

Letter sent by email to
Andrew Crook,
Skippers Fish and Chips Ltd,
Euxton, Lancashire

16 July 2015

Dear Andrew,

In response to your request for an analysis of the data collected from our poll of fish friers please find the following:

1. The poll was carried out using survey monkey and at the time of writing this letter we have had 26 respondents. The full poll will be available in PDF format from the 1st August 2015.
2. 100% of respondents initially requested that a trailblazer be developed. At the conclusion of the poll only 9% (2 respondents) were unsure. We consider this a clear mandate to proceed.
3. Possible content of a trailblazer: We asked respondents to indicate which units drawn from the existing fish and shellfish framework they would like to see covered by the trailblazer. These are units that fish friers are already adopting as part of their advanced apprenticeships. The unit titles and %age of responders wanting them are shown here:

Topic	%age support
Principles of frying fish and chips.	100.00%
Principles of managing fish and chip operations.	95.83%
Principles of quality in food operations.	87.50%
The principles of food safety.	91.67%
Manage fish frying operations.	87.50%
Monitor oil frying.	87.50%
Control waste minimisation in food operations.	87.50%
Maximise Sales in food retail.	83.33%
Set up and maintain food retail operations.	62.50%
Promote food safety awareness in food operations.	87.50%
Plan and co-ordinate food services.	62.50%

Set up and maintain food service operations.	75.00%
Monitor and evaluate customer service in food operations.	87.50%
Maintain, promote and improve environmental good practice in food operations.	83.33%
Monitor product quality in food operations.	91.67%

Note that these units represent 405 guided learning hours of study, a significant proportion of which would have to be delivered as off the job training.

There are additional areas of expertise that do not appear in the existing occupational standards that responders have agreed should be considered as potential content of any trailblazer apprenticeship in fish frying. From the list suggested by friers prior to the survey we have the following:

Topic	%age Support
Recruiting, managing and developing staff.	72.73%
Marketing and salesmanship for small food businesses.	86.36%
Manage and monitor supplies of materials.	54.55%
Principles of finance for small businesses.	59.09%
Regulations for small food retail businesses.	86.36%
Overview of the seafood industry.	50.00%

It would appear that fish friers have an appetite for an apprenticeship that is both stretching and challenging. This view is supported by the number of Advanced Apprentices who are electing to undertake the level 3 Diploma and not just the Certificate as part of their apprenticeship.

In summary the results of the poll suggest the following:

Hospitality apprenticeships will provide some slight support for some businesses. These are likely to be individuals working in fish and chip restaurants.

More than 90% of respondents want a fish frying trailblazer apprenticeship developed.

The range of topics supported by the respondents suggests that the trailblazer would be broad and would address key business management as well as food production skills and knowledge which would result in a challenging and rich apprenticeship experience for both new entrants and those with some experience already of the trade.

Guided learning hours 'suggest' that the apprenticeship would take around 2 years to complete.

I hope you find this useful and interesting.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Lee Cooper', with a long horizontal flourish extending to the right.

Lee Cooper
Head of Seafish Onshore Training

supporting the seafood industry for a socially responsible, sustainable, profitable future

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