

YEAR 10
Home Learning
Workbook 1
18th May - 1st June 2020



Following on from the extended home learning task we have decided to consolidate learning to give you a two week challenge to complete the following tasks.

The following tasks will link to your work when you return to school and commence your practical coursework. These will support you in finding out information to help you understand consumer requirements.

These 3 lessons are all about

LO5 “Be able to propose a hospitality and catering provision to meet specific requirements”

LO5 Be able to propose a hospitality and catering provision to meet specific requirements	AC 5.1 Review options for hospitality and catering provision	Review <ul style="list-style-type: none"> Summarise different options Advantages/disadvantages of different options Use of supporting information which justify how this meets specified needs
	AC 5.2 Recommend options for hospitality provision	Recommend <ul style="list-style-type: none"> Propose ideas Justify decisions in relation to specified needs Use of supporting information eg structured proposal

Lesson 1 (Spend 1 hour)

AC 5.1: Review options for hospitality and catering provision

- To be successful in LO5, you need to be able to assess information given about setting up a business
- You need to be able to **apply** that information in order to **suggest suitable options** suitable to meet specific needs
- You need to be able to **justify your choices**
- Any information given relates to the other 4 learning outcomes: structure & organisation, health & safety, food safety, role of the environmental health officer

Task: Identify advantages and disadvantages of different types of hospitality and catering provision

Type of provision	Advantages	Disadvantages
Restaurants/bistros/dining rooms		
Cafes / tearooms / coffee shops		

Takeaways / fast food outlets		
Pubs and bars		
Street food		
Mobile food vans		
Visitor & tourist attractions		
Sport stadiums / concert venues		

Types of Customer who may visit Hospitality and Catering establishments – map out all the different reasons that a customer might visit a hospitality or catering venue

Leisure/ Tourism

Local Residents

Business / Corporate

Lesson 2 (1 hour)

On the two tables below fill in the blanks, consider for each:

- the type of establishment
- the types of customers they might attract
- What the advantages of the provision might be (e.g. local jobs, central location, price etc)
- What the disadvantages of the [provision might be (e.g. cost, accessibility etc)

Provision	Description	Target market	Advantages	Disadvantages
High street chain restaurant Nandos				
Independent restaurant The Hummingbird Kitchen				
Michelin Restaurant The Orangery Restaurant (Rockcliffe Hall)				
Take aways Binos Pizza				

Provision	Description	Target market	Advantages	Disadvantages
B&B Grey Horse Hotel				
Budget Hotel Greenbank Hotel				
National Chain Hotel Premier Inn				
Boutique Hotel Houndgate Townhouse				
5 Star Hotel Rockcliffe Hall				

SWOT Analysis

In the exam, you will be given a question in the form of a scenario. You need to be able to discuss the **strengths** and **weaknesses** of a provision so that you can identify possible gaps in the market. This will then allow you to identify possible **opportunities** for a successful provision and possible **threats** to its' success.

This is known as a SWOT analysis

A SWOT analysis is generally presented in a table form with positives on one side, negatives on the other. Here are 2 examples:

Strengths	Weaknesses
Good location	Poor customer relations
Fresh menu items	High operating costs
Quick service	Limited seating
Opportunities	Threats
Expansion	Too many similar restaurants
New menu	No opportunity for growth
Availability of servers	Lower priced alternatives

Strengths	Weaknesses
<ul style="list-style-type: none"> • Good buzz marketing • Combined effort between restaurant and drive-in theater • Local support 	<ul style="list-style-type: none"> • Lack of online presence • Outdated • Lack of administrative help
Opportunities	Threats
<ul style="list-style-type: none"> • Twitter • Instagram • Blog • Regional recognition 	<ul style="list-style-type: none"> • Other local restaurants • Other drive-ins in the area • Negative public opinion

TASK: Build your own SWOT Analysis for a possible restaurant business

Strengths	Weaknesses
Opportunities	Threats

Lesson 3 (1hour extension task to be completed)

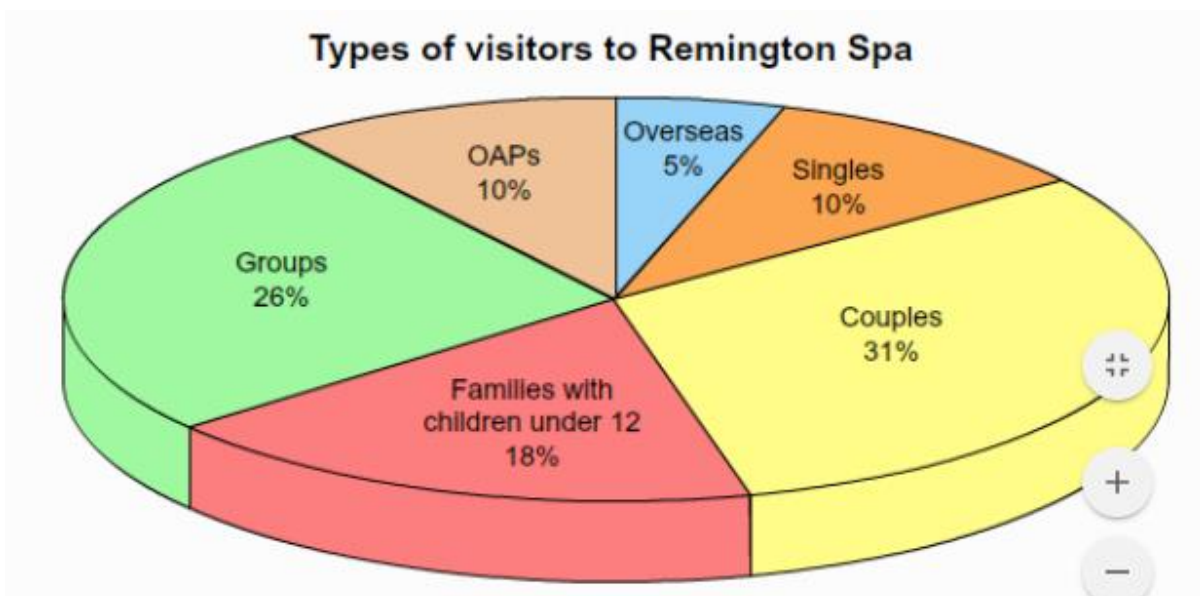
Activity – Scenario for making a proposal

A **charity** that helps and support low-income families and residents in a medium-sized town want to approach the local council with a proposal to open a facility in the town centre, in which residents, especially elderly people, single adults, disabled people and parents with young children, who feel isolated and lonely, could meet other people socially and be able to buy inexpensive meals and drinks. You have been hired to help put the proposal forward to the council. Complete the Structured Proposal questions below to build your case to put to the council

1. A summary of the suggestion
2. Your Unique Selling Point (USP) – what makes your idea better than competitors
3. Current trends – how the business will prosper in future
4. Potential customers
5. Competition
6. Promotion plan
7. How the business will operate – staffing, opening hours etc

Stretch and Challenge: Exam question

Remington Spa is a small quirky seaside town. It attracts visitors all year round as it has lots of historic features and hosts a number of events throughout the year. It has a number of fish and chips shops and café's but places to stay overnight are limited



A) Suggest **two** types of accommodation that meet the needs of the visitors to Remington Spa (4)

1).....

2).....

B) Review your suggestions of accommodation provision and justify which one is most suitable to meet the needs of visitors to Remington Spa (9)

SHOWMYHOMEWORK – take a picture of your completed work and email it to Mrs Instance / Mr P Munford!!

OPTIONAL PRACTICAL

Within each 2 week cycle of work I am setting you a COMPLETELY OPTIONAL practical task. We have a variety of videos on the burgateartists.com website where Mr Munford and Mr Munford Jnr are demonstrating practical activities and challenges at home.

I realise that ingredients may be hard to get and that your personal circumstances and kitchen set up at home may not allow you to complete this task.!

However, **if you are able to** we'd love to see what you make so please send any pictures to kbone@burgate.hants.sch.uk and pmunford@burgate.hants.sch.uk or cut and paste them below and send the whole booklet back once complete.

OPTIONAL TASK: Cook a dish for a family of 4 who are in isolation and need to make sure they are staying healthy, but might have limited ingredients. SEND US YOUR PICS!!

HAPPY COOKING! Stay safe and well ☺
From Mrs Instance and Mr Munford