

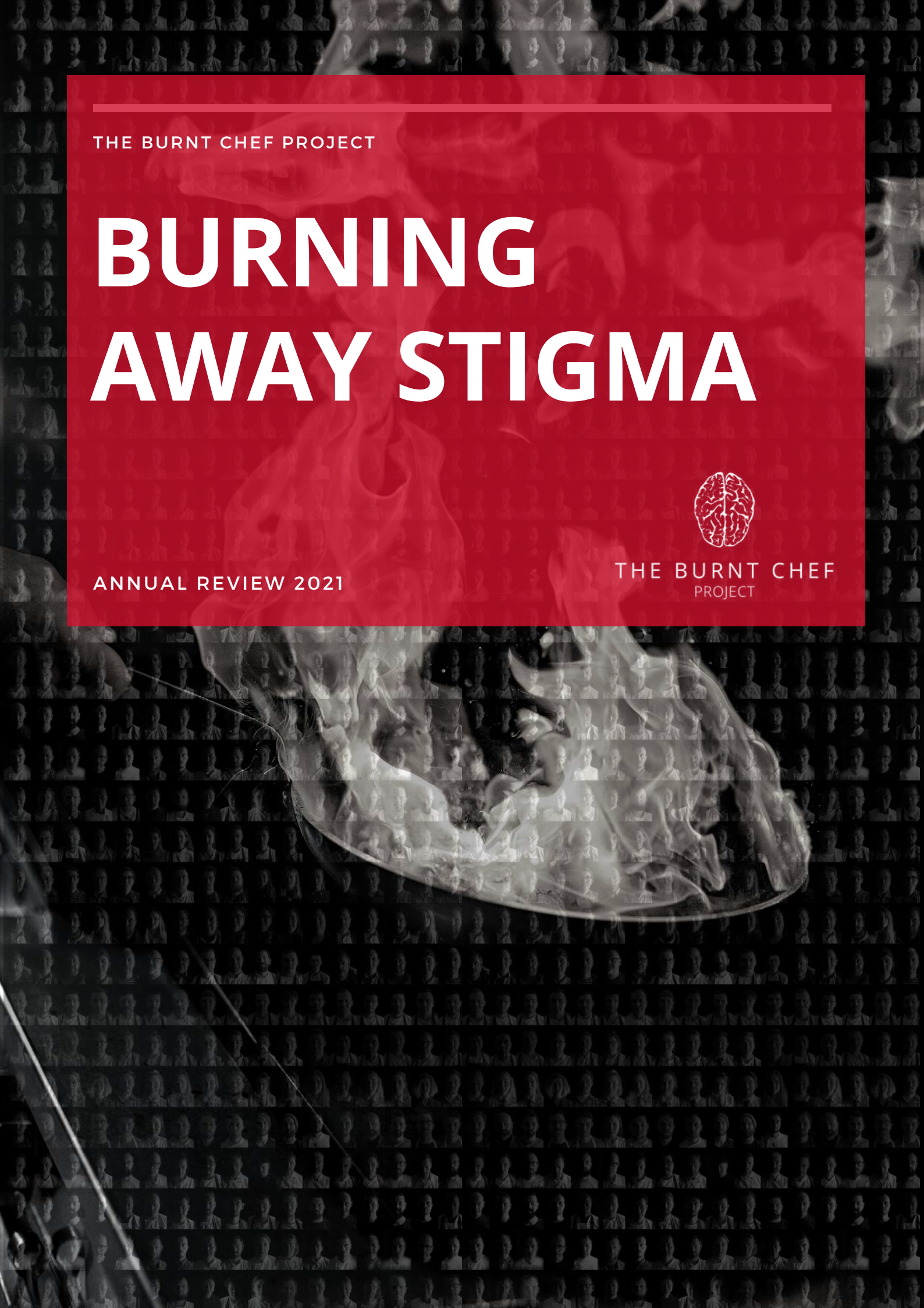
THE BURNT CHEF PROJECT

# BURNING AWAY STIGMA



ANNUAL REVIEW 2021

THE BURNT CHEF  
PROJECT





# A WORD FROM KRIS

2021 has proved to be a year of continued challenges for both the international hospitality community as well as the work that we do here at The Burnt Chef Project.

We've found ourselves switching between supporting individuals during periods of lockdown and great economic uncertainty to working with businesses on cultural changes and training in order to positively improve the working environment and ensure it's focused on the wellbeing of teams.

I'm pleased to say that the Project has continued to grow and adapt to these challenges over the last 12 months and provide much needed support at a pivotal time in hospitality's history.

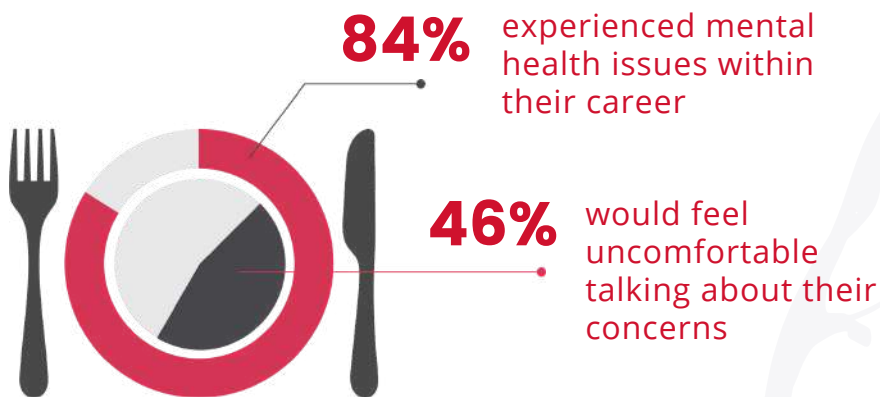
We've delivered training to almost **9000** individuals in the past year, provided one to one mental health support to **1544** hospitality professionals and grown our digital community to over **40,000!**

As the need for our services has continued to grow internationally we too have had to grow with the demand. I started the year with just me at the helm and pleased that "I" has become "we" as we look to finish the year with a 5-strong team. Each new team member bringing fresh and dynamic ideas to the table to continue to propel the Project further forward. A special mention also has to go to our Ambassadors who continue to tackle mental health stigma and further the reach of The Burnt Chef Project around the globe.

**KRIS HALL**  
FOUNDER

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.**

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.



**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.**

**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



**62%**

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

2021 HAS BEEN THE YEAR OF SUPPORTING OUR COMMUNITY AND BRINGING PEOPLE TOGETHER FROM ACROSS THE GLOBE



THE BURNT CHEF  
JOURNAL

48

PODCAST  
EPISODES

GUESTS INCLUDING

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



50,000  
DOWNLOADS



WE'VE FACILITATED

1,544

CONVERSATIONS &  
PROVIDED FREE MENTAL  
HEALTH SUPPORT  
AROUND THE CLOCK



OVER

122

COUNTRIES REACHED WITH OUR  
MESSAGE



THE BURNT CHEF  
PROJECT  
AMBASSADOR  
SCHEME

205

BRAND AMBASSADORS  
WORLDWIDE



50

INTERNATIONAL PEER  
SUPPORT NETWORK  
AMBASSADORS

WHERE IT ALL STARTED, OUR ECOMMERCE SALES HELP CHALLENGE STIGMA WHILST RAISING FUNDS FOR OUR WORK. KEY STATS FOR THE YEAR INCLUDE:

**3,623**

ITEMS SOLD THROUGH OUR ECOMMERCE PLATFORM OVER 2021

**37**

**COUNTRIES**

WE'VE OPENED UP CONVERSATIONS IN VIA MERCHANDISE

CUSTOM CO-BRANDED OPTIONS PROVIDED TO

**24**

**LIKE-MINDED BUSINESSES**

**299**

CUSTOM BURNT CHEF PRODUCTS LISTED

**TOP 3 PRODUCTS**



2021 SAW US RAMP UP OUR TRAINING OPTIONS TO REFLECT THE NEEDS OF THE INDUSTRY.

6

NEW TRAINING MODULES LAUNCHED INCLUDING

BULLYING | MENTAL HEALTH AWARENESS | MANAGING MENTAL HEALTH | EFFECTIVE COMMUNICATION | NUTRITION | DRUGS & ALCOHOL

LAUNCHED OUR IN-HOUSE & HOSPITALITY SPECIFIC MENTAL HEALTH FIRST AID QUALIFICATION



MHFA England

380

MANAGERS FACE-TO-FACE TRAINED IN MENTAL HEALTH AWARENESS AND CULTURE CHANGE

OVER

7,800

HEALTH AND WELLBEING MODULES COMPLETED FOR **FREE** BY WORLDWIDE HOSPITALITY PROFESSIONALS VIA THE BURNT CHEF ACADEMY

HOURS OF TRAINING PROVIDED BOTH VIRTUALLY AND IN PERSON

4,596

OVER

600

COLLEGE STUDENTS TRAINED OVER **18 COLLEGES** IN MENTAL HEALTH AWARENESS AND STRESS REDUCTION TIPS

# 2021 SAW US ATTEND A PLETHORA OF EVENTS, GETTING THE BURNT CHEF PROJECT IN FRONT OF THOUSANDS OF INDUSTRY PROFESSIONALS.



So many of our wonderful community went above and beyond this year and undertook fundraising for us – from skydives to gaming streams, from marathons to pull ups. We're eternally grateful to all the determination, dedication and grit you show us each and every day.

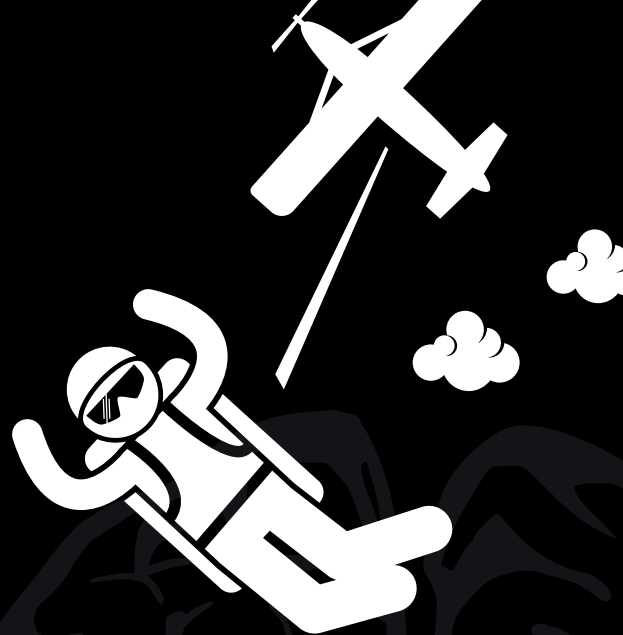


THE WORLD'S  
**50**  
BEST  
RESTAURANTS™

**500,000**



We spoke at **The World's 50 Best Restaurants** to half a million people



**53**

Skydivers for Mental Health

**4638** MILES

During the Michelin Tour Challenge



**SEVEN**  
MARATHONS  
**SEVEN**  
DAYS

**100,000**  
WE PUT TBCP IN  
FRONT OF MORE  
THAN 100,000  
PEOPLE AT 2021  
EVENTS



We talked about mental health in hospitality to

**29**

LIVE AUDIENCES



THE STAFF CANTEEN AWARDS 2021  
*Community Hero*





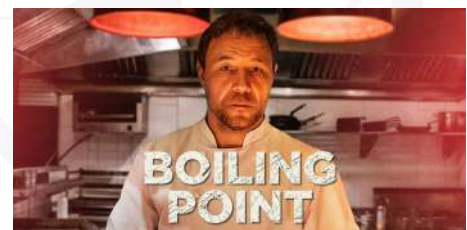
2021 WAS THE YEAR PEOPLE STARTED TO WAKE UP & LISTEN TO THEIR TEAMS AND UNDERSTAND THE IMPORTANCE IN MENTAL HEALTH WITHIN OUR GREAT INDUSTRY.



We've also provided over

**£10K**

to other charities to further support the industry



WE'VE FORMED SO MANY INCREDIBLE PARTNERSHIPS THIS YEAR, WITHOUT WHICH WE WOULDN'T BE ABLE TO PROVIDE THE RESOURCES AND SERVICES WE DO.



WE'VE BEEN FEATURED IN THE PRESS A FAIR BIT OVER 2021:



THAT'S AN AUDIENCE OF **7,095,701** PEOPLE WE'VE GOT OUR MESSAGE TO...





## BRANDON CLEMENS

### CANADA

I am a Canadian Chef that spent many years abroad. I worked in the hardest kitchens I could and did as many competitions as I qualified for. Weeks without time off became normal for me.

Our industry is one of service to others. We spend so much of our lives as Chefs making fantastic flavours and perfect cuisines. We focus on so many things aside from our own mental and physical well being.

During the pandemic the staffing crisis imploded, I had to re approach how to maintain staff. Around this time, I got involved in the Burnt Chef Project. The courses and programs equipped me with knowledge and empathy for helping my staff. At the time it was about making a workplace that nurtured my staff, but suddenly I realized I was changing myself as well. I began having structured time off with my wife, and spending time doing things I had forgotten I loved.

## JOANNE KERNAN

### UK

My background in Hospitality has spanned 20 years; 15 years working for a food supplier, and 6 years in my current role as Senior Recruiter for Platinum Recruitment. Throughout my whole career, I have been forming close relationships with Chefs up and down the country. Many have become close, personal friends.

Lockdown hit our industry hard and in its darkest hour we lost some of our greatest Chefs to mental health problems.

For me, The Burnt Chef Project represents more than just a great non-profit organisation. They are a beacon of light for those who need it most, a shoulder of support on our toughest of days and a hope for the future of all hospitality staff in the UK and beyond. It is an honour to be considered an ambassador for the Burnt Chef Project and I look forward to spreading news of the magnificent work of all who are involved.



# DON'T TAKE OUR WORD FOR IT...HERE IS SOME OF THE FEEDBACK WE'VE RECEIVED...



**"You gave me the tools and confidence to help a member of my team with their mental health today, that was invaluable"**

*MHFA training attendee*

**"The Burnt Chef Project do some amazing work to raise awareness, make our industry sustainable and bring it long term health - physically and mentally"**

*Brad Carter, Chef*

**"THANK YOU FOR YOUR HELP! IT'S ONLY A SMALL STEP BUT I'M HEADING IN THE RIGHT DIRECTION. THANKS CHEF, KEEP DOING WHAT YOU'RE DOING AND SAVING OUR LIVES"**

*Burnt Chef Support Service user*

"I really recommend listening to the burnt chef journal, I've taken a lot away from them and applied them not only to my work but also my family life"

*Burnt Chef Ambassador*

**"I'VE USED THE TEXT SERVICE RECENTLY AND CAN'T TELL YOU HOW MUCH IT HELPED ME THROUGH THE DAY LET ALONE THE SHIFT I WAS ON. I CAN'T THANK YOU ENOUGH FOR WHAT YOU'RE DOING AND BRINGING PEOPLES ATTENTION TO"**

*Burnt Chef Support Service user*

"Very fun considering the topic. Trainer was fantastic and very knowledgeable and tailored the training so it was hospitality specific"

*Fosters catering*

"The training was comprehensive and provided our Managers with the skills they need to improve company cultures focused on wellbeing"

*Malmaison & Hotel Du Vin*

"My Personal experience working in kitchens wasn't an easy one. I fell into a deep dark hole and didn't think there was a way out. But there is, there's help out there in the likes of The Burnt Chef Project"

*Philip Barantini, Director Boiling Point*

"Mental health is an important topic for the hospitality industry. The Burnt Chef Project raises money to provide training and resources for people in the industry across the world and we're glad to be part of it" *Paul Ainsworth, Chef*

**"YOU'VE GENUINELY MADE MY YEAR BETTER"**

*Social Community Member*

" I think for a lot of us, these conversations provide validation to what we went through at the time and allow us to connect with how we felt.

It also allows us to have some insight into the trauma a lot of chefs undoubtedly went through, and that we weren't alone "

*The Burnt Chef Journal Listener*

**"I DON'T THINK YOU CAN IMPROVE THIS TRAINING ANY FURTHER. VERY INFORMATIVE AND THE POINT COMES ACROSS WELL. JUST WISH WE'D HAD SOMETHING LIKE THIS SOONER"**

*GM Brunning & Price*

**"We're in support of this free & vital support service"**

*Tom Kerridge, Chef*





# OUR SERVICES

**MAY 2020**

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



**FEBRUARY 2021**

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



**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



**JULY 2021**

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



**SEPTEMBER 2021**

Launched our international Ambassador Peer Support network

**OCTOBER 2019**

Official launch at an event in Dorset



**DECEMBER 2020**

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



**MARCH 2021**

The Burnt Chef Academy launches. Mental health and management training



**JUNE 2021**

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



**JULY 2021**

Our face-to-face Management training launches to challenge mental health stigma and cultural change



**AUGUST 2021**

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



THE BURNT CHEF PROJECT  
AMBASSADOR SCHEME

We're in the early stages of developing 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 DIPLOMA



A mental health and leadership diploma designed to upskill leaders in mental health and management skills



THE BURNT CHEF HR SUPPORT

A mental health and leadership diploma designed to upskill leaders in mental health and management skills



THE BURNT CHEF DIAGNOSTIC TOOL



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, relationship problems 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







## SO WHAT DOES 2022 HAVE IN STORE FOR US?

2021 saw The Burnt Chef Project welcomed by the wider industry as we continued to permeate through multiple levels of the hospitality community. It has meant that, as this year draws to a close, we are in a strong position in 2022 to further increase the reach of the tools, services and partnerships that we have developed over the last 12 months.

Our particular focus will continue to be on developing unique and innovative ways in which we can support hospitality individuals with their mental health through collaboration and services.

We will be focusing on building The Burnt Chef Ambassador Peer-Support Network so that we continue to support the wider hospitality community irrespective of cultural or language differences.

We've also committed to training 25 colleges within the next 12 months in mental health/self-care so that we can deliver the tools our future generation require to thrive at work. As part of our engagement with colleges we are also looking at providing MHFA training to lecturers so they can offer additional support to students.

Case studies and analytics will play a big part in guiding our next development projects and training materials and for that we will need more partnerships, support and fundraising from individuals and businesses who wish to support us in our work as we continue to work with the industry to ensure it is healthier, happier and more sustainable moving into the future.

**I want to take this opportunity to say thank you to everyone we have mentioned in this report, and to anyone we may have missed, for their generous support over 2021 - we look forward to working with you throughout 2022.**

Kris Hall





**Want to learn more?**



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**THE BURNT CHEF**  
PROJECT