

Information Pack for Fish friers

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Seafood Training Academy and Fish Frying

The Seafood Training Academy is a partnership between the Sea Fish industry Authority and five key training organisations in the UK.

The National Federation of Fish Friers is one of the Partners that make up the Seafood Training Academy, and in collaboration with Seafish, the NFFF leads on all training and development activities that impact on the fish frying sector.

Together, these two organisations have helped to develop the range of vocational and related qualifications that underpin apprenticeships in the fish frying sector, as well as the distance learning programmes in fish frying skills, customer service skills, food safety and health & safety.

The Seafood Training Academy is active in working with approved centres in the UK to bring the benefits and opportunities presented by apprenticeships to the attention of fish friers around the country.

For more information please contact the NFFF or Seafish.



Useful Addresses and Weblinks

The following web addresses are presented using both the full web address and a QR code. The QR code is a black and white square that smartphone users can scan using a phone app. The app will take them directly to the webpage without the need to type in the address by hand.



The Seafood Training Academy – for information on apprenticeships, access to online learning materials, News and much more.

www.seafoodacademy.org



Seafish – examples of fish frying content on the Seafish website.

Via www.seafish.org



Duchy College – one of the Seafish recognised Approved Centres and Apprenticeship Providers. Supporting apprenticeships in the South West.

www.duchy.ac.uk

The National Federation of Fish Friers – representing the fish frying industry on the Seafood Training Academy, provider of training programmes and long term partner with the Sea Fish Industry Authority.



Fish Frying Study Guide – available online and free of charge. The guide can take you to the source of free online food safety training, online fish frying videos, access to fish frying skills and customer service skills training materials. The study guide has been developed to support individuals embarking upon their Level qualifications. Via www.seafoodacademy.org

Fish and Shellfish Apprenticeship page – The main source of information leaflets about the opportunities and benefits of apprenticeships.



Youtube - Seafish's Youtube training videos for fish frying businesses.

A Guide to Fish and Shellfish Apprenticeships in Fish Frying

This leaflet explains how fish and shellfish apprenticeships are being used by businesses in the fish frying sector to develop highly professional, competent and qualified staff at management, supervisory and operative levels, in both frying and customer service roles.

The fish and shellfish framework of qualifications underpins the *intermediate* and *advanced* apprenticeship programmes supported and promoted by Seafish, the

Seafood Training Academy and the National Federation of Fish Friers.



It is this modern apprenticeship programme that is being enthusiastically taken up by employers across the UK for both new entrants and established employees, young and older workers, and even by the occasional owner manager.

What are the benefits of an apprenticeship?

- Problems recruiting and keeping young, talented staff?
 - Apprenticeships can be that key benefit that attracts and helps retain the employee(s) you need for business success;
 - Apprentices have been shown to be more loyal to their employers;
- Apprenticeships can deliver real bottom line benefits:
 - Training an apprentice can be more cost effective than hiring trained staff;
 - Apprentices can develop specialist skills to help your business;
 - The general workforce can benefit from the training activity that apprentices bring into the business;
- Most employers with apprenticeship programmes believe that:
 - Apprenticeships make them more competitive and productive;
 - Apprenticeships reduce staff turnover;
 - Apprenticeships help fill vacancies quicker;
 - Training is more cost effective and efficient;

Funding For Apprenticeships

Funding for apprenticeships is available, but varies within the UK and often depends on the age of the prospective apprentice as well as the level of apprenticeship they take.

Young persons taking the intermediate apprenticeship should be able to receive the maximum level of funding, and funding is also available for older employees and for those taking the advanced apprenticeship.

Some business owners who cannot qualify for the funding for themselves have elected to use a *Learner Loan* to fund their training and qualification because they can see the real business and personal benefits of the programme for themselves.

Our advice is to speak to one of our recognised [apprenticeship providers](#) to find out how the programme and funding can be tailored to your own specific needs. There may even be other types of funding you can use to support this, so why not get in touch?

What is the apprenticeship exactly?

The apprenticeship is made up of two parts, one part is a number of general topics that are common to all apprenticeships in the UK, and which every apprentice has to do.

The second part is either a Level 2 fish and shellfish industry skills certificate or a Level 3 fish and shellfish certificate.

Most people will complete the Level 2 certificate as part of their intermediate apprenticeship, while some will do an advanced apprenticeship and will complete the Level 3 certificate.

Intermediate apprenticeship units – apprentices will get an opportunity to complete units on customer service, selling food, take-away and counter service operations, fish frying as well as more general units covering food safety etc. Counter and table service staff will have a mix of units that complements their roles, while fish friers can pick a set of units to suit their role in food production.

Advanced apprenticeship units – for supervisors and managers we have a selection of units covering frying, oil management, planning, customer service, and food service operations.

The simple fact is that we probably have the units to make up a qualification that suits almost anyone who works in your business.

Next Steps

To find out more please view other information leaflets in this series, speak to the NFFF or email academy@seafish.co.uk, telephone Lee Cooper on 01482 486482 or contact your nearest [recognised apprenticeship provider](#).

Professional Qualifications for Fish Frier Managers

Managers and owners of fish frying businesses are usually highly skilled and knowledgeable about what it takes to run a small business, employ staff, promote their products and service, and of course fry excellent fish and chips.

The one thing that many fish friers have lacked in the past is a professional qualification that reflects the nature of their business and their skills. In England, Wales and Northern Ireland¹ that situation has at last changed with the launch of the Level 3 Fish and Shellfish Industry Skills Certificate and Diploma.

Seafish and the Seafood Training Academy have worked with employers to develop a nationally recognised qualification suitable for fish friers, and that qualification is the fish and shellfish industry skills at level 3.



What's in the qualification?

Level 3 Fish and Shellfish Industry Skills (FSIS) is a very flexible qualification that can be easily tailored to fit the needs of fish friers. Typically, a fish frier undertaking this qualification would complete a range of theory and practice units covering:

- *Principles of frying fish and chips;*
- *Principles of managing fish and chip operations;*
- *Monitoring oil frying operations;*
- *Setting up and maintaining food service operations;*
- *Customer service;*
- *Maximising sales;*
- *Planning and coordinating food service operations.*

This is a challenging qualification, but if approached in the right way it will be rewarding to both the professional fish frier manager and their business, as they use the units to improve their knowledge and understanding, the competence of their workforce, and even make improvements to practices and procedures within the business.

¹ Equivalent qualification will be available for Scotland in early 2014.

How long does it take and how do I do it?

This is not a quick and easy qualification, nor should you rush it, so expect to take up to a year to complete. It's largely up to you as the qualification will progress at the pace you decide is right for you. As the qualification is all about you and your business, it will fit around you and your business needs.

You may wish to attend a training course or two, and there will be some online learning as well. You may want to carry out one or two work-based projects or studies – the kind of thing that helps you complete your qualification while also improving the business.

During your development programme you will be closely supported by your approved centre, and they will be closely supported by - Seafish, the Seafood Training Academy and the National Federation of Fish Friers and our network of trainers.

Each fish frier will be able to benefit from a range of standardised training resources and at the same time supported in their exploration of the other learning opportunities they need to complete their development programme.



How do we proceed?

The next step should be to contact us so that we can arrange for an adviser to get in touch and perhaps visit. The adviser will help to identify how the qualification can fit into the business, what it might cost to deliver and if funding is available.

This might be a big step for a learner and it is important that they have all the facts before a decision is made. Seafish is independent of this process and we can be called upon for independent advice as well.

For more information please consult the [Seafood Academy](#) website where you will find a selection of training materials and information leaflets about fish and shellfish qualifications and [apprenticeship](#) opportunities.

Lee Cooper, Seafish and the Seafood Training Academy, July 2013 email <mailto:academy@seafish.co.uk>



Apprenticeship Special



In this issue:

- More employers sign up for apprenticeships.
- Improved Apprenticeships for fish friers.
- Spreading the word about apprenticeships.

More employers sign up apprentices – Elite Fish and Chip Company

Almost every day and certainly every week we seem to hear of a new employer signing up a fish and shellfish apprentice. This month we profile the Elite Fish and Chip Company in Lincolnshire as one of the latest to take advantage of the opportunities presented by fish and shellfish apprenticeship programmes.

Established in the 1970s, the Elite Fish and Chip Company prides itself on providing quality food products in Lincolnshire. The company portfolio boasts three award-winning fish and chip restaurant and takeaway outlets in the historic city of Lincoln, the village of Ruskington, and the latest edition in the popular market town of Sleaford in the south of the county. The company has been serving top quality fish and chips in the county for over 25 years and as a family-run business, now in its third generation, they have strong values for quality and service.

Rachel is the third generation of Tweedales and follows in the footsteps of father Adrian and grandfather David.



It is this philosophy which has encouraged the company to get involved with Seafish and the Seafood Training Academy, and the fish and shellfish apprenticeship programme.

Rachel, manager of Elite in Sleaford, said, “These qualifications are fantastic for our employees offering them the opportunity to become true professionals in their job role. We as a company are constantly striving to be the best we can be, and finding a course like this which is specific to the industry will allow our employees to expand their knowledge and be trained to the highest standard. The response I have had is incredible and we are all excited to get started.”

Improved Apprenticeships for Fish friers

Two improvements to the apprenticeships available to fish and chip shops in England, Wales and Northern Ireland.

England now joins Wales and Northern Ireland in having an Advanced Apprenticeship programme for new managers/supervisors. Something we have been promising for several months has been achieved two months ahead of schedule is the inclusion of fish and shellfish as a pathway in the Advanced Apprenticeship framework. So there's no need to sit on the fence anymore. Simply contact Seafish and the Seafood Training Academy or the NFFF to be put in touch with your nearest apprenticeship provider.

And coming soon are units in table and counter service, customer service etc. These units are already available in Scotland as part of their intermediate apprenticeship, and in a few weeks' time these units will be added to the intermediate apprenticeship available through most approved centres.

To find out more visit www.seafoodacademy.org or use this quick code.

In the next issue – profile of a provider and news about more successes with apprenticeships



NFFF Training News



To book your place on a NFFF training course, scan the QR code



In the last edition of *The Fish Friers Review* we asked the question, "Would fish friers be as interested in fish and shellfish industry skills qualifications as the fishmongers seem to be?" The answer would appear to be a resounding "YES!"

The response to our initial e-mail and Twitter feed a few weeks' ago has seen serious enquires from a number of fish frier employers, leading to the first UK fish and chip shop to sign up as learners for both an Intermediate and an Advanced Apprenticeship programme.



The Level 3 Fish and Shellfish Industry Skills qualification that underpins the seafood pathway in the advanced apprenticeship framework was only launched in June and already we have several fishmongers registered and in Mr C's of Selby, we have our first of many fish frying businesses involved.

Mark & Denise Corbally, owners of Mister C's said, "As former winners of staff training & development awards, Mister C's recognise the importance and necessity to encourage our staff to further themselves.

We have an extensive in-house training schedule and all our staff have basic qualifications relevant to their job roles. We do, however, encourage them to expand on their training through external courses such as a practical fish frying skills course from the NFFF that was recently funded through the Women & Work programme.

When Lee Cooper, from Seafish, gave us the details of these qualifications, we thought it was the perfect time to give some of our staff the opportunity to build and expand their knowledge

and skills. We are excited to see the progress they will achieve during their apprenticeships.

We are in no doubt that having more knowledgeable staff contributes to a higher level of professional and standard of customer service.

It also gives us the chance to keep a high profile with our local press – they are always eager to print stories like this. We would encourage you all to give your staff as much training as you can, as it is paramount to a successful business."

Peter Calvert, 22, Amy Grimwood, 23, and Saffron Morris, 24, of Mister C's in Selby are proud to be the first to sign up for exciting new apprenticeships developed by Seafish, which can be tailored to individual needs and interests.

As they are all under 25, they can benefit from apprenticeship funding



The apprenticeships will be supported by ESTC of Nantwich as the apprenticeship provider, with assistance from the NFFF, Seafish and the Seafood Training Academy.

Other News Limitations on space mean we cannot report in full about these other news items. See the News for Fish Friers section on the home page of www.seafoodacademy.org for more on:

- Discussions to deliver Advanced Apprenticeships for fish friers in Wales and Northern Ireland;
- Online (and free) learning materials for fish friers;
- Fish Frying Skills – the movie, now available online for free.

NEWSFLASH

Seafish are currently in discussions with an awarding organisation to add key food service and oil frying units to the existing Level 2 Fish and Shellfish Vocational qualification. If successful, this qualification will be of great interest to friers and supervisors in fish and chip shops. For an update on the discussions see the online news for fish friers at www.seafoodacademy.org

Apprenticeship Special Review

News Online – to find out more about any of the training topics discussed here, go to www.seafoodacademy.org and follow the link News and Updates on the home page. There you will find telephone numbers, email addresses etc.



Professional Qualifications for Fish Friers

The National Federation of Fish Friers and Seafish met to discuss the merits of professional qualifications for fish friers, and now we would like to hear from you, so please contact Denise Dodd and the NFFF in Leeds.

The potential advantages of a professional qualification are the promotion of the industry as a whole, and specific individuals and businesses. Raising the profile of the skills and knowledge needed to successfully run a fish and chip business may help with recruitment and career progression. It may even help with the bank manager! Whatever your views are, we would like to hear from those both for and against such a proposal.

Fishmongers and processors enthusiastic about apprenticeships – but what about fish friers?

Prestigious Knightsbridge-based department store *Harrods* is to recruit its first fishmongering apprentice later this year. Other fishmongers in Wales and England are actively taking advantage of the opportunities presented by intermediate and advanced apprenticeships. Processors in the SW, NW and NE of England and throughout Scotland are also involved.



Harrods have an impressive fish counter display

Traditionally, fish friers apprenticeships have been based on the People 1st qualifications in food service and customer service, but now there are two others to choose from.

Food Industry Skills (FIS) Level 2 is a general food industry qualification with opportunities to cover activities such as *provide a counter, table or take away service, sell food in*

a retail environment and even bake off products for retail sale. FIS is available throughout the UK as an intermediate apprenticeship and is a strong contender for an apprentice in a fish and chip shop.

An even stronger contender for an advanced apprenticeship in fish and chips is the new Level 3 Fish and Shellfish Industry Skills (FSIS) qualification. Just released in late May – and not yet available as an apprenticeship – this qualification has serious implications for managers and supervisors in fish and chip shops and restaurants.

Advanced qualifications for fish friers and other managers available ahead of schedule

Food industry specialist awarding organisation, FDQ, have just announced that Level 3 certificates and diplomas in fish and shellfish industry skills are now approved for delivery. This is very good news for fish frier managers in England, Wales and Northern Ireland.

These qualifications will be of particular interest to fish frier managers in the industry as they provide our first management level qualification with tailored fish frying content.

Key units include:

- Maximising food sales
- Managing food retail operations

- Principles of frying fish and chips
- Principles of managing fish and chip operations
- Monitoring oil frying operations, and
- Planning and coordinating food services

Additionally there will be units concerned with the management and monitoring of intake, storage, waste, personnel and a host of other critical functions. This Level 3 qualification will be used to support an Advanced Apprenticeship [later](#) in 2013.

Three new fish and shellfish apprenticeship centres recognised by Seafish

Following on from their work with the Duchy College Cornwall and Meat Ipswich Ltd in 2012, to enable them to offer fish and shellfish apprenticeships and related qualifications, Seafish are pleased to announce three new recognised apprenticeship providers for 2013: Blackpool and the Fylde College, ESTC Ltd (Nantwich) and Cambrian Training Ltd. This brings the number of Seafish recognised apprenticeship providers up to 7 for England and one each for Wales and Scotland. All of these providers are able to support apprenticeships in fish and chip shops.

Filling in the gaps – last pieces in the puzzle

Seafish and the Seafood Training Academy are working hard to ensure that fish and shellfish employers throughout the UK are able to access a suitable provider of apprenticeships, proficiency qualifications and fish specific training. By the end of 2013 they hope to have filled all the gaps and to have up to 10 Apprenticeship Providers recognised and active in supporting apprenticeships in fish and shellfish for fishmongers, merchants and fish friers. Whatever the size of your fish frying business, apprenticeships should be achievable and accessible for you and your employees.

Seafish and the Seafood Training Academy are publishing a series of apprenticeship provider profiles on the Academy website under the heading “*Working With...*” To find out more, and to contact a suitable apprenticeship provider, please email academy@seafish.co.uk or look on www.seafoodacademy.org for “*Working with...*”

Apprenticeship Checklist

- Apprenticeships available for customer service, fish frying and shop management ✓
- Apprentices can be existing staff or new recruits ✓
- Funding available for apprentices ✓
- Small-employer bonus can be worth £1,500 per apprentice ✓
- There's a range of apprenticeship providers to choose from ✓
- Expert guidance available from Seafish ✓
- More information from academy@seafish.co.uk ✓

So what's stopping you? Why not get in touch today?

Changes to [funding for 24+yr old learners](#) planned for August 2013 make it critical that employers interested in an advanced apprenticeship contact the Federation or Seafish without delay so we can take steps to secure funding.

New Vocational Qualifications for Fish Friers

For managers

After 12 months of development in conjunction with the National Federation of Fish Friers (NFFF), the new Level 3 Fish and Shellfish Industry Skills qualification is almost ready for the first learners in England, Wales and Northern Ireland to register.

The new Level 3 qualification contains units specifically designed for managers of fish frying businesses as well as more generic food service and management units. This means that whilst the title says “fish and shellfish”, the contents are 100% fish frying management.

Let’s take a closer look at some of the units available that cover a fish and chip business:

- Principles of managing fish and chip operations.
- Principles of frying fish and chips.
- Monitor oil frying operations.
- Monitor sales in a food retail environment.
- Plan and co-ordinate food services.
- Monitor effectiveness of food retail operations.
- Set up and maintain food retail operations.
- Principles of monitoring and assessing risks in food operations.

With such a mix of units to draw from, anyone with responsibility for managing or supervising in a fish and chip shop should have no difficulty finding a qualification that is both challenging and rewarding, and good for the business.

Seafish and the NFFF are working towards a range of training resources to support learners in this area, and Seafish have engaged with approved centres across much of the UK to offer this qualification as soon as it is available. For more information follow the links on the Seafood Academy website at www.seafoodacademy.org.

For Friers and Apprentices

The Level 2 Fish and Shellfish Industry Skills qualification and related Intermediate Apprenticeship has a number of units suitable for fish and chip shops. This qualification is well suited to anyone wishing a qualification based around the frying activity of a shop or restaurant, particularly as an apprentice. The related food industry skills Level 2 qualification is an ideal vehicle for a customer service focused apprentice in a fish and chip shop. As apprenticeships are widely funded in the UK, and there are still opportunities to access the small employer apprenticeship grant payment, now is an ideal time to get in touch to talk about the benefits to your business of an apprenticeship for fish friers or in customer service.

For more information follow the links on the Seafood Academy website at www.seafoodacademy.org.



The Apprentice – a real asset to any small business

An apprentice can be a real asset to a small business such as a shellfish farmer, depuration centre or fish & chip shop. Apprenticeships can provide a once-in-a-lifetime opportunity to a young person to be trained, gain a qualification and get started on a worthwhile career. Not only that, but apprentices have been shown to be real assets to businesses, bringing with them enthusiasm, dedication and loyalty.

In the words of one employer, “Our apprentices are enthusiastic and hardworking, and they are making a real difference across the business.”

At a recent employer debate on food industry apprenticeships, Justine Fosh

of the National Skills Academy said that the number of apprentices in the food industry has trebled in the last 18 months.

So why aren’t more shellfish employers taking on a young apprentice and investing in their future? Here are three good reasons to find out more:

- For young people, apprenticeships can be fully funded;
- One-off Apprenticeship Grants worth £1,500 per apprentice to small businesses in England, and support in Wales for wage costs of an apprentice are still available;
- Apprentices tend to be more loyal to their employer.

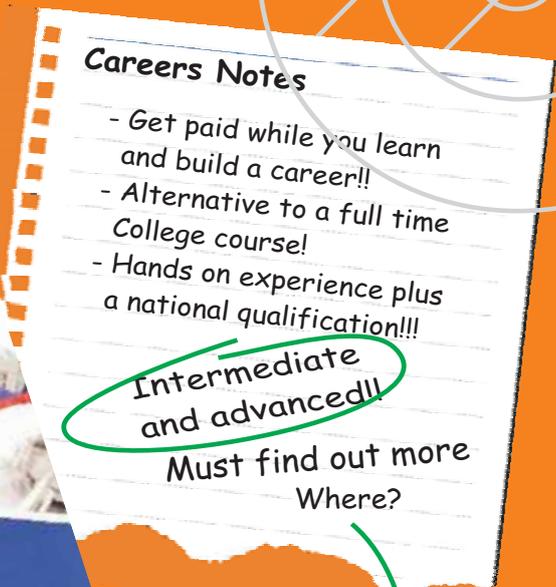
Lee Cooper of Seafish says, “With an intermediate fish and shellfish apprenticeship available now, and an advanced apprentice available in a few months, there’s never been a better time to help your business and to give a helping hand to the next generation by offering a young person an apprenticeship.”

Seafish and the Seafood Training Academy are working with apprenticeship providers throughout the UK, and with the NFFF to help and support employers who are interested in taking on an apprentice. They are ready to advise, guide and assist interested employers and potential apprentices in the seafood service sectors of the seafood industry. If you want to find out more, please e-mail academy@seafish.co.uk or call **Lee Cooper on 01482 486482**.

Seafish would like to hear from you

If you have one or more apprentices within your business already, please e-mail L.Cooper@seafish.co.uk and let him know how many apprentices you have and in what areas of the business they work. If you want Seafish to assist you with information and guidance then be sure to include your contact details.

Broaden your horizons with a career in fish and chips



A Career in fish and chips
can start with an Apprenticeship
There are apprenticeships available for
counter staff, fish friers and also
supervisors and managers.

To find out more go to

www.seafoodacademy.org



Apprenticeships are good news for fish and chip businesses – so spread the word.

Firstly, apprenticeships can provide a very effective way of developing and bringing on new and established staff. You only need to read about the experiences of those businesses that have apprenticeship programmes underway to realise this. That they can be funded as well is a valuable bonus.

Secondly, the simple fact that we have intermediate and advanced apprenticeships available in our industry says that we are a serious occupation and a viable career choice for a young person looking for an alternative route to success.

So if you want to demonstrate that we are an industry to take seriously, why not cut out and display this careers poster in your business where your customers can see it?