



THE BURNT CHEF
PROJECT

WORK WITH US

BREAKING STIGMA
&
HEALING THE INDUSTRY



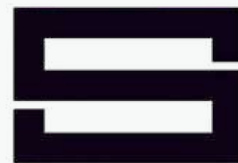
THE BURNT CHEF
PROJECT

OUR STORY

The Burnt Chef Project CIC is a registered global 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.



www.goodmarket.global



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'.

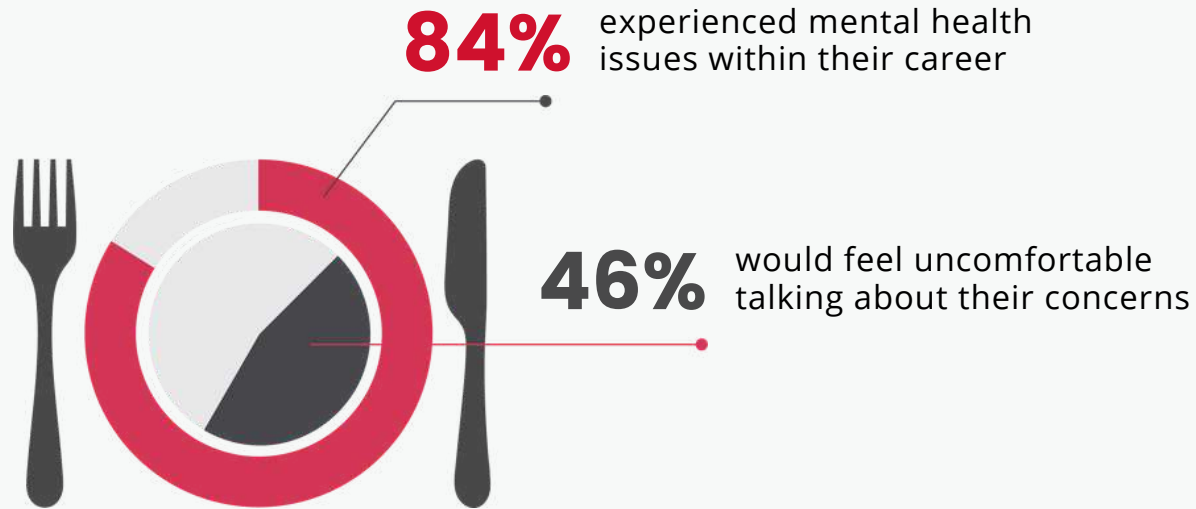
Together we can burn away mental health stigma within hospitality once and for all.

KrisHall
Founder





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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.





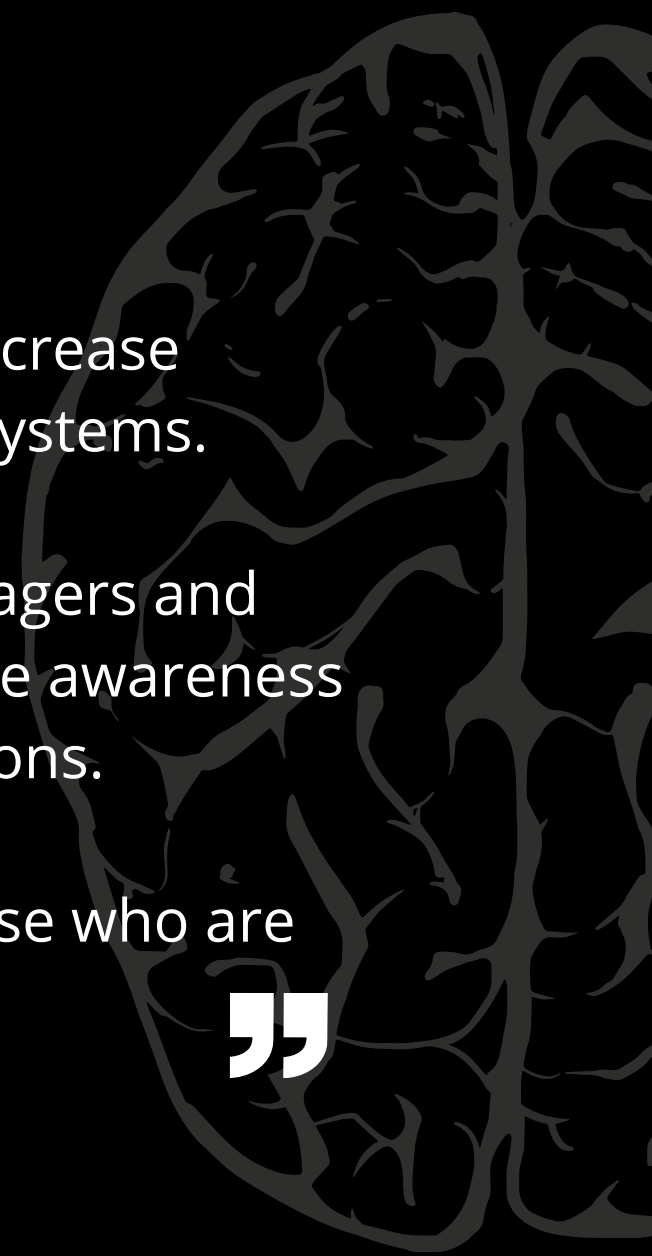
THE BURNT CHEF
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We work with HR and People teams to increase engagement of wellbeing strategies and systems.

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

EDUCATION



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 Support Service



THE BURNT CHEF PROJECT AMBASSADOR SCHEME

International Ambassadors



THE BURNT CHEF PROJECT

In partnership with Thrive

Wellbeing App



Critical Incident Support



Peer Support

DATA



THE BURNT CHEF DIAGNOSTIC TOOL
Peopleful

Psychology Led Data Tool



Surveys

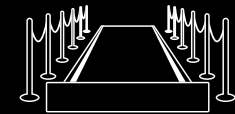
FUNDRAISING



THE BURNT CHEF SKYDIVE



THE BURNT CHEF LONDON TO BRIGHTON



Annual Gala/Awards



Golf Days



THE BURNT CHEF PROJECT



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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



Deloitte, January 2022



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WHY WORK WITH US?

“—
“Since the training confidence levels rose from 65% to 90%.

Our managers not only feel more confident but also have more awareness to look after their own mental health, leading to a healthier work environment.

It is having such a positive impact on our teams and It will be very beneficial in their workplace, leading to improved communication, increased empathy and a healthier work environment.”

Janene Pretorius Director of People & Culture

THE
WOLSELEY
HOSPITALITY GROUP



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

GUESTS INCLUDING

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

PODCAST EPISODES



100,000 DOWNLOADS

22

NEW TRAINING MODULES LAUNCHED INCLUDING

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



MHFA England

176 MENTAL HEALTH FIRST AIDERS TRAINED IN HOSPITALITY SPECIFIC MHFA



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



120

INTERNATIONAL PEER SUPPORT NETWORK AMBASSADORS

OVER

1,600

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

TRAINING SESSIONS AVAILABLE

The Burnt Chef Project offers a range of workplace training programs and qualifications designed to develop your teams understanding of wellbeing subjects and improve the confidence and skillsets of your managers.

With over 10 different training options and multiple qualifications we've added them all to a handy training brochure which includes pricing and key deliverables.

Training modules include:

- Managers Introduction to Mental Health Awareness
- Mental Health Wellbeing Champion
- How to Confidently Manage Mental Illness in the Workplace
- Understanding Menopause for Managers
- Introduction to LGBTQIA+ Awareness
- Understanding Addiction in the Workplace
- Spotting, Managing, and Preventing Burnout
- Personal Wellbeing Management
- Mental Health First Aid
- Suicide First Aid
- Level 3 Award in Understanding Mental Health for Managers
- Level 4 Hospitality and Workplace Management Apprenticeship
- Level 7 Strategic Approaches to Mental Health and Wellbeing for HR Professionals

EVERY SESSION PURCHASED RELEASES FUNDS FOR OUR NOT-FOR-PROFIT WORK

Thrive Mental Wellbeing

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%

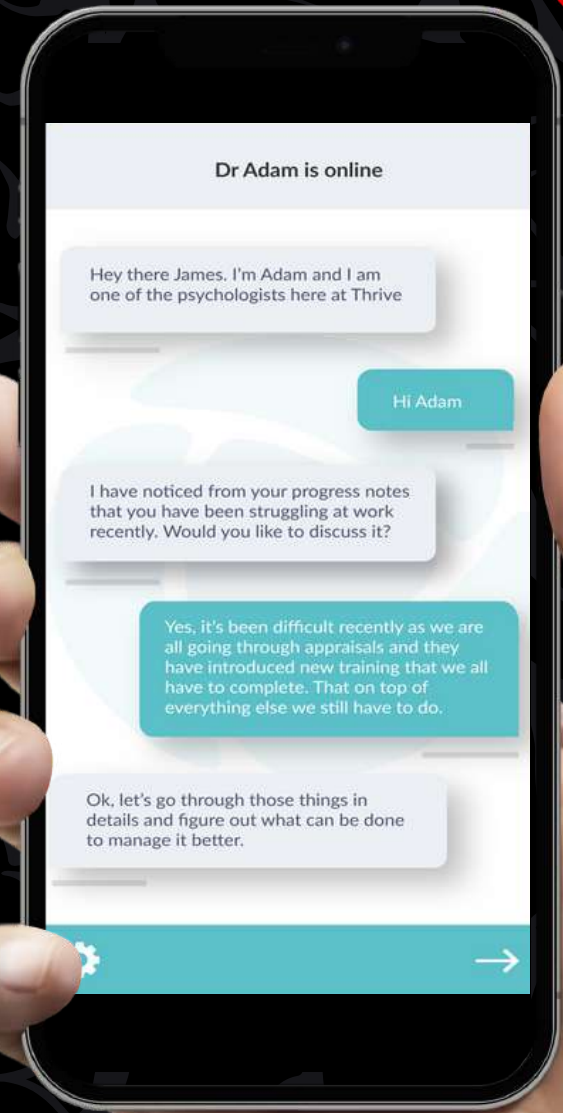
Thrive Recovery Rate

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



FROM
£25
PER PERSON PER YEAR

DON'T TAKE OUR WORD FOR IT...

“

We found the session very insightful and that it is important to raise awareness around the topic as not only this will benefit herself, but she will now be able to help and maybe spot a colleague in need.

I myself found the session very interesting and engaging, loved the interacting bits. I think it is crucial to talk more about mental health in the Hospitality industry and make it an OK topic of discussion; I also think the content regarding working on prevention strategies, learning how to cope with mental health issues before it becomes a bigger problem.

Carlotte Torriane - Human Resources Officer
Belmond Group - Trains and Cruises

”



BELMOND





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In 2018, a total of 6,507 suicides were registered in the UK, 686 more deaths than in 2017 (11.8% increase)



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)





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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/RE-ENGAGE SUPPORT SYSTEM

Full launch or re-engage event 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

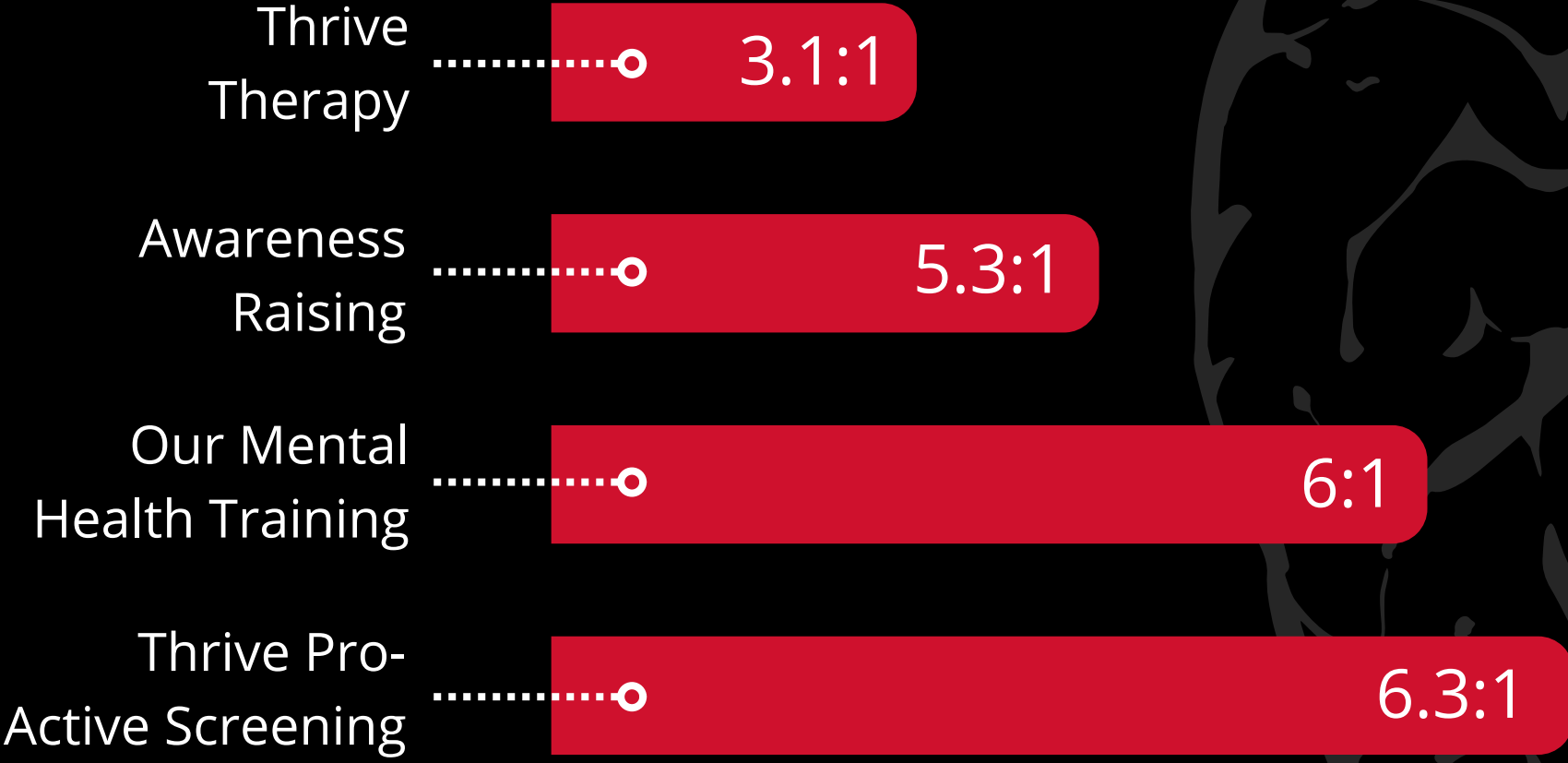
REVIEW PROGRESS

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

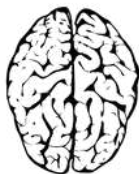


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CASE STUDIES



CASE STUDIES



THE BURNT CHEF
PROJECT



THE BELFRY

HOTEL & RESORT



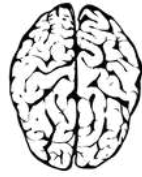
Corporate Partnership - Golf Hotel and Resort

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
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MARSTON'S



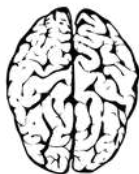
Corporate Partnership - Pub Group

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
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Lamb Weston®
SEEING POSSIBILITIES IN POTATOES



THE BURNT CHEF
JOURNAL

Sponsored by



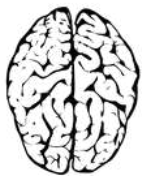
Corporate Partnership - Frozen Food Producer

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
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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
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4 OUT OF 5

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



THE BURNT CHEF
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WAYS OF SUPPORTING US





THE "BURNT CHEF" BURGER

Ordering this product donates £1 to The Burnt Chef Project. A not-for-profit challenging mental health stigma and providing free support and training to the hospitality sector.



WAYS OF SUPPORTING US

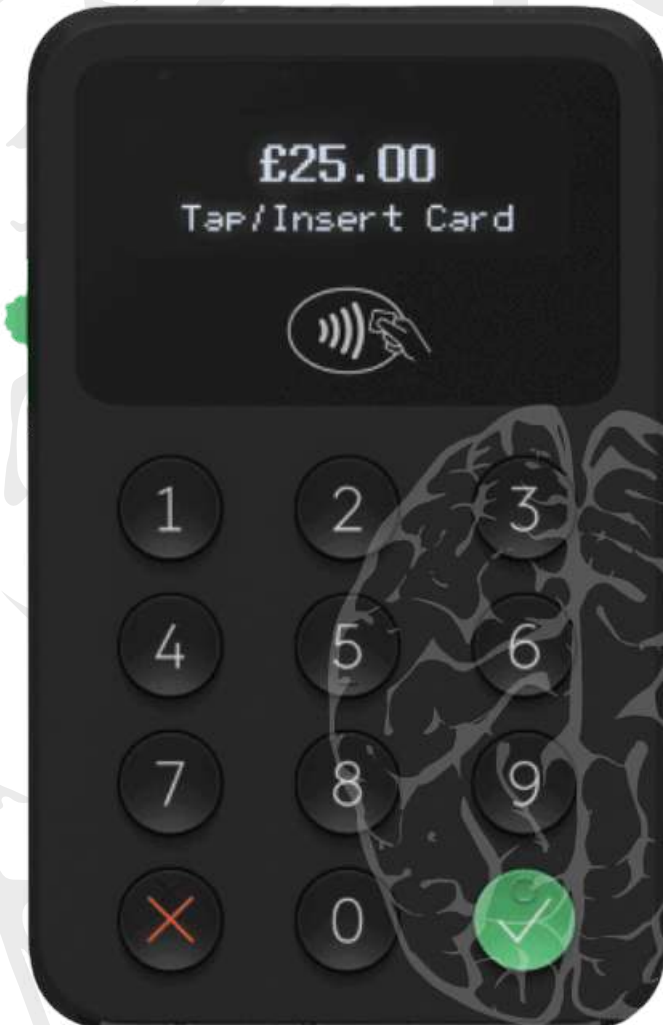
Fundraising activities help us to provide ongoing support to the hospitality industry.

Simply add these options to your venue or add an amount to a top selling item:

- Tap / Scan to Donate
- Food for Thought Menu Donation

Help fundraise whilst telling our story to your customers and teams.

Together we can challenge stigma and support the industry.





You can also help us fundraise through additional activities such as a 24 game-athon, co-branded merchandise, adding an 'eco clean' option to rooms to donate the cost of your housekeeping, or even a skydive!





Alternatively, if you're keen to support but need some suggestions, we've pre-built some packages for you to give you an idea of how we can support each other:

Small Business

£
250

Perfect for businesses with 2 - 10 employees

Select

- ✓ General access to The Burnt Chef Academy app
- ✓ Access to discounted co-branded merchandise
- ✓ Discount code for staff to use with Burnt Chef products
- ✓ Contribute the hospitality's leading mental health cause
- ✓ Access to, and support of, The Burnt Chef Support Service

Bronze Membership

£
2,000

Looking to gain access to training and support?

Select

- ✓ Premium access to over 18 modules on The Burnt Chef Academy
- ✓ Access to, and support of, The Burnt Chef Support Service
- ✓ 1 x Mental Health Awareness Training Session for 12 people
- ✓ Discount code for staff to use with Burnt Chef products
- ✓ Contribute the hospitality's leading mental health cause
- ✓ Use of The Burnt Chef Project logo as a supporter
- ✓ For up to 50 people - contact us for larger teams

Silver Membership

£
5,000

Everything included in Bronze PLUS

Select

- ✓ Logo included in The Burnt Chef Project Social Impact report
- ✓ Table for 10 at our Annual Gala Ball
- ✓ The CEO will present TBCP virtually to your teams
- ✓ (CEO can present in person providing travel is covered)

Gold Membership

£
8,000

Everything in Bronze and Silver PLUS

Select

- ✓ Minimum of quarterly social media mention
- ✓ To be on all advertising material for TBCP Gala Ball
- ✓ First refusal for additional sponsorship opportunities
- ✓ 5% Discount off of additional training sessions
- ✓ Name and logo on our homepage as supporting partner

Platinum Membership

£
15,000

Everything in Bronze, Silver and Gold PLUS

Select

- ✓ Thrive (Unlimited Pro-Active Therapy) for up to 100 people
- ✓ A total of 4x Mental Health Awareness Sessions in 12 months
- ✓ Upgrade to VIP table at TBCP Annual Gala Ball
- ✓ Opportunity to speak at the Annual Gala Ball
- ✓ For up to 100. Contact us for larger numbers



THE BURNT CHEF
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LEAD THE CHANGE IN 2024

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

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

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