



THE BURNT CHEF
PROJECT

SUPPORT PROGRAMME

TACKLING THE SUBJECT OF MENTAL HEALTH
TOGETHER



BACKGROUND

The Burnt Chef Project is a not-for-profit social enterprise dedicated to improving mental health and wellbeing within our industry.

We have experienced overwhelming support from the industry since our launch which has led to rapid growth to position ourselves as an industry leader in this field. Our focus is on reaching everyone by:

Research – Published surveys relating to wellbeing within the industry

Education – It's at the heart of everything we do to burn away mental health stigma

Awareness – Through open conversations and engaging content

Community – A key pillar of good mental health and an important aspect to the growth of our business

Health – We believe this fundamental to sustain the continued growth of our industry.

“ 80% of hospitality professionals have experienced at least one issue with their mental health during their career within hospitality. ”

The Burnt Chef Mental Health Study (1273 respondents) – May 2020





ABOUT US

OUR STORY

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

With the initial concept formed in May 2019 the founder Kris Hall launched the campaign officially on October 2019. Since that date it has seen exponential growth as the hospitality industry continues to adopt The Burnt Chef Project as a voice of change regarding mental health conversations and employee wellbeing.

With backing from the likes of industry leaders such as the Staff Canteen, Tom Kerridge, Paul Ainsworth and Sat Bains it is clear that the subject of mental health is very much at the forefront of everyone's mind especially after the recent impact of COVID-19 on our beloved industry.

Fast forward just 18 months and I'm pleased to say The Burnt Chef Project has not just helped 100's but tens of thousands of professionals from all over the world.

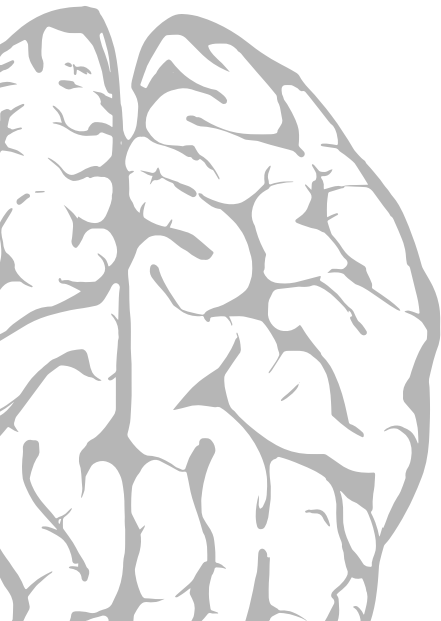
We continue to communicate en masse to the industry through social media, podcasts, live interviews, press releases and via our training app.





“ 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 £45 billion ”

Deloitte January 2020





SUPPORT PROGRAMME

By becoming a sponsor of The Burnt Chef Project, you will be part of a rapidly-growing and unique campaign dedicated to improving staff wellbeing throughout hospitality.

Last year, we helped train over 200 individuals in mental health awareness, over 300 college students and engaged with countless thousands of others through regular content distribution via social media, webinars, and podcasts as well as through our face-to-face services. In addition our website receives in excess of 3,000 unique visits a month.

Together we can use our combined voice to create real, lasting change through a plethora of benefits and exciting activities that both engage your employees and provide long-lasting benefits to the business.

With your support, The Burnt Chef Project can ensure that hospitality professionals are not just statistics used for grim reports on wellbeing and retention but instead are recognised for what they are, the beating heart of our incredible industry and it's continued success.

“ There is a minimum of a 4:1 return on each employee who is more aware of mental health and wellbeing. ”

Deloitte January 2020





WHY SUPPORT US?

Here are some of the ways in which your money helps our ongoing work.

- **The Burnt Chef Support Service:** It costs £10,000 per annum for us to provide a dedicate 24/7 text - based support service specifically for those in hospitality who may be struggling with their mental health.

This service provides access to trained professionals who can engage with members of the hospitality community that may need someone to talk to.

- **Mental Health First Aid Training:** We work closely with other charities and non-profits providing MHFA England's mental health first aid training (MHFA). We are lucky to work with a particular organisation that offers hospitality focused versions of this training.

The cost of training just 1 individual in MHFA costing around £450. With your donation we are able to decrease the cost of this training to £350 by increasing the number of people we train.





WHY SUPPORT US?

Cont...

- **Training the Future of our Industry:** As part of our ongoing commitment to improving the wellbeing of staff in our industry we get in at 'grass-roots' level to train 16 – 22 year olds about the importance of maintain good mental health and the impacts that this has on their career within hospitality.

We launched college conversations back in December 2020 and have already managed to engage and inspire over 300 students across 6 colleges who we actively encourage to choose employers who focus on employee wellbeing.

Each talk costs The Burnt Chef Project an average of £400. Our target is to reach over 25 colleges and over 8,000 students in 2021.

“ *This was an excellent session, very informative with a friendly style of presentation which put the students at ease from the start.* ”

Milton Keynes College





WHY SUPPORT US?

Cont...

- **The Burnt Chef Training App:** It costs between £10,000 to £20,000 per annum for us to design resources and training to put into the The Burnt Chef Training app. This is an app dedicated to improving wellbeing within the workplace.

Launched in February 2021 this app provides access to many different resources such as:

Mental Health Awareness Training
Managing Mental Health within the Workplace
Burnt Chef Posters
24/7 Mental Health Support Service

In addition, the app will provide access to useful resources and content relevant to wellbeing and self-improvement including access to relevant Ted Talks, podcast links, and management worksheets such as the Wellness Action Plan (WAP) and staff wellbeing check-in sheets.

With considerable ongoing investment into the development of new modules this is an invaluable resource to any business and its staff.







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BENEFITS TO OUR SUPPORTERS

We can help you reach new audiences and increase profitable commercial opportunities through a wide range of activities such as:

- Acknowledgment at events and interviews with the press
- Discounted Hospitality Rewards cards for staff
- Add additional validation to internal policies and communications relating to staff wellbeing
- Affiliation will demonstrate a competitive advantage within the UK. We are a leader in the field of hospitality mental health and wellbeing
- Exposure via giveaways to over 18k followers on social media, most of which are within hospitality
- VIP tickets to any TBCP events
- Save £100 per person on MHFA training through our bulk buying deal





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BENEFITS TO OUR SUPPORTERS

Cont...

- Access to the Burnt Chef Training app complete with wellbeing resources and content
- Access to discounted co-branded merchandise such as aprons and chefs jackets to increase employee engagement and open more conversations
- Reduction in staff turnover as we begin to tackle perceptions on mental health
- Personal appearances and talks at one of your branded events per year
- Venue of choice for face-to-face local meetings and training opportunities conducted by TBCP or its affiliates
- All staff will have a unique discount code for the Burnt Chef Project website providing them all with **10% off** of any of our products



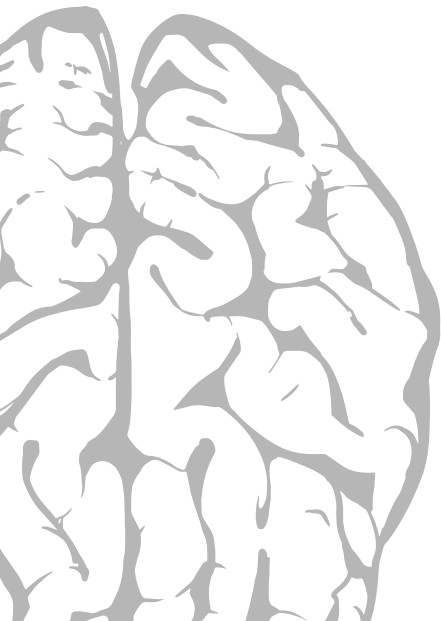


COSTS INVOLVED IN SUPPORTING US

To gain access to the benefits within this package the monthly cost per person starts from £6 and go down to as little as £3 per person depending on the size of the organisation.

If you are interested in supporting us then please contact us via email on:

info@theburntchefproject.com





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LEAD THE CHANGE IN 2021

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



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