



THE BURNT CHEF  
PROJECT

# SUPPORT OUR WORK

WORKING TOGETHER TO  
CREATE A HEALTHIER,  
MORE SUSTAINABLE,  
INDUSTRY



*Click here to play*



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## OUR BACKGROUND

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





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## OUR JOURNEY SO FAR

**OCTOBER 2019**

Official launch at an event in Dorset

**MAY 2020**

Study of 1273 showed startling results  
(Read it [HERE](#))

**DECEMBER 2020**



THE BURNT CHEF  
JOURNAL

The Burnt Chef Journal launches. A podcast with guests such as Nathan Outlaw, Sat Bains and Paul Ainsworth

**FEBRUARY 2021**



The Burnt Chef Support Service launches. A free 24/7 text based support service

**MARCH 2021**



THE BURNT CHEF  
ACADEMY

The Burnt Chef Academy launches. Mental health and management training



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## OUR JOURNEY SO FAR



**MAY 2021**



Launch of a powerful analytical tool that shows business owners where their biggest impact to health and wellbeing are and it's the costs involved. Powered by Peopleful

**JUNE 2021**



Level 4 - Leadership and Mental Health Diploma launches & Assistance with the Kickstarter Scheme through the Opportunity Group

**JULY 2021**



We launch independent HR advice and guidance through our partnership with Croner

**AUGUST 2021**



We extend the Burnt Chef Support Service to provide free counselling via the Drinks Trust



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We have experienced overwhelming support from the industry since our launch which has led to rapid growth in positioning ourselves as an industry leader in this field. Our guiding values are simple yet effective.



# R E A C H

## RESEARCH

With unique partnerships we can survey your staff and business 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 content



## CULTURE

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



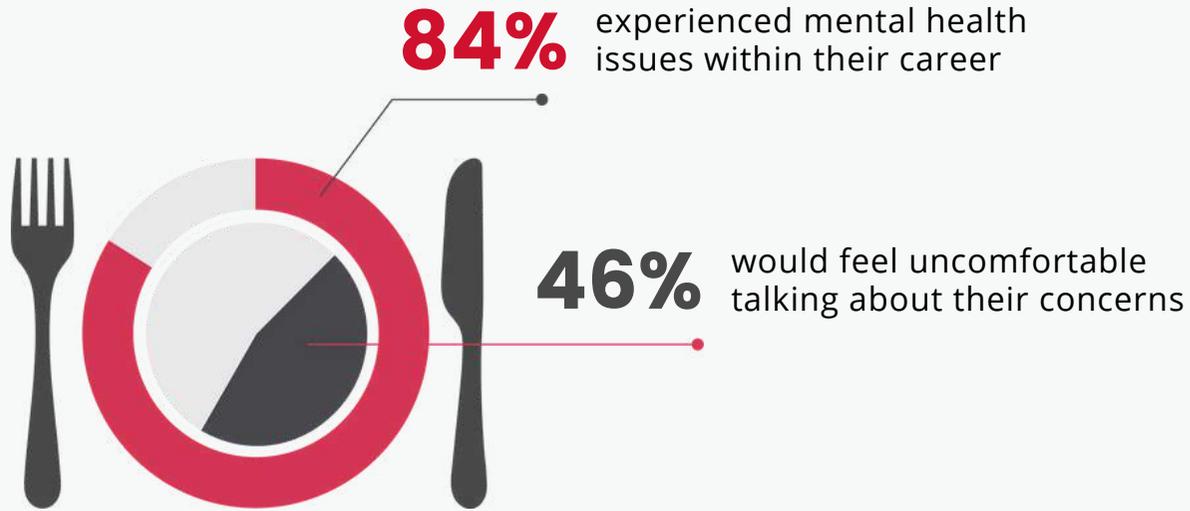
## HEALTH

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





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We recently 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.





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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.

## OUR STORY

With the initial concept formed in May 2019, founder Kris Hall launched The Burnt Chef campaign officially in October 2019. Since then, Kris 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 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 and 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 support to those who are experiencing ill mental health.



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I've been working closely within the hospitality industry for around 9 years and have seen first hand the struggles of mental health issues within the trade with both 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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“

*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 £45 billion*

”

Deloitte, January 2020



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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.

## SUPPORT PACKAGE

Last year, we helped train over 2000 individuals in mental health awareness, over 600 college students, supported 100s of individuals through our free support service 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.

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



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62%

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





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## WHY SUPPORT US?

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



- **The Burnt Chef Support Service:** It costs £20,000 per annum for us to provide a dedicated 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.

- **Training:** It's no secret that many of us haven't received formal training in leadership or mental health. Both of these subjects work hand in hand and we have a number of training options including:
  - Mental Health First Aid
  - Burnt Chef Wellbeing Champion
  - Managing Mental Health in the Workplace
  - Performance Management
  - Leadership and Mental Health Diploma

**These are just a few of the courses we have designed to help lead the way to a healthier and more sustainable industry.**



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## WHY SUPPORT US?



*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



- **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 600 students across 17 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 1,000 students in 2021.**



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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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## WHY SUPPORT US?



THE BURNT CHEF  
ACADEMY

- **The Burnt Chef Academy:** It costs on average £20,000 per annum for us to design resources and training to put into the The Burnt Chef Academy. This is training dedicated to improving wellbeing within the workplace.

Launched in March 2021 the online training and app provides access to many different resources such as:

- **Mental Health Awareness Training**
- **Managing Mental Health within the Workplace**
- **Effective Communication**
- **Nutrition**
- **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 and has already upskilled over 3,000 individuals.**



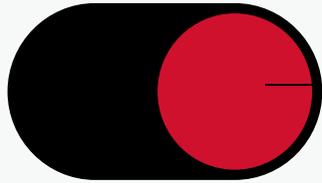
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# BENEFITS TO OUR SUPPORTERS





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**91%**

**of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality**  
*(2013 Cone Communications/Echo Global CSR)*



**61%**

**of consumers are willing to try a new brand, or one they've never heard of, because of its association with a particular cause.**  
*(2013 Cone Communications/Echo Global CSR)*





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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 30k 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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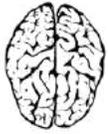


## BENEFITS TO OUR SUPPORTERS



- Access to the Burnt Chef Academy 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 challenge mental health stigma and 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



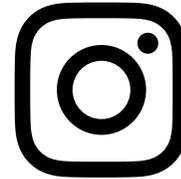


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**40K**

PODCAST DOWNLOADS



**6.71**

ENGAGEMENT RATE



**2K**

NEW FOLLOWERS  
PER MONTH



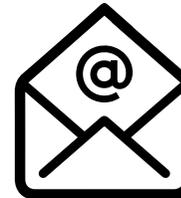
**400K**

OVERALL TRADE REACH



**112 COUNTRIES**

WORLDWIDE REACH



**8K**

NEWSLETTER SUBSCRIPTIONS



**4K**

WEBSITE VISITS A MONTH



**34%**

NEWSLETTER OPEN RATE





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**4 OUT OF 5**

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



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# WAYS OF SUPPORTING US





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	PLATINUM BENEFITS <small>billed annually or monthly</small>	GOLD BENEFITS <small>billed annually or monthly</small>	SILVER BENEFITS <small>billed annually or monthly</small>	BRONZE BENEFITS <small>billed annually or monthly</small>	GENERAL FUNDRAISER
<b>PLEASE CONTACT US FOR MORE INFO AND PRICES</b>					
<b>TRAINING AND TALKS</b>					
Burnt Chef Academy for your team members	✓	✓	Up to 40	Up to 20	-
A personal appearance at your event	✓	✓	-	-	-
Face-to-face Training Sessions	Up to 4	Up to 2	1	-	-
Free MHFA training ( <i>no. of people</i> )	Up to 5	Up to 5	-	-	-
Discounted Additional Training	20%	15%	10%	5%	-
<b>MARKETING</b>					
Your logo on our homepage	✓	✓	✓	-	-
Your logo on our e-shots to our database	✓	✓	-	-	-
Blog post opportunities	Up to 3	1	1	1	-
E-shots a year	Up to 4	Up to 2	1	1	-
Social Posts (per year)	Up to 12	Up to 6	Up to 4	Up to 2	1
Linked social posts	✓	✓	✓	✓	✓
<b>EVENTS &amp; PR</b>					
Joint press releases	Unlimited	2	1	1	1
Brand logo on all press releases	✓	✓	✓	-	-
Brand logo to be advertised at all trade shows	✓	✓	-	-	-
VIP tickets to TBCP events	Up to 10	Up to 5	-	-	-
Present and advertise at TBCP events	✓	-	-	-	-
<b>OUTLET</b>					
10% discount code for Burnt Chef merchandise	✓	✓	✓	✓	✓
Custom dual branded merchandise options	✓	✓	✓	✓	✓

**The Burnt Chef Project can support your business objectives by complimenting your internal wellbeing communications and cultural changes, by providing access to our market leading support service, training and message.**

Benefits of working with us include:

- Improved retention as support for staff increases
- Independent 'wingman' support for HR
- Increased mental health awareness
- The Burnt Chef Support Service provides 24/7 mental health, debt, relationship and managerial support
- Competitive advantage in the recruitment market
- Increased exposure via our marketing channels

**Whether you choose to use funds saved for charitable goals, fundraise or even add a donation option to the menu, there is an option here for you and your support directly improves the health and wellbeing of the hospitality industry.**



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, relationship problems and more



The Burnt Chef Podcast. Fighting mental health stigma 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





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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.*



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# CONTACT US



**Kris Hall**

Founder

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