



THE BURNT CHEF
PROJECT

WORK WITH US

BREAKING STIGMA
HEALING THE INDUSTRY



THE BURNT CHEF
PROJECT

ABOUT US



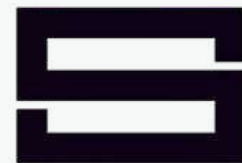


THE BURNT CHEF
PROJECT



OUR STORY

The Burnt Chef Project CIC is a registered non-profit social enterprise dedicated to stamping out mental health stigma within the global hospitality industry through education and awareness and providing support to those who may be struggling with their wellbeing.



Social
Enterprise UK



THE BURNT CHEF PROJECT

I've been working closely within the hospitality industry for around 12 years and have seen first hand the struggles of mental health issues within the trade with myself, clients and friends.

Margins are slim and with increased focus on saving money both employers and employees feel the effect of this on their mental health.

Long antisocial hours, tough environmental conditions and pressures to perform are just some of the issues that hospitality professionals are fighting against on a daily basis.

Hospitality staff should be able to discuss the state of their mental health and gain support from their peers and employers. It's important that although mental health can't be seen it is regularly discussed and policies reviewed. This should be the new definition of 'badge of honour'.

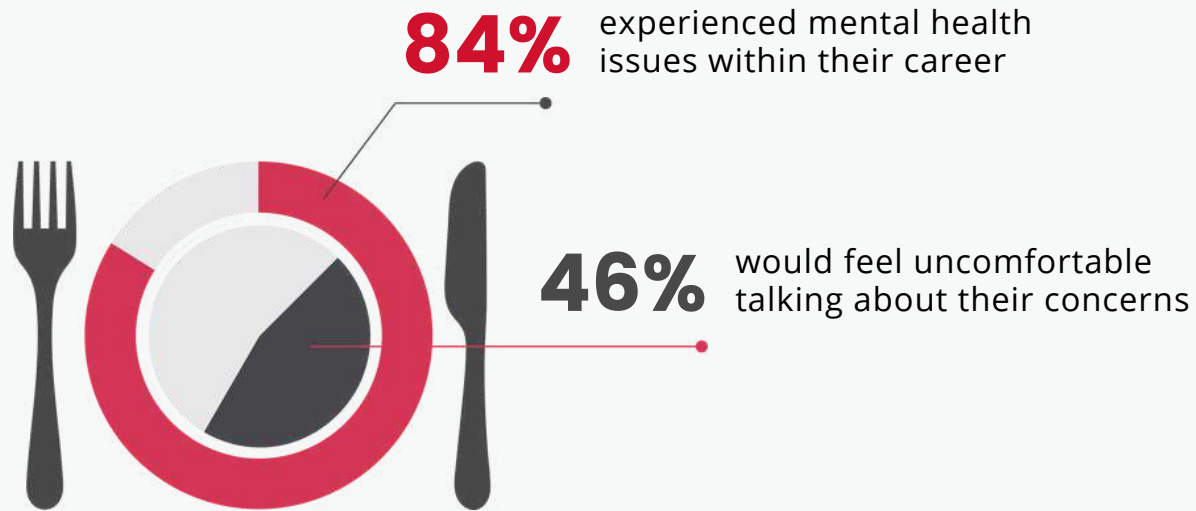
Together we can burn away mental health stigma within hospitality once and for all.

KrisHall
Founder





THE BURNT CHEF
PROJECT



In May 2020 we conducted a survey of 1,273 hospitality professionals which showed that 8 out of 10 (84%) respondents had experienced mental health issues within their career and 46% would not feel comfortable talking about their health concerns with their colleagues.





THE BURNT CHEF
PROJECT

“

We build the capability of owners, line managers and employees by providing training to enhance the awareness of mental health and open conversations.

We also provide supportive structures to those who are experiencing ill mental health.

”



OUR SERVICES

AWARENESS



The Burnt Chef Shop



THE BURNT CHEF JOURNAL

The Burnt Chef Podcast



THE BURNT CHEF PROJECT
AMBASSADOR SCHEME

International Ambassadors



Free College Talks



THE BURNT CHEF
LEADERSHIP APPRENTICESHIP



Level 4 Hospitality and Workplace Mental Health Management Apprenticeship



THE BURNT CHEF ACADEMY

The Burnt Chef Academy



THE BURNT CHEF PROJECT

Hospitality Mental Health Training



MHFA England

Mental Health First Aid



Suicide First Aid Training



Menopause for Managers

SUPPORT



THE BURNT CHEF PROJECT
AMBASSADOR SCHEME

International Ambassadors



THE BURNT CHEF PROJECT

In partnership with  Thrive

Wellbeing App



Critical Incident Support



Peer Support



THE BURNT CHEF
DIAGNOSTIC TOOL

 Peopleful

Psychology Led Data Tool



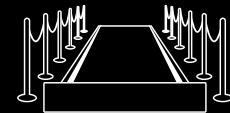
Surveys



THE BURNT CHEF SKYDIVE



THE BURNT CHEF LONDON TO BRIGHTON



Annual Gala/Awards



Golf Days



THE BURNT CHEF PROJECT



THE BURNT CHEF
PROJECT

“

The costs to employers of poor mental health in the workplace are substantial. Using conservative assumptions, Deloitte estimate a total annual cost to businesses of up to \$55 billion in Canada

”

Deloitte, January 2022



THE BURNT CHEF
PROJECT

**WHY WORK WITH
US?**



WE STRIVE TO SUPPORT OUR COMMUNITY
AND BRING PEOPLE TOGETHER FROM
ACROSS THE GLOBE.

WE'VE CONSISTENTLY DEVELOPED OUR
TRAINING OPTIONS TO REFLECT THE
NEEDS OF THE INDUSTRY.



THE BURNT CHEF
JOURNAL

72

PODCAST
EPISODES

GUESTS INCLUDING

Paul Ainsworth, Nathan Outlaw, Trevor
Bird, Roberta Hall, DJ BBQ, Aktar Islam



90,000
DOWNLOADS

22

NEW TRAINING MODULES
LAUNCHED INCLUDING

RETENTION OF EMPLOYEES | MENOPAUSE FOR
EMPLOYEES | FINANCIAL HEALTH | SUICIDAL
BEHAVIOURS | BREATHWORK | SLEEP

176 MENTAL HEALTH FIRST AIDERS
TRAINED IN HOSPITALITY
SPECIFIC MHFA



MHFA England



THE BURNT CHEF
SUPPORT SERVICE

Text BURNTCHEF to 85258
and 5 FREE CONSULTATION

WE'VE FACILITATED

5,268

CONVERSATIONS &
PROVIDED **FREE** MENTAL
HEALTH SUPPORT
AROUND THE CLOCK

ALMOST

2000

MANAGERS FACE-TO-FACE
TRAINED IN MENTAL HEALTH
AWARENESS AND CULTURE
CHANGE

OVER

15,600

HEALTH AND WELLBEING MODULES
COMPLETED FOR **FREE** BY WORLDWIDE
HOSPITALITY PROFESSIONALS VIA THE
BURNT CHEF ACADEMY

OVER

122

COUNTRIES REACHED WITH OUR
MESSAGE

HOURS OF TRAINING
PROVIDED BOTH VIRTUALLY
AND IN PERSON

8,546

OVER

1,600

COLLEGE STUDENTS TRAINED
FOR FREE ACROSS 48 **COLLEGES**
IN MENTAL HEALTH AWARENESS
AND STRESS REDUCTION TIPS



130

INTERNATIONAL PEER
SUPPORT NETWORK
AMBASSADORS

THE BURNT CHEF
PROJECT
AMBASSADOR
SCHEME



2022 saw us launch Thrive Mental Wellbeing to the hospitality industry. The only NHS digitally compliant, clinically effective app supporting the prevention, early detection and self-management of common mental health issues for organisations.



93%

OF PEOPLE HAS SAID IT HAS HELPED THEM MODERATELY OR EXTREMELY

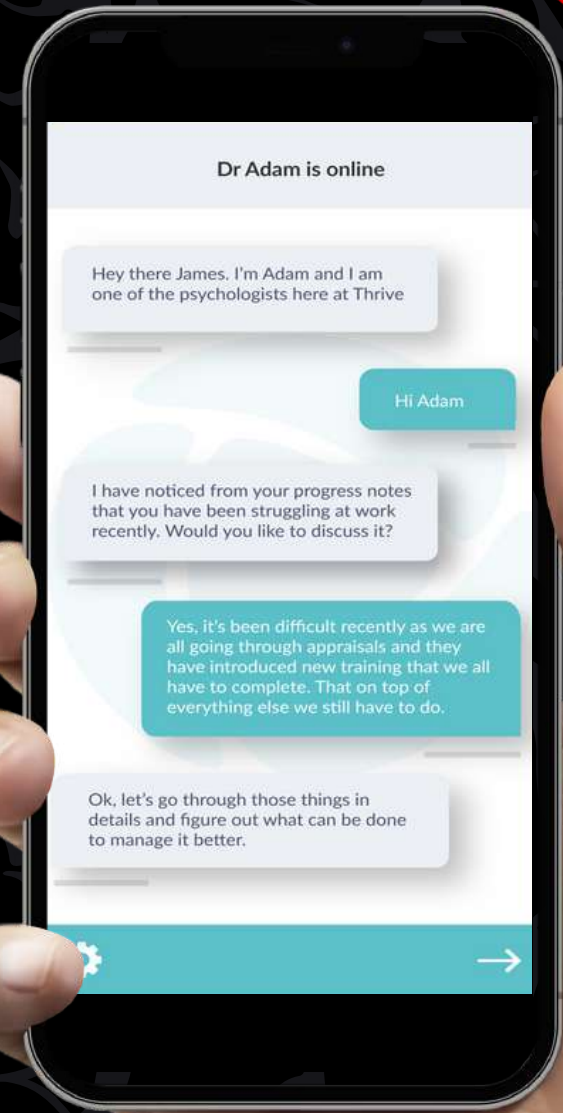
82% Thrive Recovery Rate

COMPARED TO THE NHS AT 56%

"I have been using the Thrive Mental Wellbeing App daily for a good few months now. I have worked through the CBT program and will revisit it often. I have done CBT as group therapy as part of my addiction recovery program and the model on Thrive is very informative and easy to use.

The wise words brain teaser is a welcome distraction when I need to forget about the world for a few minutes and the sleep/breathing sections are equally worth a try."

Duncan, an Ambassador for The Burnt Chef Project



\$50
PER PERSON
PER YEAR

TRAINING SESSIONS AVAILABLE

MANAGERS INTRODUCTION TO MENTAL HEALTH AWARENESS



10 - 16 Delegates

US \$96 per person
CA \$144 per person
AUS \$144 per person

This 3 hour course provides managers with the basic skills and helps to improve confidence needed to:

- Understand the impact of poor mental health on their team
- Pro-actively tackle workplace stress
- Improve their ability to identify potential mental health issues
- Increase confidence around how to open a courageous conversation
- Practise active listening and empathy
- Signpost to relevant support systems

WELLBEING CHAMPION - MENTAL HEALTH AWARENESS



10 - 16 Delegates

US \$96 per person
CA \$144 per person
AUS \$144 per person

Create your own internal wellbeing committee to support your company wellbeing objectives and provide additional support to teams.

This 3 hour course is similar to the Managers Mental Health Awareness session and provides Wellbeing Champions with the basic skills and helps to improve confidence needed to:

- Challenge mental health stigmas
- Support managers in tackling work-related stress
- Improve their ability to identify potential mental health issues with peers
- Increase confidence around how to open a courageous conversation
- Practise active listening and empathy
- Signpost to relevant support systems both internal and external

HOW TO CONFIDENTLY MANAGE MENTAL HEALTH IN THE WORKPLACE



10 - 16 Delegates

US \$96 per person
CA \$144 per person
AUS \$144 per person

This course can be delivered online via Zoom.

The aim of the session is to give participants a better level of understanding when it comes to effectively managing mental health within the workplace covering:

- Understanding costs and impacts to the business
- Legal responsibility
- Employer vs Employee vs Manager responsibilities
- Early identification of ill mental health
- Workplace adjustments
- Supporting a return to work
- Conduct vs capability

INTRODUCTION TO FINANCIAL HEALTH



10 - 20 Delegates

US \$96 per person
CA \$144 per person
AUS \$144 per person

This 2 hour training course can be run virtually.

- Understanding the basics of budgeting
- Creating your own budget
- How to identify and start tackling debt
- Exploring ways in which we can start saving money and cutting costs
- Understanding the concept of investment and how to start with a small amount of funds

TRAINING SESSIONS AVAILABLE

THE BURNT CHEF'S LEVEL 4 BUSINESS LEADERSHIP & MENTAL HEALTH MANAGEMENT COURSE



For international employers we deliver a Level 4 Business Leadership & Mental Health Management programme which would include the following:

- A Level 4 Management & Leadership Qualification (Chartered Management Institute)
- Level 3 Managing Mental Health in the Workplace (Highfield Qualification)

Candidates can undertake the programme at different 'sizes' depending on how much they wanted to develop and what their areas of development interest are. Currently we offer a certificate and a diploma:

A **certificate** requires 3 of any of the following to be completed:

- Managerial Styles and behaviours
- Understanding organisational culture, values, and behaviour
- Understanding team dynamics
- Management and leadership influencing skills.

This has the additional benefit that a learner who signs up for a certificate can 'purchase' additional units to bulk to a diploma and also those that register for a diploma can stop at certificate level should their situations change.

GBP £2,500

US \$3,500

CAN/AUS \$5,000

The units required for the **full diploma** are as follows:

- Managerial styles and behaviours
- Managing stakeholders' expectations
- Understanding organisational culture, values and behaviour
- Personal development as a manager and leader
- Management and leadership influencing skills
- Introduction to management coaching and mentoring

GBP £5,500

US \$6,800

CAN/AUS \$9,800

With either a certificate or diploma, each unit runs for a period of three months and would include 3 x 2 hour delivery sessions (online) and is supplemented by semi-autonomous learning where learners develop themselves through 'management direct'.

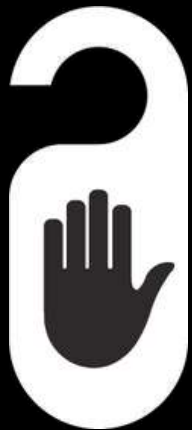
This qualification is assessed through assignments which would need to be submitted at the end of each 3 month period for marking.



THE BURNT CHEF
PROJECT



**In 2019, a total of
700,000 suicides were
registered in the world
by WHO**



**Suicide is still the leading
cause of deaths for 20 to 34
year olds in the UK - 25.9%
of men and 15.6% of women
(Office for National Statistics)**





THE BURNT CHEF
PROJECT

ROADMAP

MENTAL HEALTH STRATEGY



LAUNCH/ACTIVATION

1. Review any existing data to ensure roadmap has best chance of success
1. Introduce The Burnt Chef Project to leadership team
2. Cascade communication through all employees
3. Hold launch event
4. Detail next steps including resources & training

ROLL OUT TRAINING

1. Launch Mental Health Awareness training with leadership teams and wellbeing champions
2. Gather feedback
3. Follow up training with 'How to Manage Mental Health in the Workplace' training to improve confidence
4. Identify gaps and target accordingly



LAUNCH THRIVE

Full launch event for Thrive including wellbeing champions and leaders

- Empowers individuals to manage their own mental health
- Reduces risk of critical illness
- Improves recovery rate and productivity
- Reduces turnover related to mental illness and boosts recruitment interest
- Gather MI reporting data and review

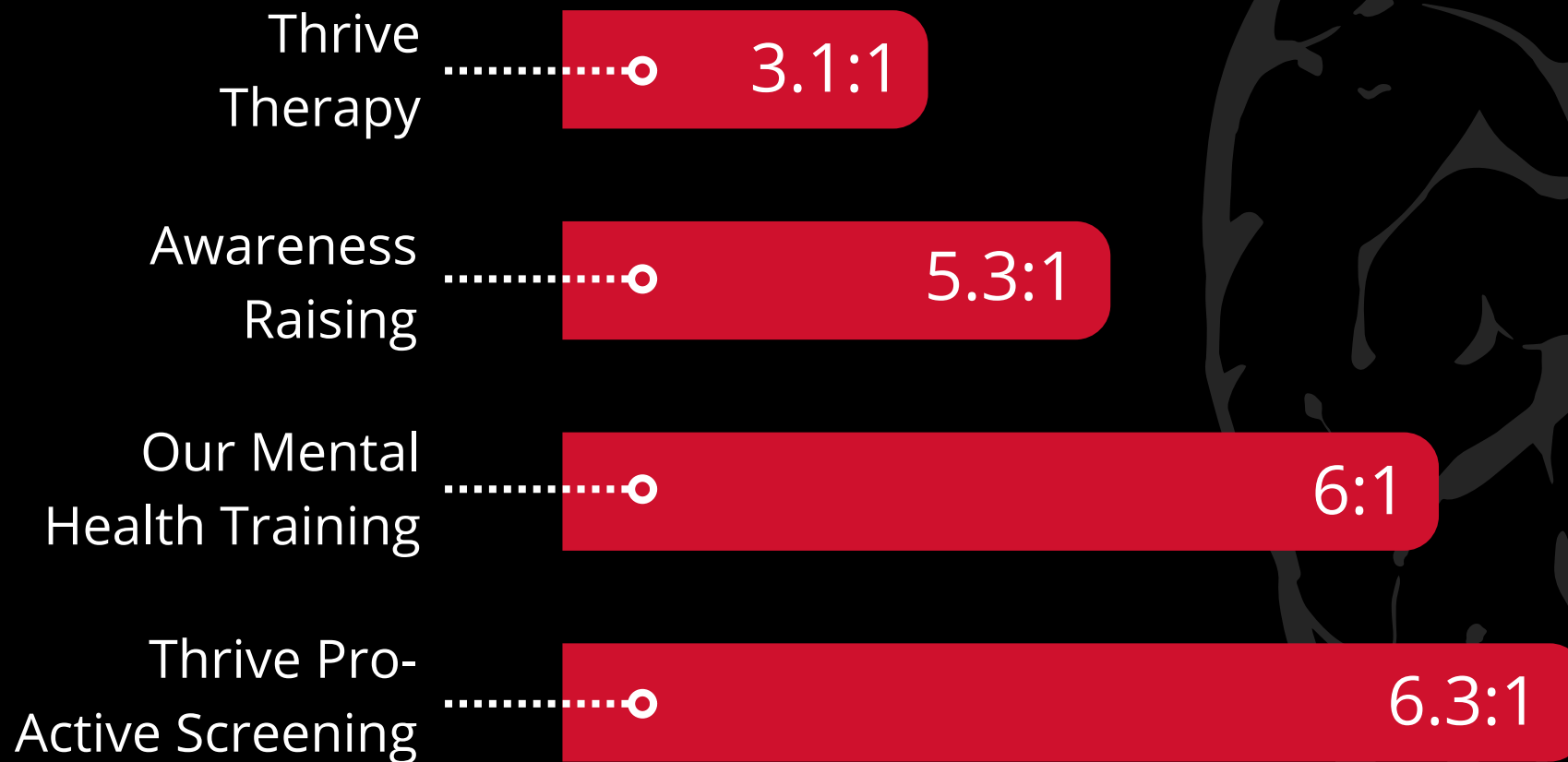
REVIEW PROGRESS

1. Review data points
2. Ensure impact targets are being met
3. Deliberate next steps
4. Gather testimonials



FINISH

WHAT BENEFITS CAN COME FROM A BURNT CHEF PROJECT PARTNERSHIP?



Deloitte Mental Health Report 2022: Average ROI by type of intervention

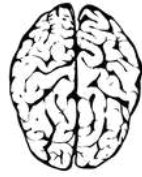


THE BURNT CHEF
PROJECT

CASE STUDIES



CASE STUDIES



THE BURNT CHEF
PROJECT



THE BELFRY
HOTEL & RESORT



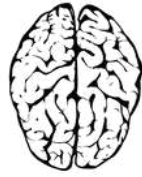
Corporate Partnership - Golf Hotel and Resort

The Executive Chef introduced The Burnt Chef Project to the Belfry's Exec Team. As part of a long-term partnership The Burnt Chef Project will provide unlimited therapy, build awareness and upskill team members through training

Key Notes

- Purchased The Burnt Chef Academy licences for 800 of their staff
- Agreed Mental Health Awareness training for 80 of their management teams from FOH, BOH, Groundskeeping, Housekeeping and Spa
- Hosted a golf day to raise funds
- Purchased Thrive licences for 800 which provides pro-active therapy to all members of the team

CASE STUDIES



THE BURNT CHEF
PROJECT



MARSTON'S



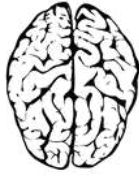
Corporate Partnership - Pub Group

The Burnt Chef Project teamed up with Marston's to tackle mental health stigma and improve wellbeing scores across 625 sites

Key Notes

- Launched awareness training for all 1,644 managers across 137 sessions
- Provided co-branded workplace posters and wristbands to all participants
- Launched co-branded hoodies and tees as fundraising and workplace incentives
- 34 individuals Skydived for mental health with the Burnt Chef Founder, Kris, raising over £14,000
- Press releases and social communications shared

CASE STUDIES



THE BURNT CHEF
PROJECT



Lamb Weston®
SEEING POSSIBILITIES IN POTATOES



THE BURNT CHEF
JOURNAL

Sponsored by

Lamb Weston®
SEEING POSSIBILITIES IN POTATOES

Corporate Partnership - Frozen Food Producer

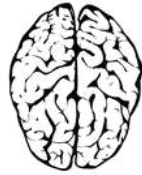
Lamb Weston and The Burnt Chef Project teamed up to raise industry awareness and support the Project with sponsorship

Key Notes

- Lamb Weston have sponsored The Burnt Chef Journal Podcast for the last 2 years
- Provided co-branded chefs jackets to some of their key clients over 2021
- Shared communications during 2021
- Sponsored International Salon Culinaire Judges jackets with our additional partners Talenthive and Unox



CASE STUDIES



THE BURNT CHEF
PROJECT



Henley
Bridge



Corporate Partnership - Supplier

Henley Bridge contacted The Burnt Chef Project looking to give something back to the industry, support their customers and also support their teams.

Key Notes

- Henley Bridge purchased 70 co-branded hoodies and 20 tees for warehouse, sales and chef team
- Hosted a charity auction and golf day at The Belfry and have targeted a total of £20,000 over 2022
- Created internal wellbeing support systems for team using The Burnt Chef Project as a catalyst and The Burnt Chef Support Service





THE BURNT CHEF
PROJECT



4 OUT OF 5

hospitality workers had
experienced one or more
instance of mental health
illness within their career



THE BURNT CHEF
PROJECT

LEAD THE CHANGE IN 2023

We believe a partnership should be exactly that. We will work with you to create a unique relationship that helps combat mental health issues within your organisation and meets your corporate social responsibility objectives.

Partnering with us is about much more than just raising money. It is about creating a difference to people's lives and improving our industry.

In whatever way we decide to work together, you, your employees and your customers will be at the center of everything we do.

Together we will educate and empower your teams to use their skills to help drive positive change to employee wellbeing, company culture and directly impact customer satisfaction and net operating profits.

With a reported increase over the recent COVID pandemic in mental health issues and suicide rates within the UK, our position within the market is more vital than ever. We are committed to fighting the stigma of mental health and increase awareness of the subject matter so that together we can create a safer, more vibrant industry for both current and future generations.

Thank you.



THE BURNT CHEF
PROJECT

CONTACT US



Kris Hall

Founder

info@theburntchefproject.com



[theburntchefproject](https://www.instagram.com/theburntchefproject)



[The Burnt Chef Project](https://www.facebook.com/TheBurntChefProject)



[burnt_chef](https://twitter.com/burnt_chef)

<http://www.theburntchefproject.com>

