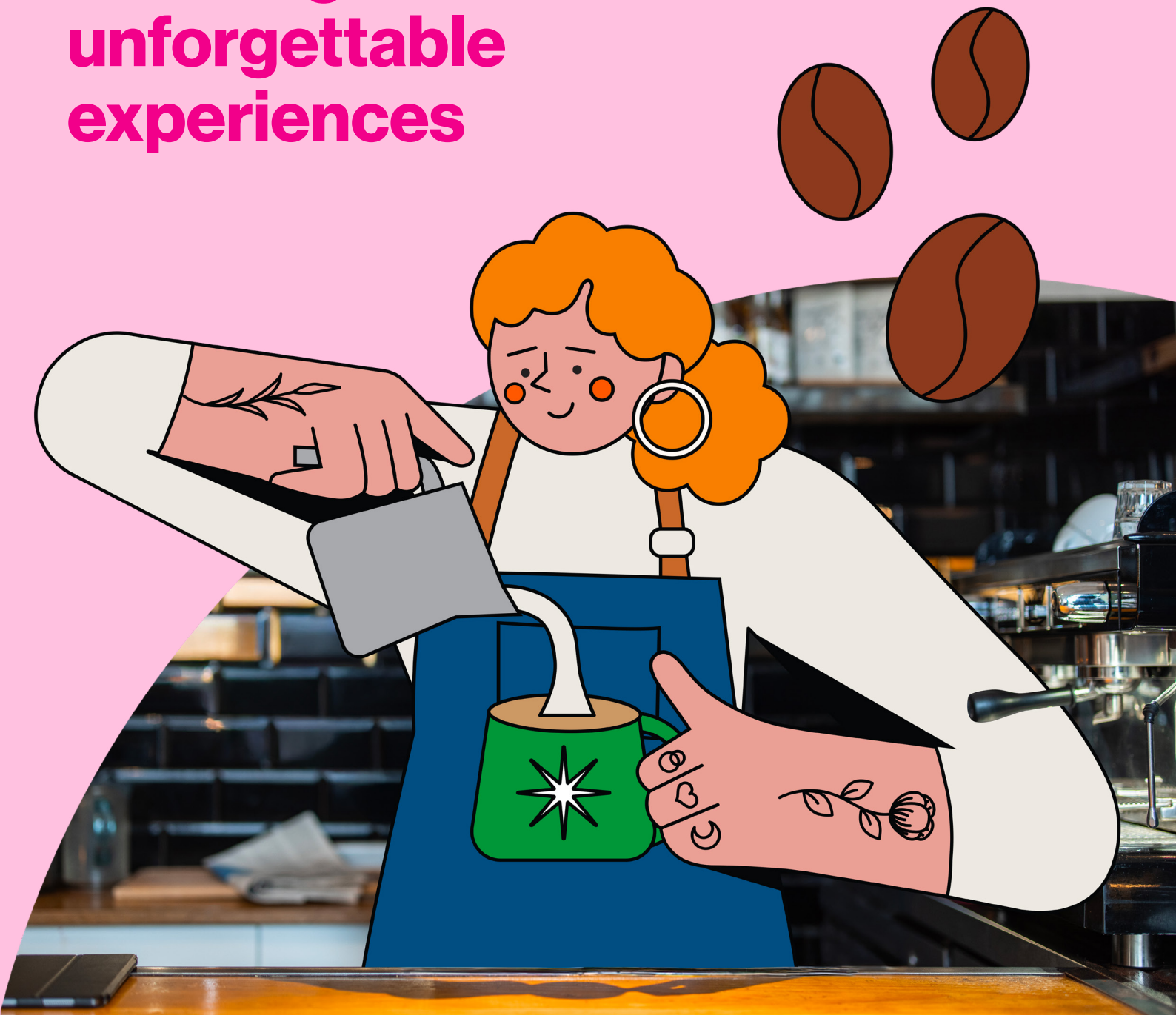
Considering a Career in

BE MORE

Hospitality

Creating unforgettable experiences



LIVERPOOL CITY REGION COMBINED AUTHORITY

METRO MAYOR LIVERPOOL CITY REGION

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What is Hospitality

Hospitality creates extraordinary experiences for people by continually improving customer service, food and drink, and events.

Modern innovation combines with people skills and organisation to showcase the best the region has to offer to residents and locals, such as advancing technology seen on concert stages or unique flavours tasted in restaurant dishes.

From perfecting recipes as an expert chef and mixing exciting cocktails to planning personalised weddings and events, hospitality creates some of our most memorable experiences.

Hospitality underpins many service-based industries, so this career could see you working in restaurants, sports arenas, nightlife, music venues, food laboratories, or tourist attractions.

Whether you're managing a luxury hotel, testing new taste combinations in a science lab, creating outstanding customer experiences first-hand, or organising sold-out events, a career in hospitality is a career in connecting with people.



Stats & Facts

Did you know?



Hospitality in Liverpool City Region: Stats & Facts

- **1 in 10** local businesses belong to this sector.
- Tourism, a strong driver of the hospitality sector, **brings more than £6m** to the region.
- We have the **most night-time venues** outside of London.
- **Food & drink** is one of the fastest-growing sectors in the region.
- **Liverpool** is the UK's third TripAdvisor city destination behind London & Edinburgh.

Hospitality in action in the Liverpool City Region

- Liverpool's Accommodation BID (Business Improvement District) £2 overnight surcharge introduced in 2025 for certain hotel rooms, will generate a projected sum of over £9m to reinvest in our region's tourism offer, sporting and cultural events, which will boost the hospitality sector.
- Culture Liverpool and the Liverpool City Region Combined Authority have teamed up with Sefton Council to launch Elegantly Eccentric, and Halton Council to launch Made In Halton, exciting programmes for arts, music, and other cultural and community events that promise to increase visitor numbers and the hospitality sector.
- Wirral boasts 12 golf courses, earning the region the nickname of 'England's Golf Coast' by hosting international golfing events, including the Open Championship.
- The 8,100m2 Exhibition Centre Liverpool has hosted high-profile international events including Comic Con Liverpool, the Labour Party Conference, and the National Cancer Research Institute.
- St Helens R.F.C. announced a 10-year partnership with international brand BrewDog in 2025, launching one of the biggest commercial developments in the rugby club's history.
- Liverpool City Region is home to world-famous sports and music venues, including the M&S Banks Arena, Aintree Racecourse, Aigburth Cricket Ground, and the BrewDog, Anfield, and Hill Dickinson Stadiums.
- The City of Liverpool College is one of only four colleges in the country to offer the Royal Academy of Culinary Arts apprenticeship.

Hospitality: Good to know

What is the difference between hospitality & customer service?

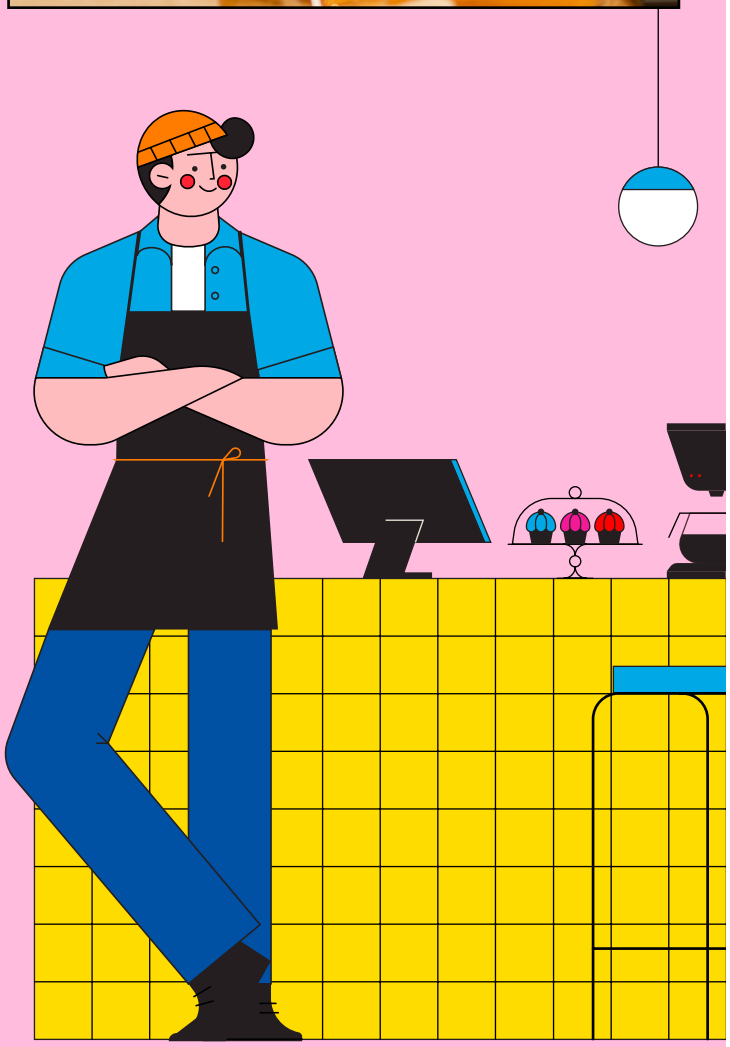
While many hospitality jobs involve direct customer service, many behind-the-scenes roles are just as important for the sector to thrive, such as event planners and product developers.

What role does hospitality play in the visitor economy?

The visitor economy, also known as the tourism sector, is supported by the hospitality industry and creates many roles ranging from customer service advisors and café staff to security attendants.







Hospitality /noun/

The food, drink, entertainment, etc. that an organisation provides for guests or customers. **(Cambridge Dictionary)**.

Friendly and generous behaviour towards guests **(Oxford Dictionary)**.



What are the Career Pathways & Job Roles?

Hospitality career pathways

In an entry-level job, such as a bartender or front-of-house staff member, you'll work as part of a team to take orders and serve food or drinks, following hygiene guidelines and delivering high-quality customer service.

A mid-level role could see you preparing food and drinks or overseeing other team members as a chef or restaurant supervisor. With time, you could train to develop specialist skills and become a drinks mixologist, or take on responsibilities and progress to roles like bar manager.

Experienced individuals who have developed management and technical skills or specialisms can progress into higher-level roles, such as head chef or sports marketing specialist.







Wirral boasts 12 golf courses, earning the region the nickname of

Englands Golf Coast

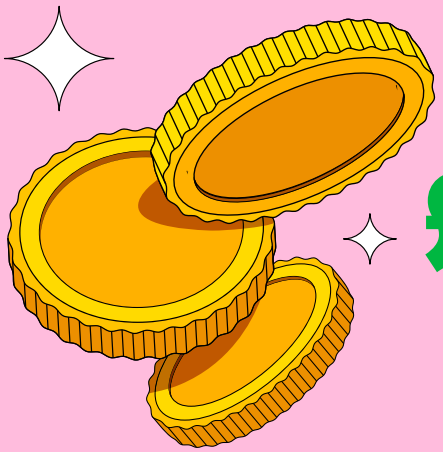
by hosting international golfing events, including the Open Championship.

Hospitality

Job Roles

There are hundreds of different job roles in hospitality. Here's just a sample:

Position	Role & tasks	Salary
Barista	Makes and serves coffee and other drinks in cafes, coffee shops, and restaurants. Interacts with customers, taking orders and payments. Ensures cleanliness in work and customer areas.	Up to **£24,000**
Baker	Weighs and mixes ingredients to produce baked goods in batches. Develops new recipes and products. Carries out routine quality and food safety checks, following food preparation and hygiene guidelines. Decorates baked goods, including cakes and pastries.	Up to **£26,000**
Catering manager	Manages a team of staff, organising work rotas and shift patterns for employees. Keeps an eye on the quality of products and services to customers. Recruits and trains new employees to a high standard. Ensures that staff follow food hygiene and general health and safety rules.	Up to **£34,000**
Wedding planner	Works closely with couples to plan weddings, using expertise to work within different customers' budgets and requirements. Negotiates prices with suppliers for flowers, catering services, photographers, and venues. Keeps up to date with the latest products, services, and local suppliers, using the latest trends to generate ideas and suggestions.	Up to **£34,000**
Chef	Prepares and cooks different dishes, following food safety and hygiene guidelines. Supervises kitchen areas and other staff, ensuring food is prepared efficiently and to a high standard. Inspects food deliveries and maintains stock levels.	Up to **£40,000**



Earn up to £60,000 per year

Position	Role & tasks	Salary
Events manager	Plans and organises different types of events for clients, following budget and timeline requirements. Identifies ideal venues and contractors, such as caterers and security staff. Supervises promotion of events in the media. Solves problems that arise during events quickly and effectively.	Up to **£40,000**
Food scientist	Works in a laboratory or factory, developing new products or perfecting existing recipes. Tests food samples using scientific methods to ensure they meet quality and safety standards. Researches new flavours and taste combinations for products and develops them.	Up to **£45,000**
Customer services manager	Leads a customer support team, solving reported issues effectively. Develops company policies and procedures that affect customers. Follows latest data-protection guidelines and ensures customers are protected from data breaches. Recruits, trains, and monitors new employees.	Up to **£50,000**
Licenced premises manager	Manages pubs and bars, ordering stock, taking deliveries, and serving customers. Purchases and maintains equipment, sources high-quality food and drink, and recruits and trains employees. Closely monitors spending and income, wages, and accounts.	Up to **£50,000**
Sports marketing manager	Promotes sports teams and organisations to the public via social media and outreach campaigns. Strategises advertising and media coverage for the team and plans events and initiatives to represent the organisation positively. Develops and tracks a budget, managing finances and organising spending for marketing campaigns.	Up to **£60,000**

Getting into Hospitality



Subjects to study at school & beyond

- Communications
- English
- Food technology
- Maths
- Media
- Science

Core skills and knowledge to build

- Attention to detail
- Customer service
- IT skills
- Problem-solving
- Project management
- Task prioritisation
- Teamwork
- Thinking outside the box

At entry-level

You can train for an entry-level role with a college course leading to a certificate, diploma, or T-level in nutrition or management and administration. If you want to develop skills on the job, you can do a level 2 or 3 apprenticeship, such as baker or events supervisor.

At mid-level

For mid-level technical or specialised positions, you can consider a higher national qualification (HTQ) or foundation degree in marketing or a degree apprenticeship, all of which provide expertise in areas like advanced food and drinks preparation, hospitality management, or events planning.

At senior level

More complex roles, such as marketing specialists, sports managers, or food technologists, usually require a university degree in a highly relevant subject or a degree apprenticeship in marketing, management, or food science. These courses offer advanced expertise, combining practical skills with theoretical knowledge and research.

Test Your Knowledge



(Answers on back page)

Q1. What is hospitality?

A. A sector that combines customer service with great food and drink, entertainment, and events
B. Only roles that involve face-to-face customer interactions
C. Another name for healthcare
D. Solely jobs that require management skills

Q2. Which of the following are hospitality industries? (Choose as many as you wish)

- Childcare
- Food and Drink
- Events planning
- Manual labour

Q3. 1 in 7 businesses in the Liverpool City Region are in the hospitality sector. True or false?

Q4. Approximately how many Liverpool City Region residents work in hospitality?

Q5. Which of these organisations recently teamed up with St Helens R.F.C?

A. Culture Liverpool
B. M&S Bank
C. BrewDog
D. Comic Con Liverpool

Q6. Which of the following workplaces could a career in hospitality find you in? (Tick as many as you wish)

- Restaurants
- Construction sites
- Nightlife venues
- Sports grounds

Q7. Give an example of an apprenticeship or training course that could prepare someone for a role in hospitality.

Q8. What are the skills necessary for hospitality careers? Name three.

Q9. What role does a food scientist play in hospitality?

A. Designs packaging for food and drink products
B. Takes orders from customers
C. Prepares dishes in a restaurant
D. Develops, improves, and tests flavours and recipes

Q10. Fill in the blank: The Liverpool City Region has the _____ number of nightlife venues outside of London.

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Quiz Answers

Q1. A
Q2. Food and Drink, Events planning
Q3. False – it's 1 in 10
Q4. Approximately 53,000
Q5. C
Q6. Restaurants, Nightlife venues, Sports grounds
Q7. Level 2 or 3 apprenticeship, such as a baker or events supervisor, or a foundation degree in marketing.
Q8. Attention to detail, customer service, IT skills or any other from the brochure content).
Q9. D
Q10. Highest

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