



## Fridays targets apprentices at every UK site as it launches refreshed scheme

- American inspired food and cocktail chain, Fridays, has launched *Leading The Way*, its refreshed apprenticeship scheme
- Developed and delivered with award-winning training providers, Lifetime, the scheme is open to people of all ages and job roles
- The scheme aims to champion the role of the hospitality sector in equipping people with skills for life and career development

**7 February 2022:** Ahead of National Apprenticeship Week (7-13 February 2022), Fridays, part of newly listed Hostmore plc, is announcing that it is looking to hire apprentices at each of its 85 stores plus each functional area in its support centre within the next two years. It comes as Fridays launches *Leading The Way*, a refreshed apprenticeship scheme in partnership with Lifetime, the award winning training provider.

*Leading The Way* is a comprehensive apprenticeship scheme for people across all ages, jobs roles and levels of seniority. In the wake of the impact of the Covid-19 pandemic on the hospitality industry, the scheme is designed to showcase the value of jobs in the sector. As well as training staff to deliver service in line with Fridays' famed focus on the guest experience, it ensures that people are equipped with all important skills for life and work in hospitality and beyond.

The apprenticeship programmes available range from level 2 (entry-level) up to level 5 (regional directors) and take a minimum of 12-16 months to complete. The programmes are all 'earn while you learn', and can be completed at the participants' own pace alongside their jobs at Fridays.

All apprentices will have access to an online learning platform that includes a tailored learning plan, e-learning resources and a 'skills radar' to track progress against various milestones. At the end of the scheme, participants receive a nationally recognised apprenticeship standard from the Institute of Apprenticeships.

**Commenting on the launch of the refreshed scheme, Karen Barnard, People & Culture Director at Fridays, said:** *"Our fabulous Fridays people are our most important asset. We've always been committed to investing in their development but after the rollercoaster of the last two years, we want to reinforce our efforts to meet that commitment. Our new apprenticeship scheme is a key part of that."*



*“Apprentices can join us from any part of the UK, at any age, in any job role. The culture and heritage at Fridays is built on pride, passion and personality. We want people who want to have fun, engage with others, and learn new skills and progress in a supportive and inclusive atmosphere.”*

*“Our vision is to be an industry leader in offering career opportunities to people across the UK, and our goal of one apprentice in every store and functional area in our support centre in the next two years is the first step towards that vision becoming a reality.”*

**Robert Richardson, CEO, Institute of Hospitality (IoH), of which Fridays is a corporate member, commented:** *“Our partnership with Fridays is built on development and progression, and building the next generation of hospitality leaders. Apprenticeship schemes are a critical tool in helping us achieve that, so we’re thrilled to see this exciting organisation working with the IoH and investing so much in training and development – especially at such a critical time for the sector.”*

**Jack Hogg, Head Chef at Fridays Rushen Lakes in Northamptonshire and early participant in the Level 4 Hospitality Manager programme, said:** *“I want to progress my career in Fridays and, one day, become a General Manager of my own Fridays store. My advice for people? Just go for it. It will help you develop in work, and I would highly recommend it – it’s never too late to keep on learning.”*

People interested in finding out more about Fridays’ apprenticeship scheme can email the Fridays team via [landd@tgifridays.co.uk](mailto:landd@tgifridays.co.uk).

### Programmes available via Fridays’ *Leading The Way* apprenticeship scheme





### **CASE STUDY: Jack Hogg, Level 4 Hospitality Manager**

Jack is Head Chef at Fridays Rushden Lakes in Northamptonshire.

*"I'm doing this apprenticeship because I want to progress my career in Fridays and the hospitality sector in general while making myself a stronger member of the team.*

*Already, it has given me a wider understanding of the hospitality sector. Each module that I complete expands my understanding and helps me put into practice what I have learnt. I'm looking forward to the chance to learn from different experts in the hospitality field and learn their past experiences.*

*After the apprenticeship, I want to become a General Manager of my own Fridays store.*

*My advice for people? Just go for it. It will help you develop in work, and I would highly recommend it – it's never too late to keep on learning."*



**ENDS**

### **NOTES TO EDITORS**

Follow @TGIFridaysUK on social media to get that Fridays Feeling all day, every day.

### **Media contacts:**

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### **About Fridays:**

Fridays first opened in New York in 1965 with flowing cocktails and charismatic bartenders making every night feel like a Friday. Over 55 years later, we're making Fridays famous again and proudly celebrating our heritage with simple, freshly made to order dishes with top-quality ingredients, vibrant new and classic cocktails full of energy and theatre, all handcrafted by our expert bartenders. All of which is complemented by consistently brilliant and iconic Fridays service and spirit of generosity.

Whether you're out for a date, girls' night or a family dinner, Fridays is here to help bring that Fridays Feeling, no matter what day of the week or time of day.

Fridays is a proud member of The Responsible Business Recovery Forum (RBRF). The RBRF is a membership body of Out of Home food and drink operators and suppliers. The group's objective is to collaborate to aid an efficient, industry-wide recovery, in the aftermath of COVID-19 whilst anticipating future trends. A community of progressive businesses learning and sharing for past, present and the future.

### **About Hostmore plc**

We're the sharers. The carers. The business-builders and the entertainers.

Hostmore plc is a growing hospitality business with current operations focused on casual dining brand, Fridays, and cocktail-led bar and restaurant brand, 63rd+1st.

Established in 2021, Hostmore has been created to provide a platform for the development of hospitality brands under the leadership of an experienced team that has a track record of building businesses in the hospitality and leisure sectors.

Hostmore's businesses are defined by iconic brand experience, vibrant heritage and sector-leading technology.

Its strategic focus is on optimising its brands, aligning those brands with evolving consumer demands and delivering personalised customer engagement – all backed up by a redesigned digital platform.

Find out more - [www.hostmoregroup.com](http://www.hostmoregroup.com)

### About the Institute of Hospitality





The Institute of Hospitality is the only leading, charitable international professional membership body for current and aspiring leaders and managers in the hospitality industry. Established in 1938, the Institute is a registered UK charity that aims to promote professionalism through lifelong learning and the development of outstanding leaders.

We promote exacting standards and quality in hospitality management education and training through our accreditation and endorsement schemes. Corporate, academic, and individual members receive help from access to professional development programmes including live webinars, podcasts, publications, access to learning resources, events, and other networking opportunities. Students and educators receive help from the Institute's support for academic careers, and our work to provide context to the curriculum.

The Institute of Hospitality has established internationally recognised professional credentials (Fellow, Member, Associate, and Affiliate) for our members. We are currently working towards chartered institute status.

The IoH has regional branches throughout the UK as well as several overseas branches. We were named Gold Winner in the Best Membership Organisation (over 10,000 members) category at the National Association Awards 2021. We launched our own dedicated Youth Council for aspiring hospitality leaders and managers in July 2021 and won the national UK & Ireland Chartered Governance Institute awards, in the Diversity and Inclusion Initiative of the Year 2021 category in November 2021, for our Youth Council and Diversity Shield campaign.

The Institute is a member of the Bank of England Decision Maker Panel regarding the impact of national and international events on the economy.

The Institute is a UK Registered Charity Number: 326180.

**For more information about the Institute of Hospitality (IoH), or to join us, please visit [www.instituteofhospitality.org](http://www.instituteofhospitality.org). To set up an IoH interview, please contact: Kim Bailey MIH at [kim.bailey@instituteofhospitality.org](mailto:kim.bailey@instituteofhospitality.org)**

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