



Head of Hospitality

Recruitment Pack July 2024



Welcome

Thank you for your interest in our Head of Hospitality position at Brewery Arts. This pack provides background information and a job description for the role. If you would like more information or an informal discussion before you apply, please contact us to arrange a call. We look forward to hearing from you.

Overview

Brewery Arts is Cumbria's flagship arts centre, presenting cinema, live music, theatre, comedy, festivals, exhibitions and creative learning all year round. As well as being a cultural organisation with a charitable purpose, our venue is a social and business hub, with a popular Bar & Restaurant at its heart.

Our hospitality offer has been a great success under the management of Kerry Gossio, who is now leaving the organisation after six years. This is an exciting time to lead our hospitality team and provide exceptional food, drink and customer service in a busy, vibrant community venue.

Company Information

The Kendal Brewery Arts Centre Trust Ltd (T/A Brewery Arts) is a Charity and Company Limited by Guarantee. The trading subsidiary is the Kendal Catering Company Ltd. Both companies are governed by a voluntary Board of Trustees.

We welcome 150,000 people every year and host major festivals, including Kendal Mountain Festival. We are an Arts Council England National Portfolio organisation and a strategic cultural partner of Westmorland and Furness Council.

Funding from grants makes up 25% of our income and the remaining 75% is generated through ticket sales, memberships, donations and commercial trading revenue such as venue hire, catering and hospitality. Annual turnover for Brewery Arts was £2.4m in 2023/24, with bars and catering sales making up £780,000.

Hospitality at Brewery Arts

Hospitality is provided by our subsidiary company, Kendal Catering Company (KCC), which is managed in-house and offers two bars, a restaurant and a cinema kiosk. Income from KCC is intended to provide an annual surplus, which is donated to the charity to support its cultural and charitable work. Our hospitality offer is at the heart of our operations, whether that be for a pre-show meal, interval drink or cinema popcorn.

Our main Bar & Restaurant is open four days a week (Wed-Sat) with meal service starting at 4pm. Our daytime offer includes hot drinks, cakes and soup (Tues-Sat).

On live event nights, we also open the foyer bar for service, on a busy night we can have 800+ people in our event venues.

Our cinema is open 5 days a week (Wed-Sun, plus Tues in school holidays) with a kiosk selling popcorn, confectionary, drinks and ice creams.

During the summer, we also open on Sundays for open-air gigs and set up an events bar in the garden.

We also cater for private hires and corporate events.

Our busiest week of the year is the Kendal Mountain Festival in November, where we set up a beer tent in the garden to cater for the extended number of visitors.



Head of Hospitality

We are seeking a senior Hospitality professional with good experience in the events industry who is passionate about delivering excellent customer service. This is an excellent opportunity to join a well established institution with an iconic public venue, a loyal audience, talented team and strong network of partners.

With a range of opportunities for growth across our trading operation, the Head of Hospitality will be integral to our commercial success. Strong budget management skills and a proven track record in meeting targets is essential. The post holder must be able to work at a strategic level but also be prepared to be hands-on in the delivery of the work of the hospitality team. They will be adept at managing and motivating a team, whilst ensuring customer satisfaction. They will be used to a fast-paced environment where quick service is essential and be able to adjust to different scales of events.

The Head of Hospitality will be part of the Senior Management Team at Brewery Arts, ensuring that the bars and restaurant form an integrated part of our operation.



Job Overview

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| Reports to: | Finance Director |
| Responsible for: | All Hospitality & Kitchen staff |
| Salary: | IRO £37,000 per annum, dependent on experience |
| Hours: | Full time, 40 hours per week, evenings and weekends essential * |
| Holidays: | 6 weeks ** |
| Contract: | Permanent |
| Probationary Period: | 6 months |
| Notice period: | 8 weeks |

*You will generally have two days off together per week (Sunday and Monday) and hours of work are flexible around work and personal commitments.

**We are closed most bank holidays as well as Christmas and New Years day.

For full details of the role, please see the Job Description and Person Specification attached.

How to Apply

Please download and complete an application form and send it by email to recruitment@breweryarts.co.uk.

Deadline for applications: Monday 12 August (midday)

Interviews: Friday 16 August

If you would like an informal discussion before making your application, please contact: Rebecca Elshaw, Head of HR & Operations at recruitment@breweryarts.co.uk Direct Dial: 01539 332371.



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The Kendal Brewery Arts Centre Trust Ltd. is registered in England & Wales no. 03927101 and is a registered charity in England & Wales no. 01086789. The Kendal Catering Company Ltd. is registered in England & Wales no. 01064847.

JOB DESCRIPTION

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|-------------------|---------------------|-------------------|--------|
| JOB TITLE: | Head of Hospitality | REFERENCE: | HH0724 |
|-------------------|---------------------|-------------------|--------|

OVERALL PURPOSE OF THE ROLE:

To manage a welcoming and high quality catering operation by Kendal Catering Company (KCC) in accordance with parent company (Kendal Brewery Arts Centre Trust Ltd) requirements, by making efficient use of resources whilst ensuring all statutory regulations are met.

MAIN TASKS

The role holder is required to:

To ensure full bar and catering services are provided by Kendal Catering Company as agreed with the parent company (Kendal Brewery Arts Centre Trust Ltd). To act as a member of the Senior Management Team of Kendal Brewery Arts Centre Trust Ltd.

Legal

1. To ensure legal and company requirements are adhered to in respect of Hygiene, Health & Safety, Employment Law, and Food Safety Law for all staff, visitors and customers.
2. To be the licence holder for the company.
3. To be the company contact for the Kendal Pub Watch Scheme.

Customer Service

4. To strive to continually exceed customer expectations and provide excellent customer care.

Budget Management and Procurement

5. Develop future budget, planning and delivery along with the Finance Director.
6. To grow the business through maximising uptake and spend per head.
7. To ensure every possible effort is made to achieve turnover and profit targets.
8. To initiate and implement action plans appropriate to the achievement of the budget.
9. Investigate revenue shortfalls and cost overspends relating to financial results and take action as necessary.
10. To maximise profit conversion through ensuring tight control of resources and cash.
11. Negotiate with suppliers to achieve value for money and to ensure GP targets are met.
12. Follow the company procurement guidelines when working with new suppliers.

Staff Management

13. Rota staff work shifts in a manner that facilitates efficient customer service and profitable operations
14. To ensure all KCC employees adhere to the appropriate standards of dress and appearance
15. Ensure that cash control, stock control and security procedures are followed by all staff

16. To ensure through effective communication, that all employees consistently demonstrate an excellent level of customer care, selling techniques, merchandising skills and knowledge of current promotions
17. Work with the Head of HR & Operations to ensure recruitment, induction, training, promotion, performance management, development and discipline of all KCC team members.

Development

18. Work with the Head Chef, Finance Director, other members of SMT and the KCC Board to offer new food trends and ideas with the overall purpose of developing exciting menus and staying competitive.

Marketing

19. Work with the Marketing team to develop marketing plans that maximise sales generation.

General

20. Act as a member of the Senior Management Team for Brewery Arts, which includes being the senior point of contact whilst on shift.
21. Attend and report to the KCC board meetings as required.
22. Attend external meetings at local & regional level when required as a representative and advocate for the Brewery.

This list is not exhaustive. The organisation is evolving and your duties may be amended. There may also be occasions where you are required to undertake additional tasks as necessary to meet the needs of the business.

PERSON SPECIFICATION

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|-------------------|---------------------|
| JOB TITLE: | Head of Hospitality |
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We welcome and encourage applications from anyone who can demonstrate how they meet the criteria for the role. We especially welcome and encourage applications from people with backgrounds currently underrepresented in our organisation, particularly those who are Black, Brown or minoritised, who are LGBTQ+, or who are disabled. If you would like the selection panel to know you are from a background currently underrepresented at Brewery Arts, please tell us in your Personal Statement in the Job Application Form.

| QUALIFICATIONS & WORK EXPERIENCE | |
|---|-------------|
| • 5 years experience in a similar role | • Essential |
| • Experience of working in a customer focused environment with responsibility for delivering excellent customer service | • Essential |
| • Experience of leading, managing and motivating staff. | • Essential |
| • Working knowledge of Health & Safety issues relating to public spaces. | • Essential |
| • Working knowledge of Health and Safety, food hygiene and licensing laws | • Essential |
| SKILLS | |
| • Ability to communicate effectively with people at all levels, both internally and externally. | • Essential |
| • Excellent organisational and planning skills | • Essential |
| • Competent in the use of Microsoft Office Word, Excel and Outlook | • Essential |
| • Budget management skills with high levels of accuracy | • Essential |
| PERSONAL QUALITIES | |
| • Friendly and approachable manner with a commitment to providing the highest standards of customer service, both internally and externally | • Essential |
| • Ability to work under pressure, multi-task, work to strict deadlines and complete tasks sometimes with conflicting demands | • Essential |
| • Ability to be flexible and respond to changing situations | • Essential |
| • Ability to negotiate and be assertive when necessary | • Essential |
| • Excellent time keeping, conscientious and punctual | • Essential |
| • A keen eye for detail | • Essential |
| • Smart personal appearance | • Essential |
| • An interest in arts and entertainment. | • Desirable |
| OTHER REQUIREMENTS | |
| • The role is physically demanding with a need to be able to lift, move objects and bend. | • Essential |
| • Flexibility and availability to work varied shifts days, evenings and weekends. | • Essential |
| • First aid certificate or willingness to obtain one. | • Desirable |
| • Hold a Personal Licence and willing and able to become Brewery Designated Premises Licence holder. | • Essential |
| • A Disclosure & Barring Service (DBS) check (formerly CRB Disclosure) is required for this position. | • Essential |

TERMS & CONDITIONS

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|-------------------|---------------------|
| JOB TITLE: | Head of Hospitality |
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|--------------------------------|--|
| Contract: | Permanent |
| Pay: | IRO £37,000 per annum |
| Hours: | 40 hours per week (excluding lunch breaks) Evenings and weekends essential |
| Reports to: | Finance Director |
| Responsible for: | Hospitality Front of House staff and Kitchen staff |
| Notice Period: | 8 weeks |
| Holiday Entitlement: | Permanent - 6 weeks' holiday per annum Entitlement is inclusive of compulsory closure days announced each year and bank holidays. |
| Pension: | The Company operates a pension plan in compliance with the employer pension duties under the Pensions Act 2008. Depending on your age and earnings, you may automatically be entered into the Group Personal Pension Plan and contributions are matched by the company in line with the regulations. |
| Discretionary Benefits: | <ul style="list-style-type: none"> • Complimentary tickets for events and cinema for staff + one can be requested (conditions apply and if the event sells out complimentary tickets are not available). • Discount on food in our catering outlets for staff + one. • A parking permit is given to staff to be used while at work. • Free Employee Assistance Programme |
| Union: | An agreement governing pay and terms and conditions of employment exists between the Kendal Brewery Arts Centre Trust Ltd and the Broadcasting, Entertainment, Communications and Theatre Union, and provides for the settlement of disputes between workers and management. One of its provisions is the agreement by management to recommend non-union members to join. |