Year** – in partnership with the Academy of Food and Wine and the United Kingdom Bartenders Guild
- **Pub Apprentice of the Year** – in partnership with the British Institute of Innkeeping
- **Housekeeping Apprentice of the Year** – in partnership with the United Kingdom Housekeepers Association
- **Reception Apprentice of the Year** – in partnership with the Association of Front Office Managers
- **Portering and Concierge Apprentice of the Year** – in partnership with the Les Clef D'Or
- **Customer Service Apprentice of the Year** – in partnership with the Institute of Hospitality

Hospitality Apprentice of the Year 2011 route winners will receive a one week work experience scholarship at one of the Pride of Britain Hotels, including the Holbeck Gill Country House Hotel, the Luton Hoo Hotel, the Northcote Manor Hotel and the Grand Hotel, Jersey.

The overall winner of the Hospitality Apprentice of the Year 2011 will receive a fabulous visit to the world famous House of Champagne Gosset in France, **plus** a two week work experience scholarship at the world famous Le Manoir aux Quat'Saisons which, under the leadership of Raymond Blanc OBE, has retained Two Michelin Stars for 27 years and, in 2011, became Hotel of the Year in the “Catey Awards”.

Those wishing to enter or requiring further details should contact Barbara Barnes – email: [bb@halm.co.uk](mailto:bb@halm.co.uk) – telephone 020-8977 4419 or go to the website [www.halm.co.uk](http://www.halm.co.uk) for information and download an entry form.

## Making a Difference

Commenting at the launch of the Hospitality Apprenticeship Awards 2011, Raymond Blanc OBE remarked:

*“My vision was and still is to strive for perfection – to create a centre of excellence, a modern classic, a place to celebrate life, love and oneself. It has been a personal honour for me to see so many chefs who have trained here with me at Le Manoir aux Quat’Saisons to go on and be acknowledged in their own right. We are all aware of how important good training and apprenticeships are and how likely it can make the difference between a good experience and an exceptional one.”*

Brian Turner, CBE is also a huge supporter of apprenticeships and is committed to see their take up grow in the Hospitality Industry:

*“To serve as an apprentice alongside a great mentor and teacher is in my opinion the greatest start to any career. To be able to watch and learn someone who has worked at their trade, made mistakes and learnt how to correct them gives a craftsman a great start in life. I myself was taught by many great and passionate people and it is my wish to be able to encourage others to pass on their skills and knowledge to others.”*

He was joined by Peter Hancock, Chief Executive of Pride of Britain Hotels, who commented:

*“All of the 42 independent hotels in the Pride of Britain consortium have a shared passion for great hospitality. This can only be sustained by employing the brightest and most committed people in the trade, hence our interest in these apprenticeships.”*

Cathie Smith, Director of the British Institute of Innkeeping Awarding Body (BIAB) is committed to expand the take up of Apprenticeships in the Licensed Retail Sector:

*“Apprenticeships can be a big first step on the career ladder for many in our industry. This is an excellent time for employers to think about taking on apprentices. The payback in terms of increased productivity, more satisfied customers and profit growth is considerable”.*

Speaking at the launch of the awards Nick Scade, Chair of the Academy of Food and Wine said:

*“The Hospitality Industry provides enormous opportunities for those with practical ability. Many at the top of our industry started out as*

*apprentices. The Hospitality Apprenticeship Awards are a great chance for Apprentices to shine and have their achievements recognised. They will also showcase the very best in apprenticeship provision.”*

Philippe Rossiter, Chief Executive at the Institute of Hospitality, commented:

*“With its focus on promoting professional excellence, the Institute of Hospitality is delighted to support the Hospitality Apprenticeship Awards, for these highlight outstanding achievement in the key skills areas so essential to the future success of the industry. Today’s hospitality apprentices are tomorrow’s industry leaders, and the Awards encourage ambition and the attainment of high standards.”*

David Curtis-Brignell, Director of Development Europe, for Millennium & Copthorne Hotels commenting at the launch, added:

*“As one of the UK’s largest hotel companies, Millennium & Copthorne Hotels understands the need for well trained, committed professionals taking tourism and hospitality seriously and undergoing first class training. Good luck to all those taking part - the apprentices of today are tomorrow’s captains of industry.”*

