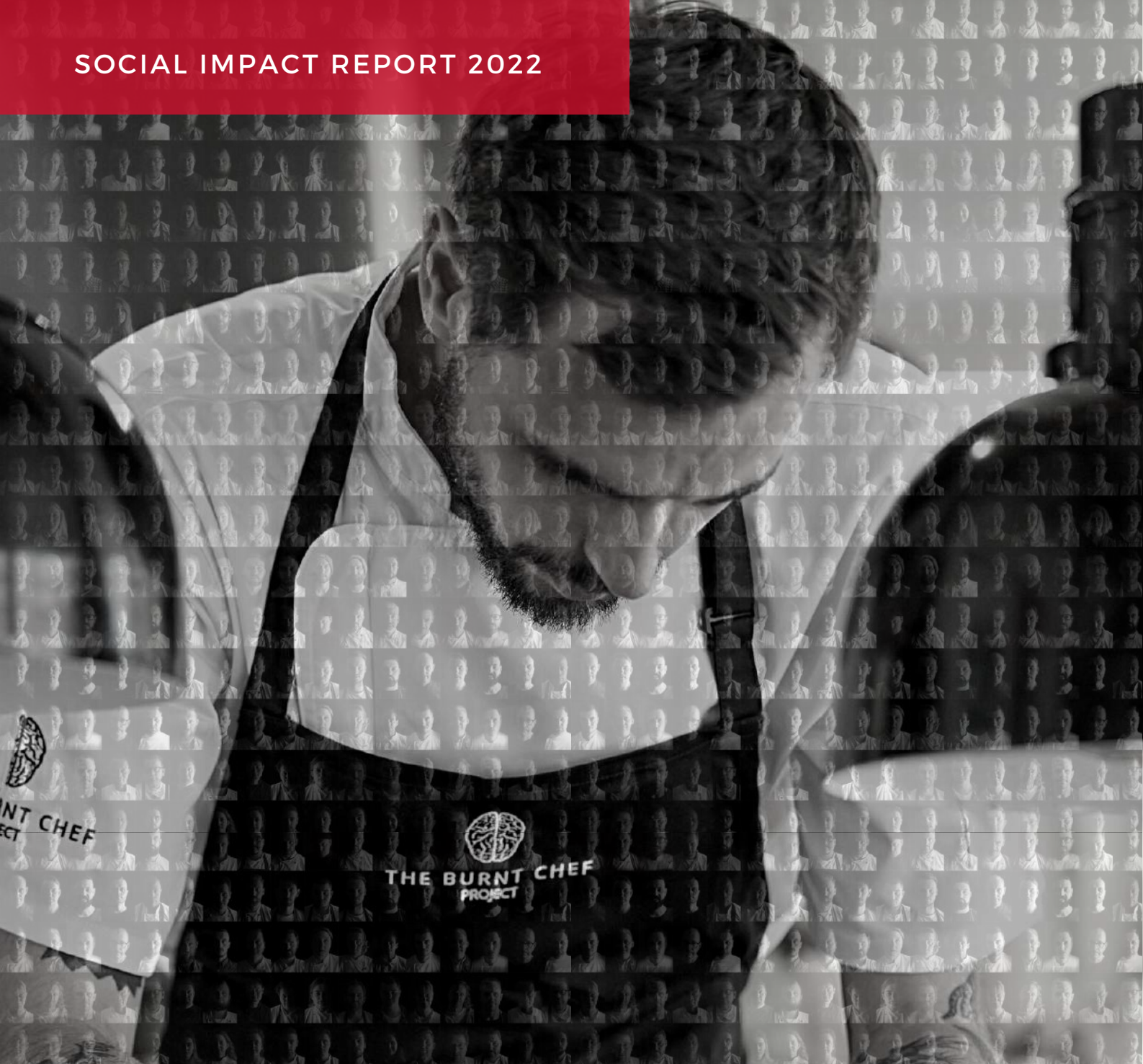


SOCIAL IMPACT REPORT 2022



THE BURNT CHEF PROJECT

SERVING UP THE TOOLS

TO END THE STIGMA OF
MENTAL HEALTH IN HOSPITALITY



THE BURNT CHEF
PROJECT

A WORD FROM KRIS

2022 saw the impact of COVID begin to subside releasing the global hospitality community to get back to some degree of normality.

Unfortunately, what waited for us after the 'waters' receded was a troubled financial climate, supply chains under pressure due to lack of resource and availability, and increasing reports of mental health issues within our sector.

This resulted in greater challenges for The Burnt Chef Project as the global need for our training, supportive structures and awareness, had never been felt as strongly.

We met those challenges head on as we got to work increasing our marketing and training team in order to scale up operations enabling us to roll out in-person training sessions in the UK, whilst also beginning to run virtual sessions in Canada, USA and Europe.

Our suite of services and gathering of data also continued to grow throughout 2022 in order to address the unique challenges we faced as an industry.

We re-launched a Level 4 Hospitality Workplace and Mental Health Apprenticeship with Performance Learning Group and set about creating a partnership with Thrive Mental Wellbeing.

Work also began on The Burnt Chef Accreditation Scheme which is backed in scientific data and designed to highlight the businesses leading the way in sustainable, people-focussed, workplaces and due to be piloted in 2023.

I want to say a big thank you to our supporters and partners, to those who have fundraised, to our international volunteers and most importantly to The Burnt Chef Project Team. Without you, we wouldn't be able to continue to grow, build awareness, and most importantly, save lives.



KRIS HALL
FOUNDER

In a profession that operates 7 days a week, diminishing resources that result in turnover rates far above average, and little to no training in leadership or health and wellbeing, the demands on our workforces are high and the impacts to mental health are startling and require immediate action.



62%

of staff do not believe the hospitality sector takes care of its employees
(Service With(out) a Smile?)

We continue to work tirelessly to ensure that we can REACH as much of the industry as humanly possible through:

RESEARCH

With unique partnerships and reach we can survey businesses and individuals to provide detailed reports on 'hot spot' areas

EDUCATION

Train professional individuals, college students and management teams in mental health awareness plus more

AWARENESS

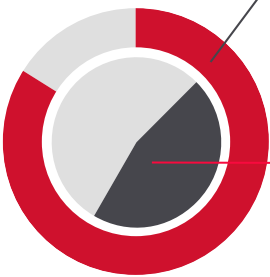
We challenge stigma through our clothing lines, open conversations, published resources and podcast

CULTURE

We work with the hospitality community to impact cultural changes through educational tools and affiliation

HEALTH

By focusing on the physical, emotional and mental health of our teams we can improve the health of your business and ultimately the whole industry



84%

experienced mental health issues within their career

46%

wouldn't feel comfortable talking about their concerns



1 in 4 adults are reported to experience a mental health problem in any given year. However, multiple reports show that hospitality professionals are more at risk than the national average with **4 out of 5 experiencing high levels of stress and mental illness.**

We are committed to supporting the mental health and wellbeing of every person connected to the hospitality industry whilst also building the capability of owners, line managers and employees, through training and enhancing awareness.

MEET THE SENIOR NON-EXECUTIVE TEAM

With the mission to proactively protect the mental health of those working in the hospitality sector, we announced the appointment of a new board of non-executive Directors and to further support our global expansion as we move into 2023.

Bringing a wealth of experience, the new members will bring additional strategic thinking to further support the growing business. Helping to raise the profile of our invaluable work, the group of non-executive directors each brings a unique skill set.

Geoff McDonald is a global advocate, campaigner, and consultant in addressing the stigma of mental ill-health in the workplace. Previously the Global Vice-President of HR, Talent, Marketing and Communications, at Unilever, Geoff's experience goes hand in hand with the work The Burnt Chef Project is doing to address the stigma linked to mental health issues within workplaces today.

Sabira Kanji MBA FCMA comes with over twenty years of experience in leading financial strategies and facilitating ambitious growth plans, particularly for companies in the not-for-profit sector as Financial Director for Social Enterprise UK.

Hailing from a journalistic background both **Simon Clifford** and **Cara Houchen** join the board. Simon worked as a local, regional, and national journalist and editor, in newspapers and then BBC radio and TV. He covered major national and international news events and then moved into a new role as Head of Communications with a local authority, before becoming Deputy CEO.

Cara Houchen is well respected in the industry as a strong female leader as the Editor of The Staff Canteen for the past nine years, running regular panel discussions and recording and producing the popular podcast, Grilled.

Finally, **Andy Lennox** hopes to further the work in creating sustainable focussed strategies for hospitality businesses. He is his Founder and Owner of The Fired Up Collective which consists of the restaurant brands Nusara and Zim Braai.



2022 WAS THE YEAR OF GROWTH FOR OUR TRAINING OPTIONS TO REACT TO THE DEMAND OF THE INDUSTRY.

WE GREW OUR IN-HOUSE TRAINING TEAM TO

8



36

CATERING COLLEGE LECTURERS TRAINED IN MHFA FOR FREE

WITH THANKS TO SAVOY EDUCATIONAL TRUST



WE'VE ALSO TRAINED

1,600

COLLEGE STUDENTS

“

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

”

24

BURNT CHEF PROJECT AMBASSADORS WERE GIVEN **FREE** MHFA TRAINING AT A COST OF £8,000



MHFA England

WELLBEING CHAMPIONS TRAINED IN MENTAL HEALTH AWARENESS

154

17

NEW MODULES DEVELOPED AND DELIVERED FOR FREE TO THE BURNT CHEF ACADEMY



2,346

HOURS OF TRAINING PROVIDED IN PERSON



“

It's ok not to know the answers it's not about diagnosing it's about signposting

”

“

Kris is very professional but personable. The session was great, interactive and informative. I will have better conversations and ensure we have wellness action plans

”

“

Very informative, good interaction, good at getting people involved.

”

628

MANAGERS TRAINED IN MENTAL HEALTH AWARENESS

53

FINANCIAL HEALTH TRAINED

CMI | Collaboration with PLG and also certified by the CMI. Anyone that enrolls with the Level 4 Hospitality Workplace Apprenticeship receives complimentary access to CMI.



iFATE | The Burnt Chef Project worked with iFATE to implement positive mental health and wellbeing learnings to their hospitality specific qualifications



WE TRAINED EVEN MORE PARTNERS



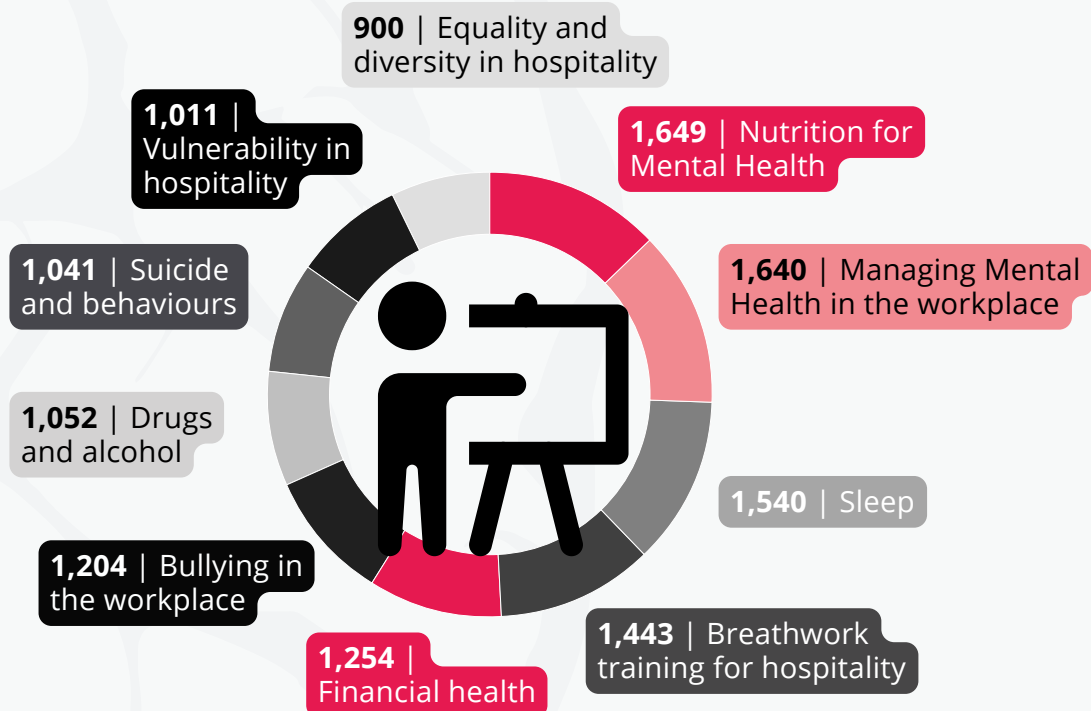
14,169

MODULES COMPLETED
BY THE BURNT CHEF
ACADEMY DURING 2022

7,084

HOURS OF
TRAINING DELIVERED
FOR FREE!

BROKEN DOWN INTO...



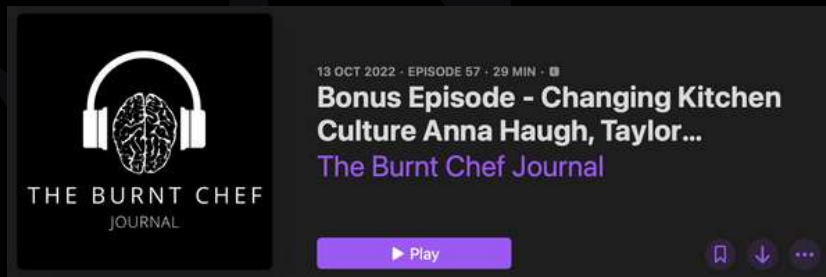
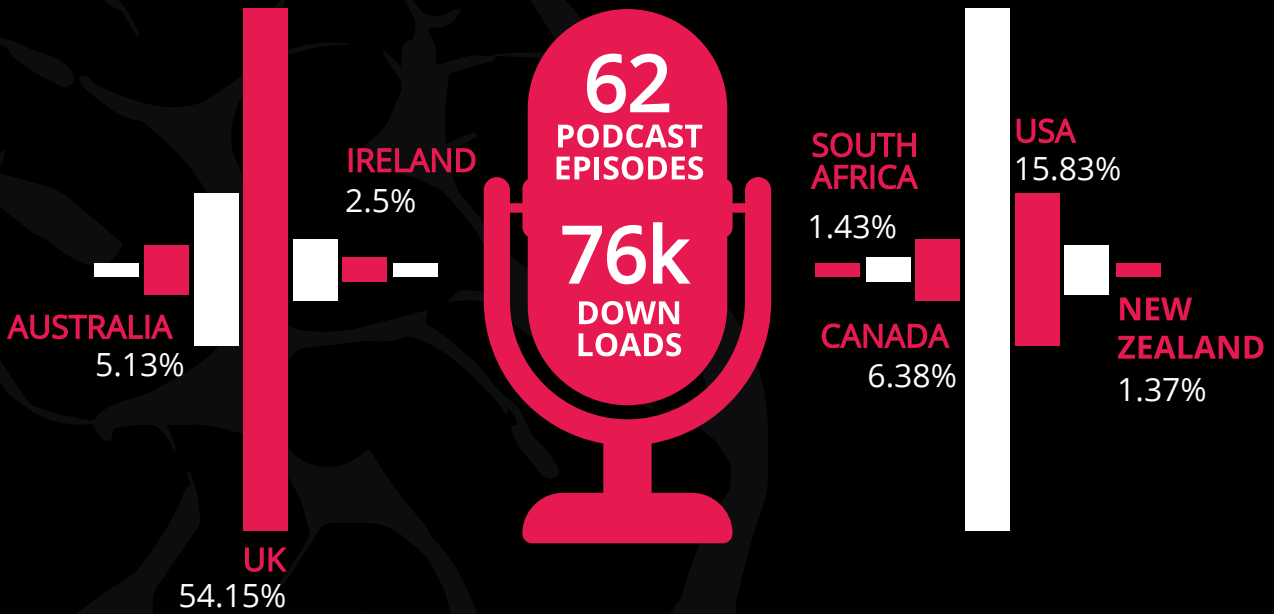
Mental health matters

New modules added included:

- Suicide Awareness
- Bullying in the Workplace
- Financial Health
- Menopause for Employees
- Sleep
- Managing Mental Health in the Workplace
- Equality and Diversity in Hospitality
- Impact of Drugs and Alcohol
- Breathwork Training for Hospitality
- Mental Health Awareness for Managers
- Effective Communication
- Nutrition for Mental Health
- Vulnerability in Hospitality
- Menopause for Managers
- Retention of Employees
- Psychological Safety
- Gambling Awareness

THE BURNT CHEF JOURNAL

Over **100** countries reached,
including:



OUR COMMUNITY HAS CONTINUED TO GROW...



Highest engagement rated post



EVENTS, EVENTS, EVENTS

We put a spotlight on mental health & spoke to more than

50 *amazing* live audiences during 2022



You guys are amazing and I can't believe you've not reached everyone yet with the amazing work you're doing ...and I will continue to raise that awareness at everyone opportunity!

Keep being awesome team TBCP!

Sarah Hammond
UK Head of People



CRAFT GUILD OF CHEFS



talks scheduled already in 2023



GLOBALLY SUPPORTED...

Our ambassadors act as a central team to provide peer support to each other and the wider hospitality community. They also deliver grass roots mental health awareness, stress reduction and personal resilience training to catering and hospitality collages across the globe.



THE BURNT CHEF
PROJECT
AMBASSADOR

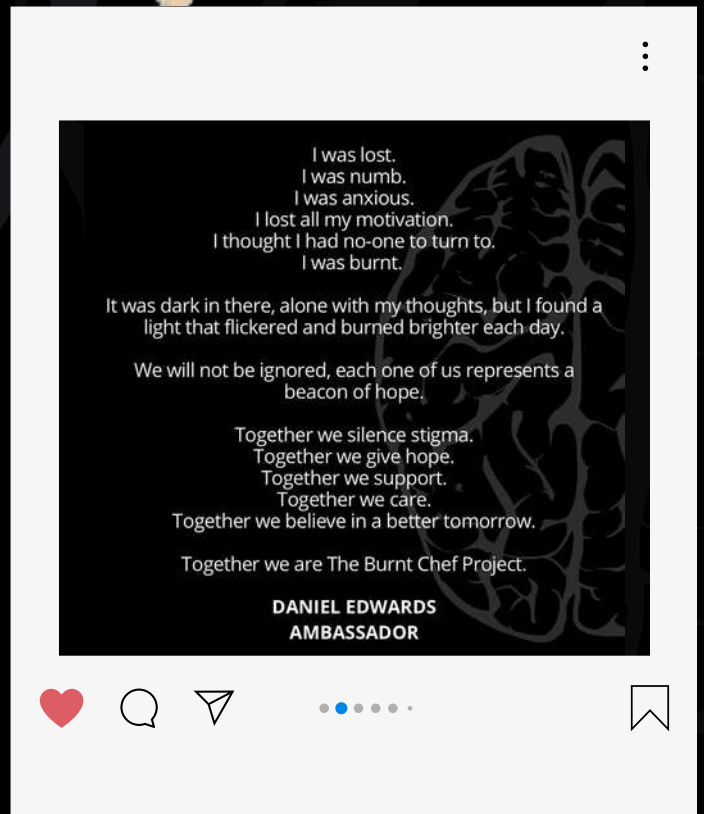
96

AMBASSADORS FROM
AROUND THE WORLD

19

UK, Australia,
Canada, USA &
Europe (Ireland/
Spain/Germany)

CHIEF AMBASSADORS



I was lost.
I was numb.
I was anxious.
I lost all my motivation.
I thought I had no-one to turn to.
I was burnt.

It was dark in there, alone with my thoughts, but I found a light that flickered and burned brighter each day.

We will not be ignored, each one of us represents a beacon of hope.

Together we silence stigma.
Together we give hope.
Together we support.
Together we care.
Together we believe in a better tomorrow.

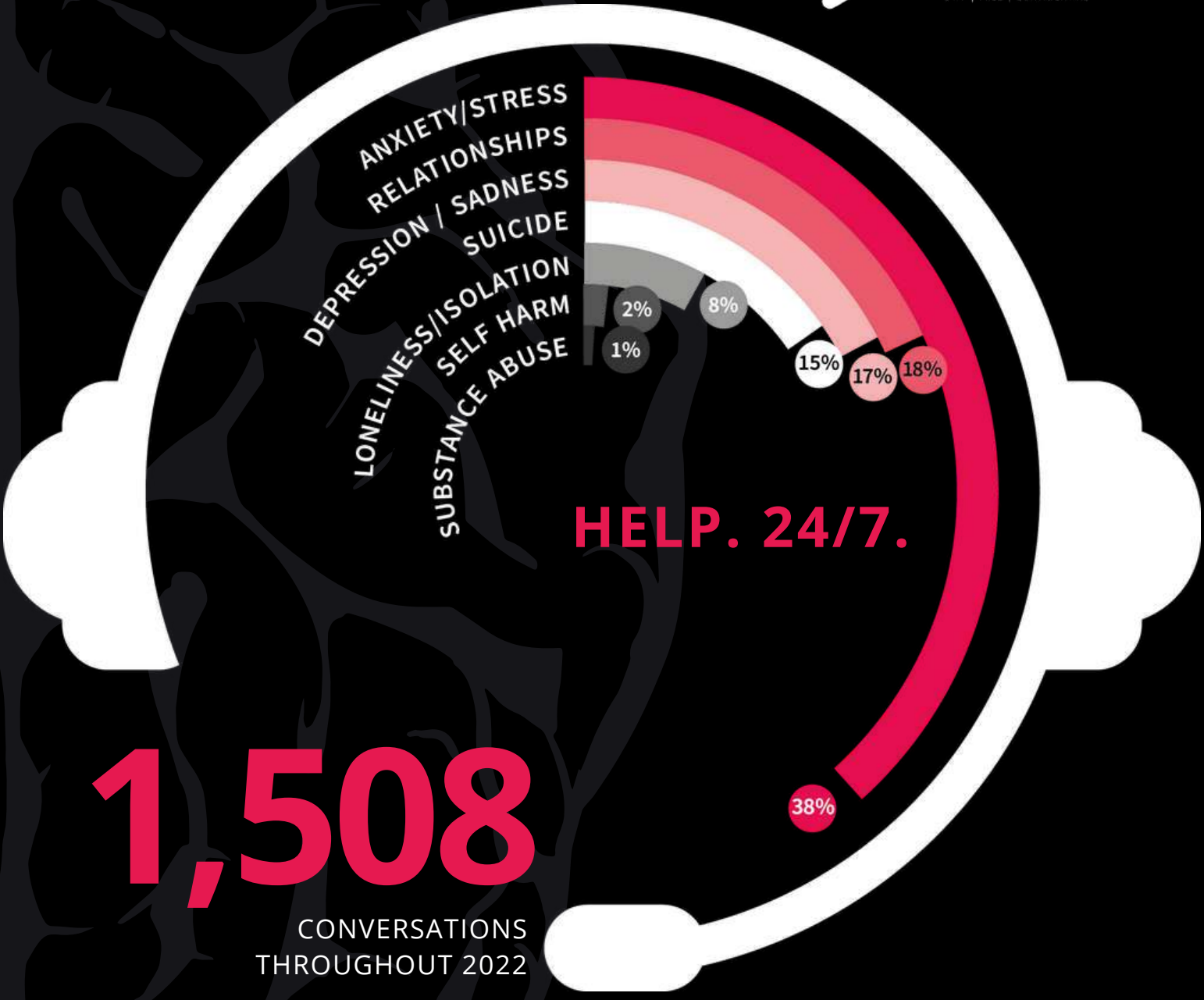
Together we are The Burnt Chef Project.

DANIEL EDWARDS
AMBASSADOR



THE BURNT CHEF
SUPPORT SERVICE

Text BURNTCHEF to 85258
24/7 | FREE | CONFIDENTIAL



HELP. 24/7.

1,508

CONVERSATIONS
THROUGHOUT 2022

85%

SAID THEY FOUND THE
CONVERSATION HELPFUL

AVERAGE COST TO THE PROJECT
PER TEXTER = £5.98



54,000

The number of steps taken climbing up and down Snowdon whilst undertaking the Snowdon Six to raise money for TBCP with 40 Brunning & Price team members! They raised over **£15,000**.



1million

The number of feet fallen by hospitality pros to raise funds and awareness for The Burnt Chef Project

£12,000

Donated to other hospitality industries, including The Drinks Trust, Mental Health Innovations, Eat Well MCR



OUT OF THE SHADOWS GALA

2022 saw us host our inaugural gala dinner at AFC Bournemouth, taking things back to Dorset where The Burnt Chef Project began three years ago was a stake in the ground for us to reflect and celebrate how far we had come and how much we'd achieved in this time. With over 200 hospitality professionals, a bespoke spoken word performance from Joe Bellman and Frank Bruno joining us for the evening. **We couldn't have hoped for a better event, raising over £32,000!**

OVER £32,000 RAISED



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.



Unlimited In-App Therapy



Proactive CBT Programme



Meditation



Deep Muscle Relaxation



Self Suggestion



Applied Relaxation



Calm Breathing



Mood Journal



Progress Tracking



Goal Setting



Early Detection Triage



Educational Content

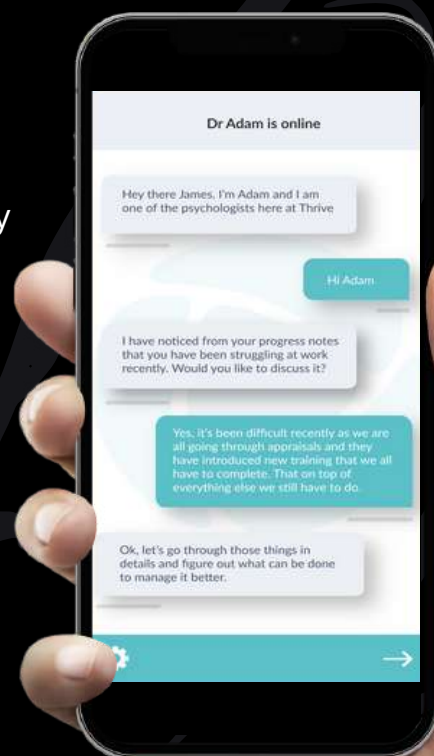
82%

Thrive
Recovery Rate

COMPARED TO THE NHS AT 56%

93%

OF PEOPLE HAS SAID IT HAS HELPED THEM MODERATELY OR EXTREMELY



"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.

As a recovering addict I have learnt that a toolbox full of things to maintain abstinence is incredibly important."



Duncan, an Ambassador for The Burnt Chef Project

NEW RESEARCH REVEALS FRIENDSHIPS ARE THE LIFEBLOOD OF THE SECTOR

New research conducted by BRITA Professional in partnership with The Burnt Chef Project has revealed that three-quarters (77%) of hospitality employees have a work best friend and that these relationships are essential in developing support networks and fostering better collaboration in the sector.

The research, found that strong support systems are intrinsic to quality work, with over half (51%) of employees recognising that they are more efficient, productive and energetic when working with their best friend. A further 46% stated that their customer service also improves.

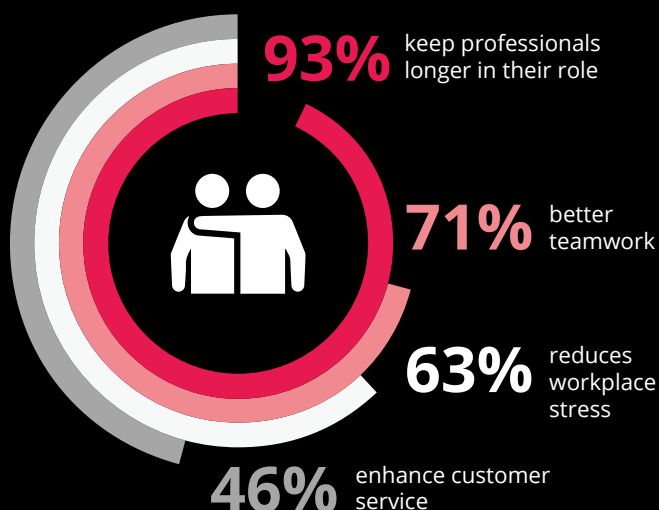
This is underpinned by a shared sense of understanding, including:

- Appreciating each other's strengths (74%)
- Knowing their weaknesses (47%)
- Acting as a calming presence in stressful situations (58%)

Friendships are also key to good mental health, as nearly two-thirds (62%) of UK hospitality professionals say working with their best friend helps to minimise stress, while one in two (50%) acknowledge the anxiety-reducing benefits.

Without these means of support, sector workers warn they would feel isolated (57%), bored (48%), and lonely (49%) at work. What's more, they caution that businesses may see reduced performance as teamwork (51%), morale (44%) and engagement (37%) suffer.

Strong workplace friendships...



These relationships are so vital they can also affect presenteeism and loyalty:

- 93% of hospitality professionals would stay longer in their role if they had close friendships within their team
- Over one-third (38%) would be more likely to call in sick if their best friend wasn't at work

Despite this, one in six (16%) employers don't throw social events for their staff, while the majority (54%) of businesses only run socials once a quarter or less. Furthermore, according to another survey conducted by The Burnt Chef Project, 72% said they "never" or "not very often" spend time outside of work as a team.

While there are numerous benefits, businesses also need to be conscious of the pressures that friendships can have on employees, such as extra pressure not to let their team down (10%) and making it harder to take time off (9%).

Kris Hall, CEO and Founder of The Burnt Chef Project, said: "The research conducted in partnership with BRITA Professional continues to highlight one of the many reasons that a career in hospitality should be considered by all, something we are intensely committed to at The Burnt Chef Project. The relationships forged within hospitality are strong, life-long bonds and now the data shown in this research backs this up."

Best friendships aren't the only perfect pairings that drive success in the industry. Professionals say it's also vital to buy the perfect equipment (70%), find the ideal suppliers (60%), and one in three (31%) state reliable equipment servicing is a key consideration. They even place establishing sustainable business partnerships high up the agenda (41%).

Chris Fay C.F.S.P, Business Account Manager at BRITA Professional, comments: "The friendships forming quietly in UK hospitality venues have a loud impact on the sector. We know the power that establishing the right partnerships and connections can have, both within teams and with third-party suppliers, especially considering the challenges facing the industry today"



THE BURNT CHEF PROJECT
AMBASSADOR SCHEME

An international peer support network to host weekly chats with trained volunteers



MHFA England

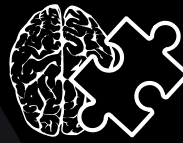
We provide 1/2 day, 1 & 2 day MHFA training through in-house and 3rd party trainers to upskill hospitality professionals



THE BURNT CHEF LEADERSHIP APPRENTICESHIP



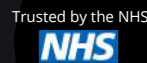
Level 4 Hospitality and Workplace Mental Health Management accredited by the CMI



THE BURNT CHEF PROJECT

In partnership with Thrive

Access to therapists, daily check-in and 100+ stress reduction tools



THE BURNT CHEF DIAGNOSTIC TOOL

Powered by Peopleful

A powerful diagnostic tool designed to show, for-the-first-time, where high levels of stress and burnout are present and predict the costs associated



THE BURNT CHEF ACADEMY

Free online training and resource center offering hospitality specific mental health knowledge and training



A free text based service available 24/7 to anyone involved in hospitality who wishes to talk about their mental health, bullying, relationships and more



THE BURNT CHEF JOURNAL

The Burnt Chef Podcast. Fighting mental health stigma and inspiring change one guest at a time



We have a collection of high quality clothing cookware and accessories with proceeds going back to supporting the work of the project





Want to learn more?



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PROJECT