



THE BURNT CHEF PROJECT

AMBASSADOR

Ambassador

Background

The wider hospitality sector is the third biggest employer in the UK, with 3,2 million in the workforce and £180 billion directly to the UK economy. Employment in restaurants makes up the largest part of the sector, followed by catering, accommodation and event management.

With such large numbers of people working in hospitality, it is important that the welfare of the staff is treated as high priority. Poor mental health is now the number one reason for staff absence in the UK and it's time to acknowledge that the hospitality sector needs to increase awareness surrounding mental health and adopt changes to ensure long term sustainability and strong economic growth.

In order for the project to continue working towards it's goal of increasing awareness of mental health in the hospitality sector we rely on likeminded individuals, like yourself, who wish to promote good mental health and encourage wellbeing and change within the industry.

Ambassadors act as the front line of defence against mental health stigma. Ambassadors can recognise, help and educate their colleagues in order to prevent poor mental health and will act as a network of trusted individuals that people can turn to across the UK.

6507

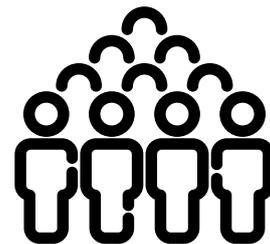
In 2018, a total of 6,507 suicides were registered in the UK, 686 more deaths than in 2017 (11.8% increase)
(Office for National Statistics)



Around 3 million people are diagnosed with depression within the UK

62%

Staff do not believe the hospitality sector takes care of it's employees
(Service With(out) a Smile?)



Suicide is still the leading cause of deaths in the UK for both men 25.9% and women 15.6% between the ages of 20 to 34
(Office for National Statistics)



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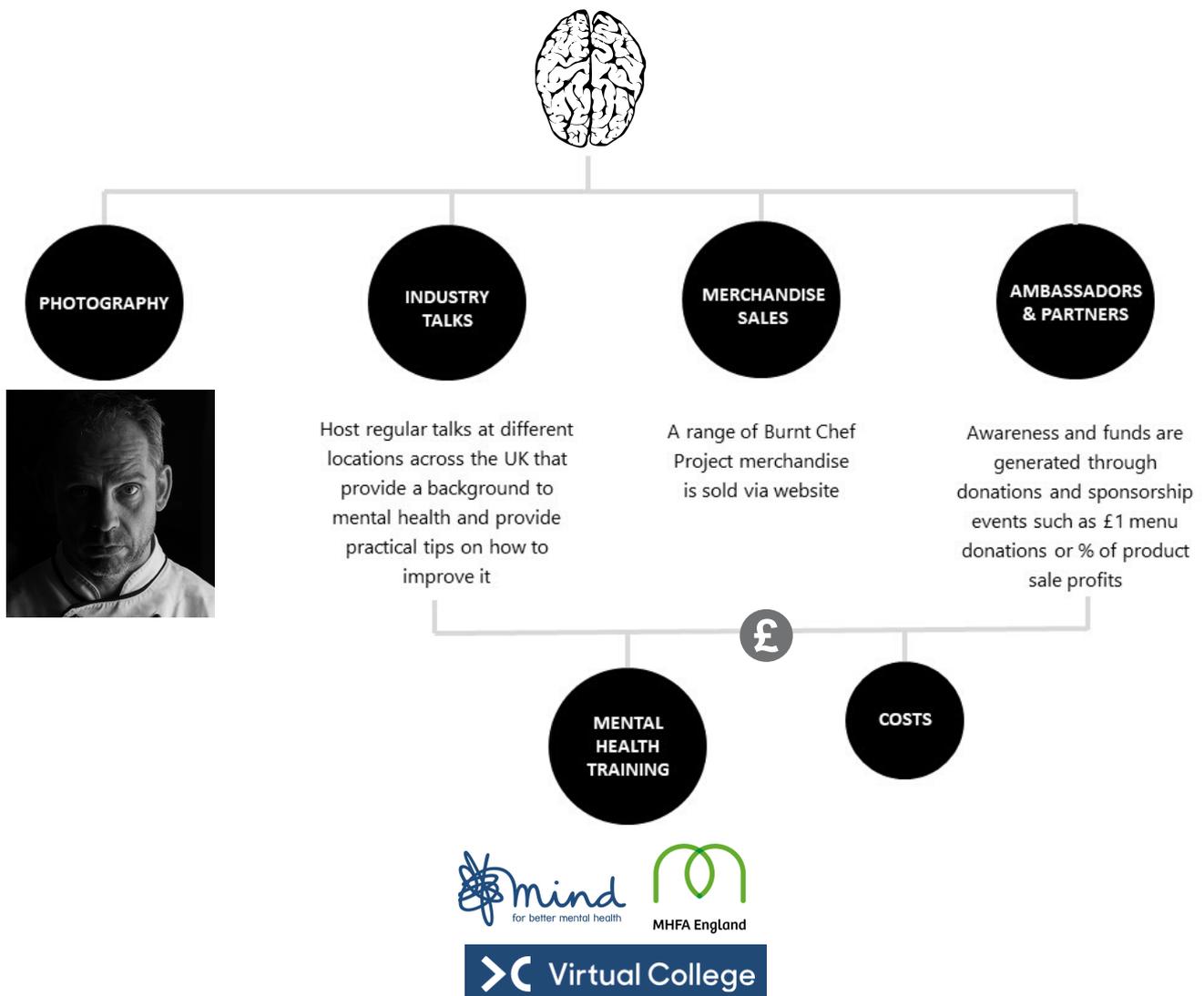
Who are we?

The Burnt Chef Project is a non-profit social enterprise (Company No. 12472396) founded by Kris Hall and established in May 2019. With **8 out of 10** hospitality professionals reporting to have experienced at least one mental health issue during their career we have one simple and clear goal:

"WE EXIST TO DE-STIGMATISE MENTAL HEALTH WITHIN THE HOSPITALITY INDUSTRY WHILST EDUCATING BOTH EMPLOYERS, AND THE 3.2 MILLION EMPLOYEES, IN WAYS TO REDUCE STRESS AND IMPROVE MENTAL HEALTH."

How does The Burnt Chef Project aim to achieve it's goal?

We have a number of tools that have been successfully implemented to help us achieve our purpose. The main ones are outlined below:





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Why should you register to be an ambassador?

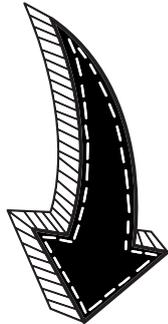


Our survey of 1273 respondents showed that 84% of hospitality workers had experienced 1 or more instance of mental health illness within their career



ROI 5:1

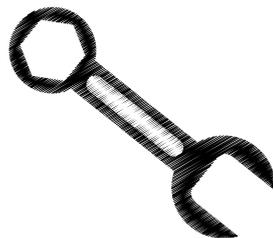
Employers look to obtain an average return of £5 for every £1 invested in mental health workshops for line managers and health coaching
(Deloitte)



Bring down the stigma associated with mental health and provide a real difference to someone's life



It feels good and both you and your colleagues are happier and experience an increase in motivation and creativity



Help build a better and more sustainable industry that encourages more people to stay and others to join.



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A M B A S S A D O R

The Ambassador Pledge

In order to apply to be an ambassador you will have needed to have first completed some form of mental health training. This includes: mental health awareness, mental health first aid (MHFA), active listening or peer support training.

- 1)** Encourage employers to sign up to **The Burnt Chef Project Membership Scheme.**
- 2)** Build and strengthen both community awareness of, and support for, The Burnt Chef Project
- 3)** Show enthusiasm and commitment to The Burnt Chef Project's work through volunteering of time and resources
- 4)** Spread The Burnt Chef Project's message by speaking to friends, colleagues and family members to challenge the stigma of mental health
- 5)** Encourage people to learn more about The Burnt Chef Project by visiting The Burnt Chef Project's website, attending events and talks, signing up for the e-newsletter and following the organisation via social media
- 6)** Encourage more industry professionals and business owners to donate to The Burnt Chef Project as a matched gift or ongoing donations as a part of product sales or menu donations
- 7)** Commit to raising funds alongside the Burnt Chef Project to offer subsidised mental health training courses to their workforce. At least one of the leadership team or line managers should be trained in mental health awareness and as a peer-to-peer supporter
- 9)** Commit to improving wellness and mental health within the workplace by promoting and enforcing the following:
 - Regular break times away from the working environment for at least 20 minutes every 6 hours (or two 10 minute breaks) (ACAS)
 - Provide at least 11 hours' uninterrupted rest between finishing work and starting work the next day (ACAS)
 - Aim for 2 consecutive days off each week
 - A zero tolerance towards mental health stigma
 - Comply with legal obligations including making reasonable adjustments
 - Develop a mental health strategy to change attitudes
 - Ensure senior management champion awareness and fight stigma
 - Tackle work-related causes of mental ill health
 - Train staff by taking part in mental health training as 'Burnt Chef Champions'
 - Creation and implementation of a mental health policy
 - Regular social events that do not involve alcohol or drugs such as shared meal times, out-of-work activities
 - Continue to talk mental health with 1:1 meetings, awareness days / weeks, team meetings and noticeboards / newsletters



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www.theburntchefproject.com