



THE BURNT CHEF
PROJECT

BURNING AWAY MENTAL HEALTH STIGMA





THE BURNT CHEF
PROJECT



You're in this very big bravado of the kitchen, full of egos with everyone puffing their chests out. It doesn't have to be like that...

MIKE JENNINGS





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STATISTICS ARE MORE
THAN NUMBERS. THEY ARE
STORIES OF PEOPLE.

PEOPLE WE CARE ABOUT.



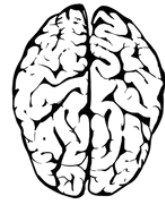


THE BURNT CHEF
PROJECT

LIGHTING A PATH
to Mental Wellbeing
in Hospitality.

THE BURNT CHEF PROJECT

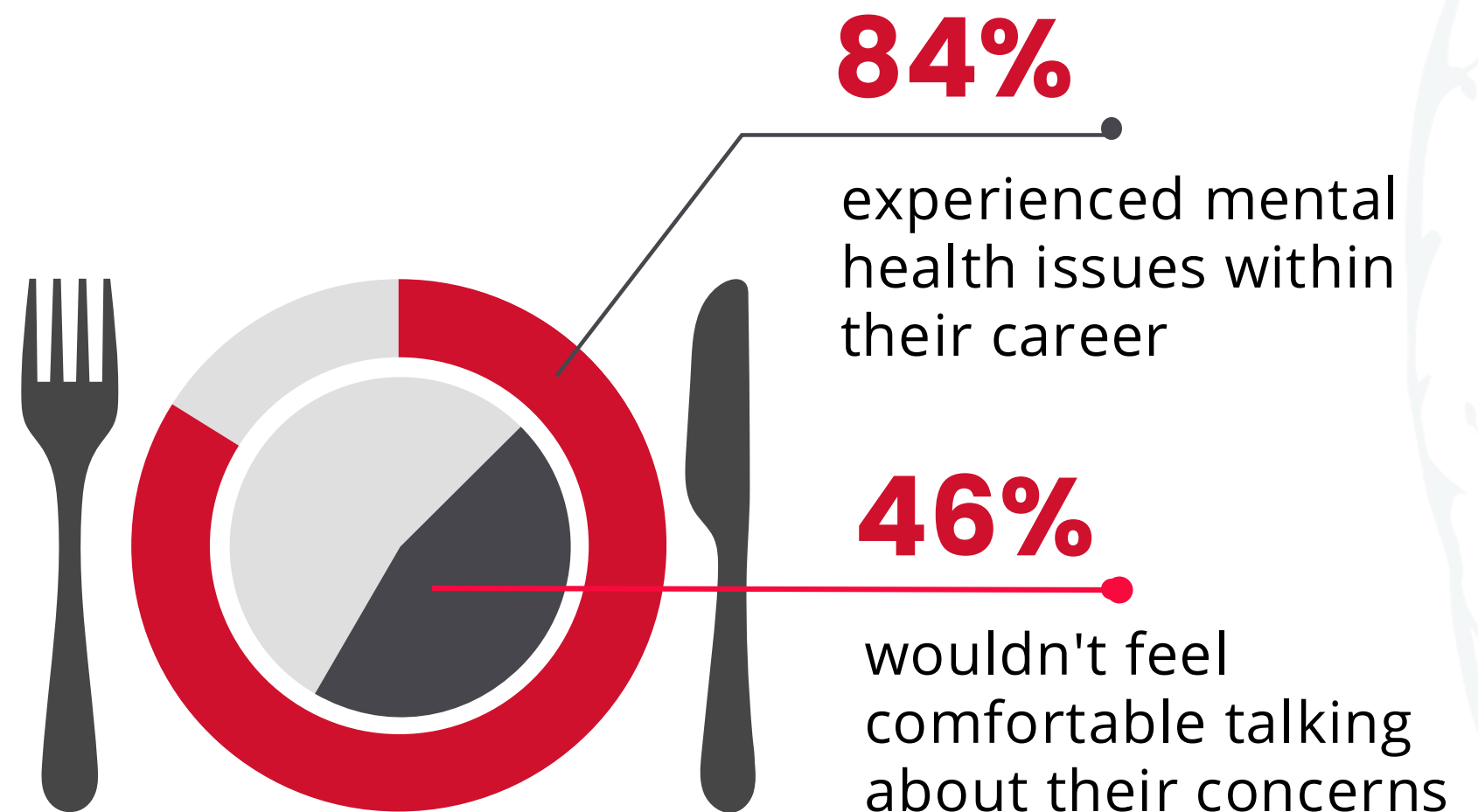


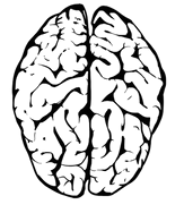


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THE HOSPITALITY INDUSTRY CHALLENGE

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.





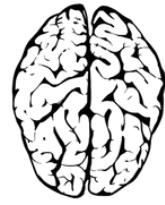
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THE HOSPITALITY INDUSTRY
CHALLENGE

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.



**4 out of 5 hospitality professionals
are experiencing high levels of stress
and mental illness.**



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THE HOSPITALITY INDUSTRY
CHALLENGE

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?)



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I've been working closely within the hospitality industry for around 12 years and have seen first hand the struggles of mental health issues within the trade with myself, clients and friends.

KrisHall
Founder





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Margins are slim and with increased focus on saving money both employers and employees feel the effect of this on their mental health.

KrisHall
Founder





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PROJECT

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.

KrisHall
Founder





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PROJECT

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'.

KrisHall
Founder





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Together

we can burn away mental health stigma
within hospitality once and for all.

KrisHall
Founder





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We are committed to
supporting the mental health
and wellbeing of every person
connected to the hospitality
industry...





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PROJECT

...whilst also building the capability of owners, line managers and employees, through training and enhancing awareness.





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“

**I've learnt to be my
true authentic self.**

Halima Ramos-Ferreira

”



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MENTAL HEALTH
TRAINING FOR EMPLOYERS.
BECAUSE IT MAKES SENSE.

MENTAL HEALTH TRAINING





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MORE THAN

4,346

HOURS OF TRAINING
PROVIDED IN PERSON

MENTAL HEALTH TRAINING





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The World Health Organisation (WHO) estimates that poor mental health costs the global economy US\$1 trillion annually in lost productivity.

Deloitte, September 2022





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“

But I think it certainly would be a sign from an employer that we understand taking care of the whole person, not just paying them, but taking care of their wellbeing in all forms is really, really important.

Hugh Jackman

”



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Happy employees are

12%

more
productive

Study by Warwickshire university

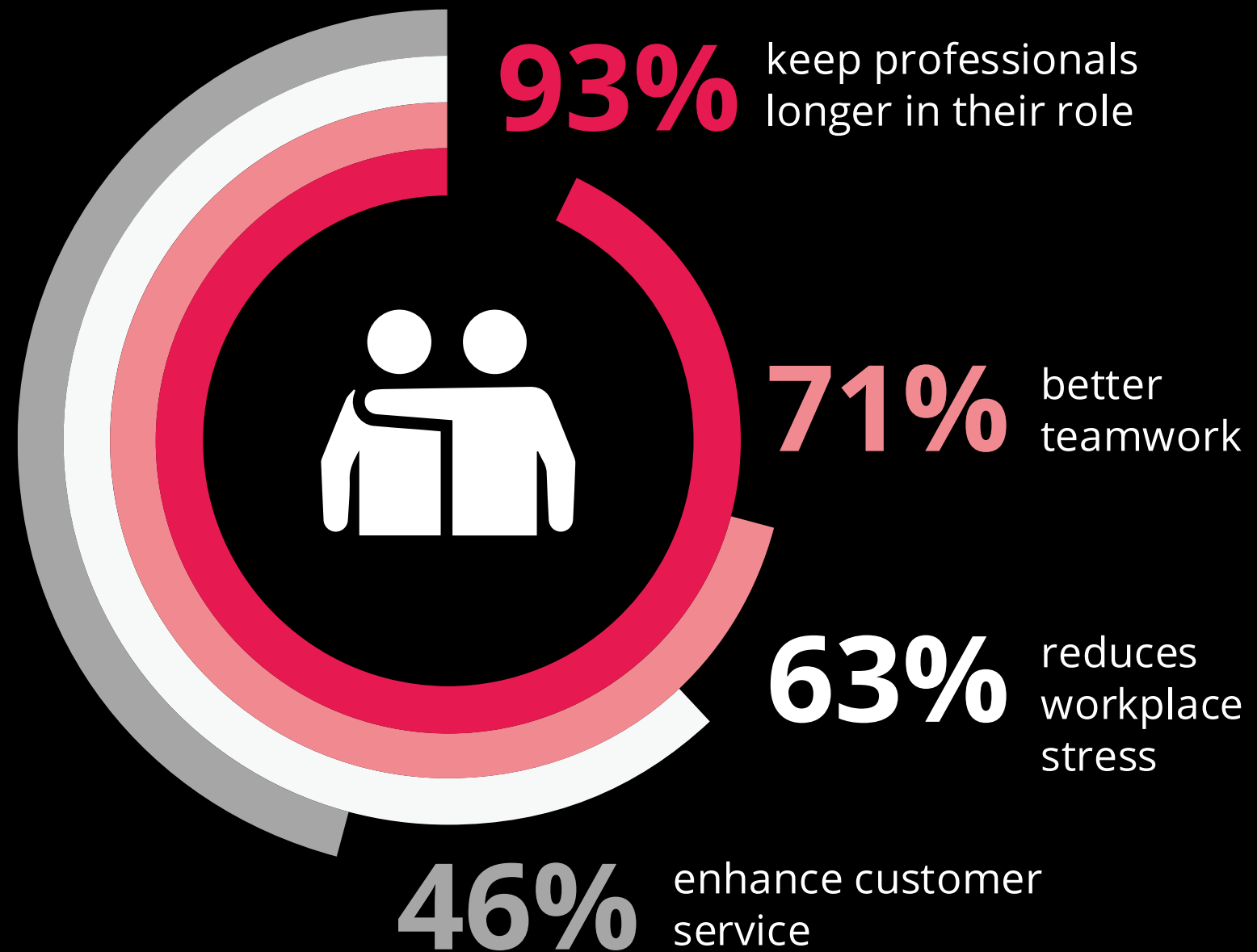
MENTAL HEALTH TRAINING





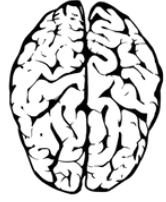
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Strong workplace friendships...



MENTAL HEALTH TRAINING





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Over
73%

**say it's easier to make
friends in the hospitality
industry than in other
industries**





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“

With nothing like this before, it needed someone to stand up. If no one else is stepping up, then it's me to be that someone.

Tony, UK Ambassador

”





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PROJECT

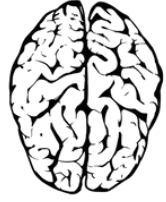


**Male chef suicide rates are 1.4x
that of males in all other
occupations.**

**Female chef suicide rates are
3.9x that of females in all other
occupations**

(Australian study between 2006 - 2017)





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THE HOSPITALITY INDUSTRY
CHALLENGE

40
**SOMEONE DIES FROM SUICIDE
EVERY 40 SECONDS**
SECONDS



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**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.**

...

THE BURNT CHEF AMBASSADORS





THE BURNT CHEF
PROJECT

**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.**

...

THE BURNT CHEF AMBASSADORS





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**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





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It's estimated that one-in-five people who die by suicide work in the hospitality sector.





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PROJECT

14,169

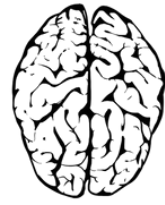
MODULES COMPLETED
BY THE BURNT CHEF
ACADEMY DURING 2022

7,084

HOURS OF
TRAINING DELIVERED
FOR FREE!

THE BURNT CHEF ACADEMY



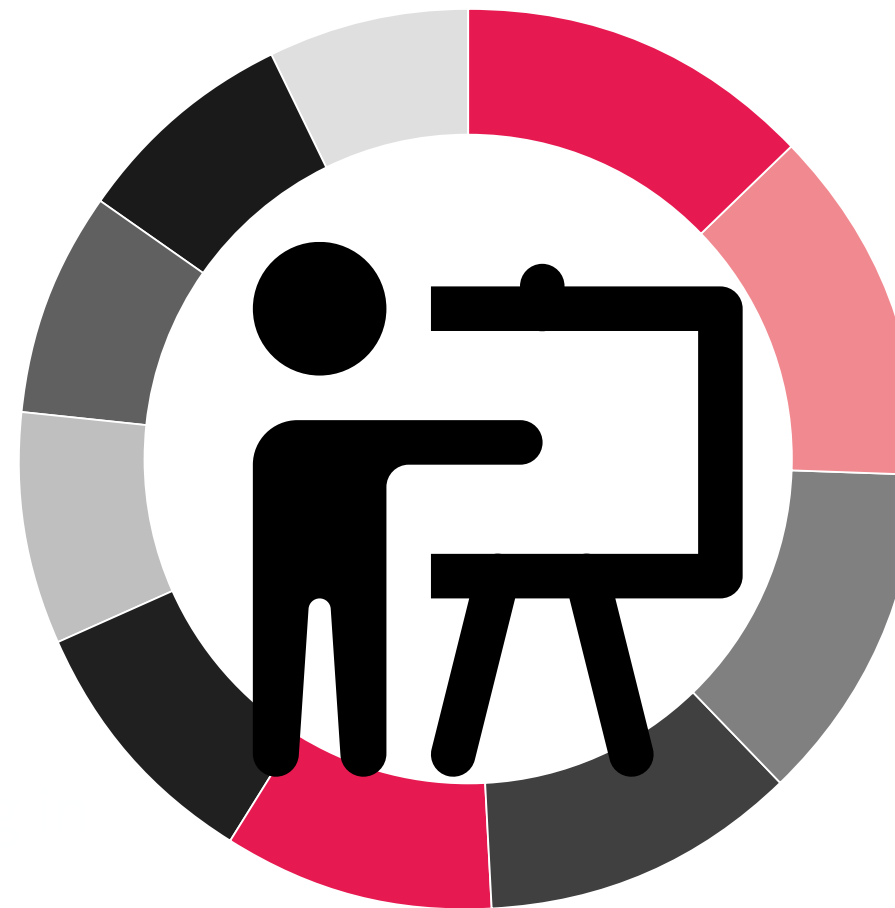


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BROKEN DOWN INTO...

900 | Equality and
diversity in hospitality

1,052 | Drugs
and alcohol



1,640 | Managing Mental
Health in the workplace



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PROJECT

17

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

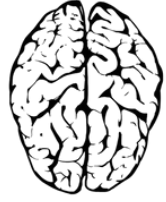
24

BURNT CHEF PROJECT
AMBASSADORS
WERE GIVEN **FREE** MHFA TRAINING
AT A COST OF \$15,000



THE BURNT CHEF ACADEMY





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**“BE WHO YOU ARE AND
SAY WHAT YOU FEEL,
BECAUSE THOSE WHO
MIND DON'T MATTER,
AND THOSE WHO MATTER
DON'T MIND.”**

BERNARD M. BARUCH



THE BURNT CHEF
PROJECT

88

GLOBAL CATERING COLLEGES
TRAINED IN STRESS AWARENESS BY
OUR AMBASSADORS FOR FREE

3,230

COLLEGE STUDENTS TRAINED

THE BURNT CHEF EDUCATION





THE BURNT CHEF
PROJECT

2,428

MANAGERS TRAINED
IN MENTAL HEALTH
AWARENESS

53

FINANCIAL
HEALTH
Trained

THE BURNT CHEF EDUCATION





THE BURNT CHEF
PROJECT

1,342

WELLBEING CHAMPIONS
TRAINED IN MENTAL
HEALTH AWARENESS

**We continue to grow our training options to
react to the demand of the industry**

THE BURNT CHEF EDUCATION





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PROJECT

OUR GROWING COMMUNITY



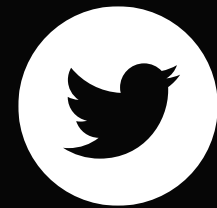
44k



19k



20k

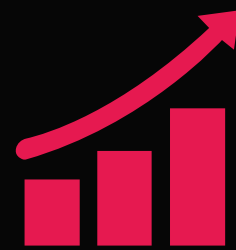


1.5k



22.2k

Highest
engagement
rated post



749%
YOY growth

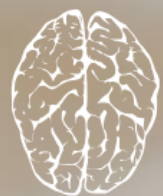




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PROJECT

**It's our mission to
proactively protect the
mental health of those
working in the
hospitality sector.**





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PROJECT

POSITIVE SELF-TALK

MY FEELINGS
MATTER

I DESERVE
REST

I AM
VALUABLE

EVERY DAY
IS A FRESH
START

I DON'T HAVE TO
BE PERFECT TO
MATTER

I AM NOT A
BURDEN

I AM GROWING
AT MY OWN
PACE



PROJECT



THE BURNT CHEF PROJECT

AMBASSADOR

**Our ambassadors act as
a central team to
provide peer support to
each other and the
wider hospitality
community.**



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AMBASSADOR

**They also deliver grass roots
mental health awareness,
stress reduction and
personal resilience training
to catering and hospitality
colleges across the globe.**



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PROJECT

116

AMBASSADORS
FROM AROUND
THE WORLD

19

UK, AUSTRALIA,
CANADA, USA &
EUROPE (IRELAND/
SPAIN/GERMANY)

CHIEF AMBASSADORS

THE BURNT CHEF AMBASSADOR



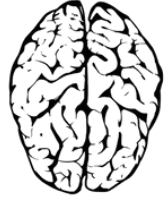


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PROJECT

New modules added included:

- Suicide Awareness
- Bullying in the Workplace
- Financial Health
- Menopause for Employees
- Sleep
- Managing Mental Health in the Workplace





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PROJECT

New modules added included:

- Equality and Diversity in Hospitality
- Impact of Drugs and Alcohol
- Breathwork Training for Hospitality
- Mental Health Awareness for Managers
- Effective Communication





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PROJECT

New modules added included

- Nutrition for Mental Health
- Vulnerability in Hospitality
- Menopause for Managers
- Retention of Employees
- Psychological Safety
- Gambling Awareness

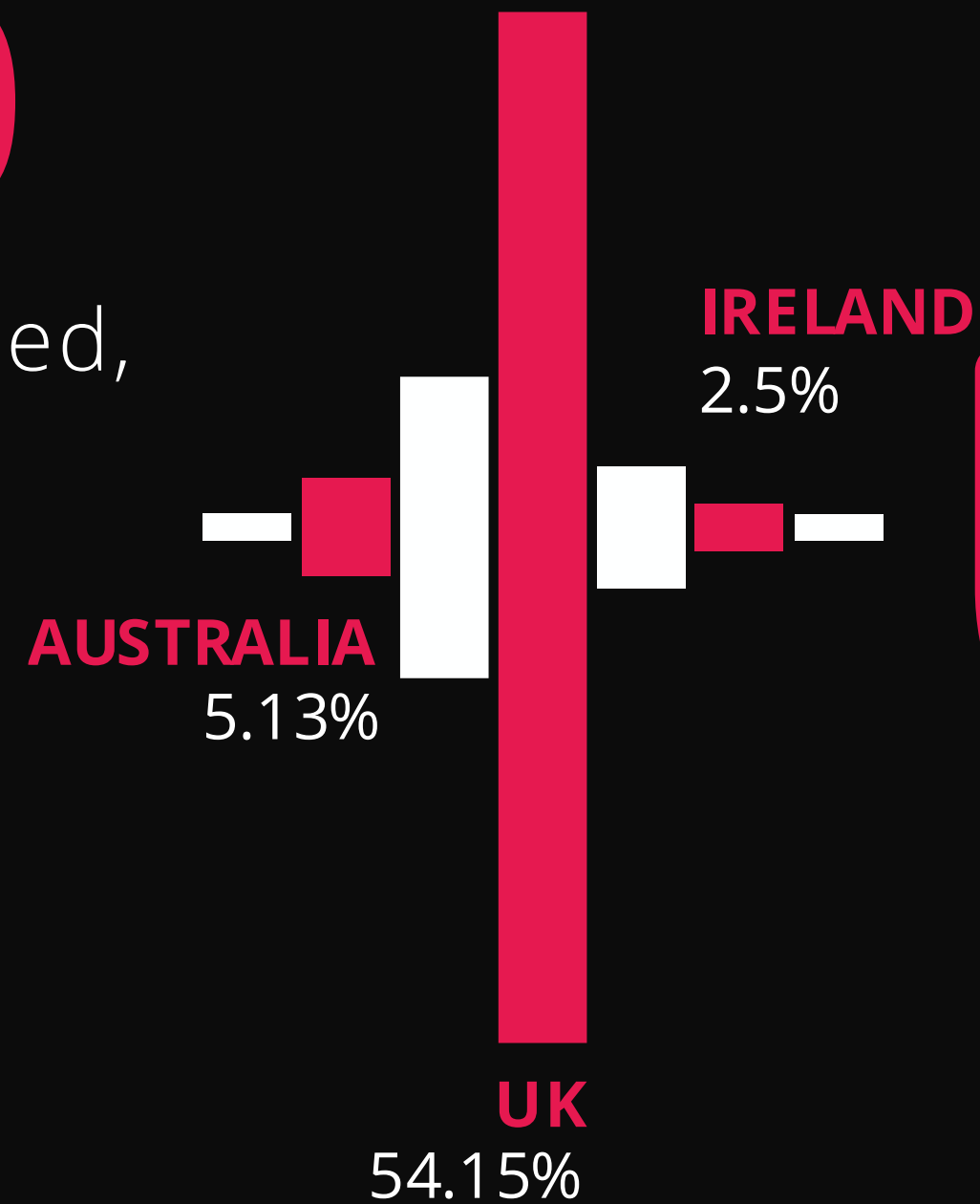




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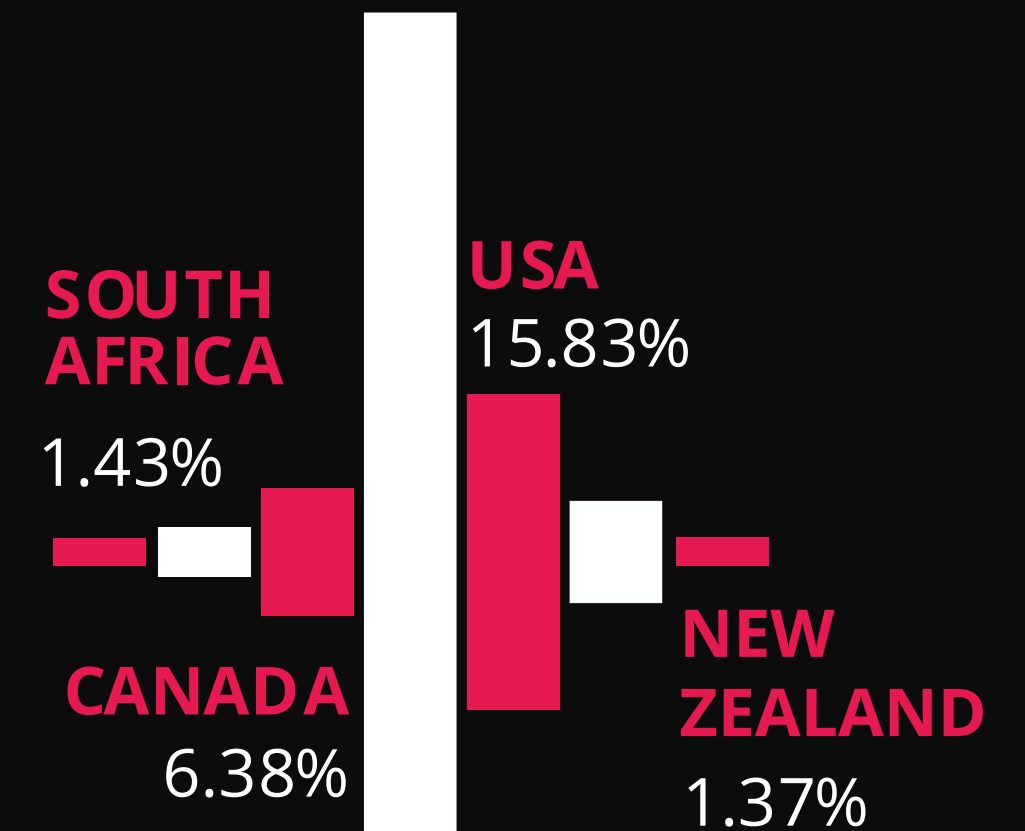
THE BURNT CHEF JOURNAL

Over **100**
countries reached,
including:



62
PODCAST
EPISODES

76k
DOWN
LOADS



Supported by...

Lamb Weston®

THE BURNT CHEF JOURNAL



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Mental illness is nothing to
be ashamed of, but stigma
and bias shame us all.

Bill Clinton

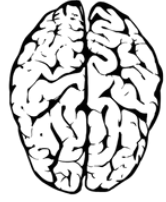




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THE BURNT CHEF EVENTS



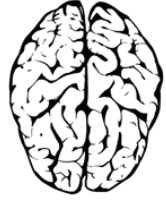
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“TO BE AN AMBASSADOR FOR TBCP ENABLES
ME TO CONTINUE WITH LIVING A LIFE
WITHOUT FEEDING ADDICTION TO ESCAPE
THE INNER TURMOIL OF MY OWN MENTAL
HEALTH.”

DUNCAN

AMBASSADOR



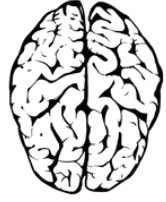
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IT'S AN HONOUR TO VOLUNTEER MY TIME TO
EMPOWER PEOPLE WITH THE KNOWLEDGE
THAT SUPPORT IS THERE.

WE CAN DO WHAT WE LOVE WITHOUT
SACRIFICING OURSELVES.

VICTORIA
AMBASSADOR



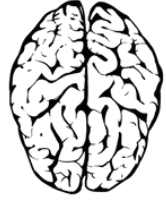
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PROJECT



IT'S A SMALL PRICE TO PAY TO HOPEFULLY
INSPIRE OTHERS TO SEEK SUPPORT WHEN
THEY REALLY NEED IT...
BEFORE BURN OUT OR WORSE.

ALEX

AMBASSADOR

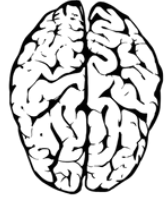


THE BURNT CHEF
PROJECT



I FOUND MYSELF COMPLETELY BURNT OUT AND
SUFFERING FROM ADDICTION AND DEPRESSION.
I KNEW THAT I WAS NOT THE ONLY ONE.
RATHER THAN LEAVING AN INDUSTRY I LOVE, I
WANTED TO USE MY EXPERIENCES TO MENTOR
HOSPITALITY LEADERS TO DO BETTER.

MICHELLE
AMBASSADOR



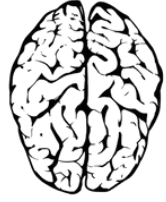
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PROJECT



“IF I CAN HELP ONE PERSON WHO WAS IN THE
SAME HEAD SPACE I WAS IN THEN I FEEL THAT I
HAVE GIVEN SOMETHING BACK AND
HONOURED THOSE WHO HELPED ME.”

ALEX

AMBASSADOR



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I WANTED TO HELP THE MANY, MANY CHEFS I
WORK WITH DAILY - MOST HAVE BECOME
FRIENDS.

JO

AMBASSADOR



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PROJECT



Instead of advertising for someone who is resilient and can handle high levels of stress, why don't we look at why stress and resilience are required in the first place?

People are only human, after all.

Kris Hall





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PROJECT

HOSPITALITY

is the hub of every emotion, and the intersection of so many
stories.



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PROJECT

FIRST DATES,
BREAK UPS,
MAKE UPS,



THE BURNT CHEF
PROJECT

AND THE HOST
OF

LIFE LONG
COMMITMENTS.



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PROJECT

THE CONGRATULATING OF
NEW JOBS AND A
CHEERS
TO RETIREMENTS.



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PROJECT

WORK LUNCHES

BOTTOMLESS

'BRUNCHES AND

LATE NIGHT PARTIES.



THE BURNT CHEF
PROJECT

FOOD WITH
FRIENDS
AFTERTNOON TEAS
'AND EARLY MORNING
LATTES.



THE BURNT CHEF
PROJECT

NEW LIFE

CELEBRATIONS

AND END OF LIFE

COMMEMORATIONS.



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PROJECT

EVERY
OCCASION,
ALL MADE POSSIBLE
BY **YOU.**



THE BURNT CHEF
PROJECT

“

Mental health is an issue that should be spoken about out loud. I'm honoured to be part of this collective of chefs uniting together to fight against this silenced stigma.

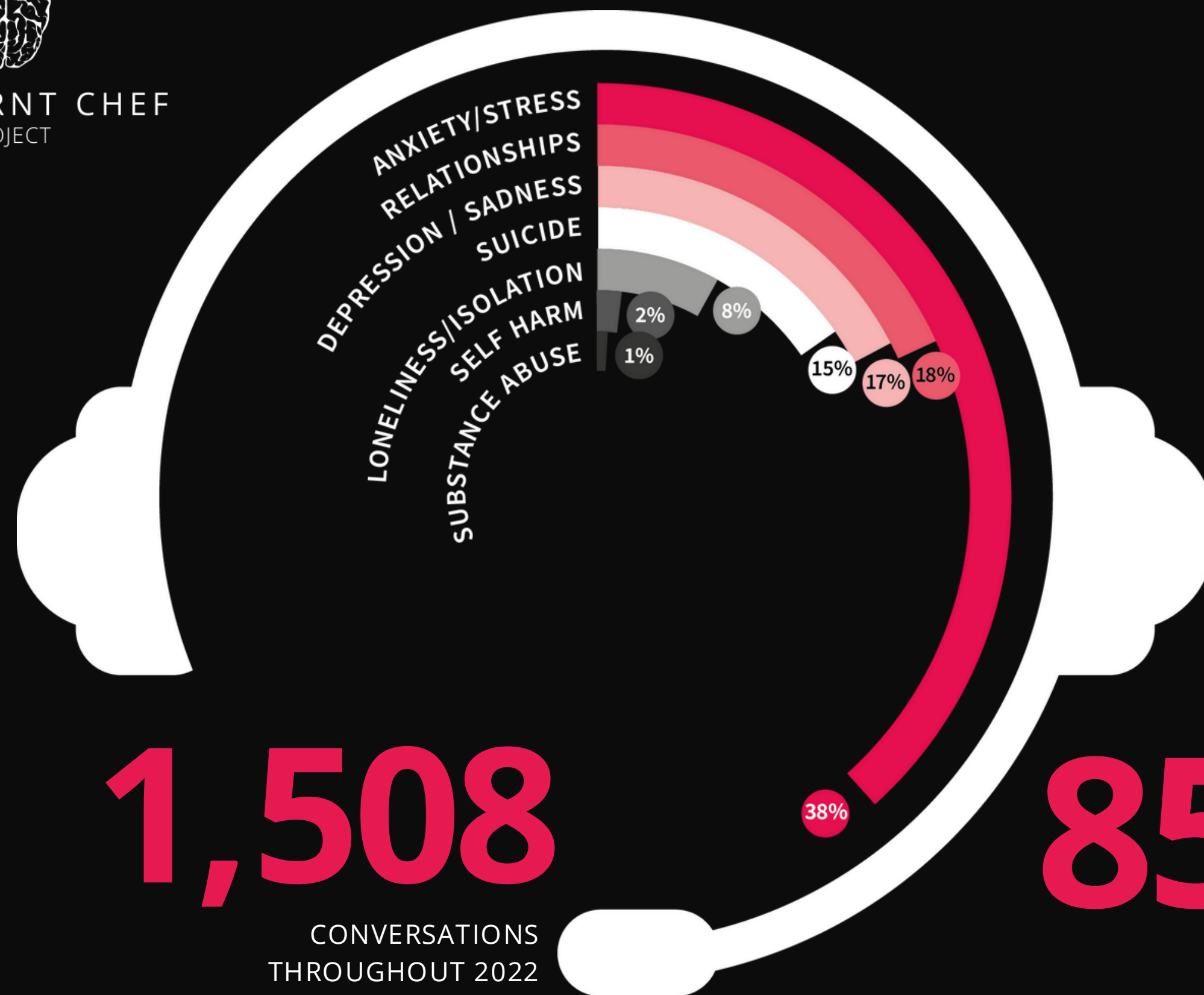
Lara Norman

”





THE BURNT CHEF
PROJECT



1,508

CONVERSATIONS
THROUGHOUT 2022

85%

SAID THEY FOUND THE
CONVERSATION HELPFUL

AVERAGE COST TO THE PROJECT
PER TEXTER = £5.98



THE BURNT CHEF
SUPPORT SERVICE

Text **BURNTCHEF** to **85258**

24/7 | FREE | CONFIDENTIAL

THE BURNT CHEF SUPPORT



THE BURNT CHEF
PROJECT

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



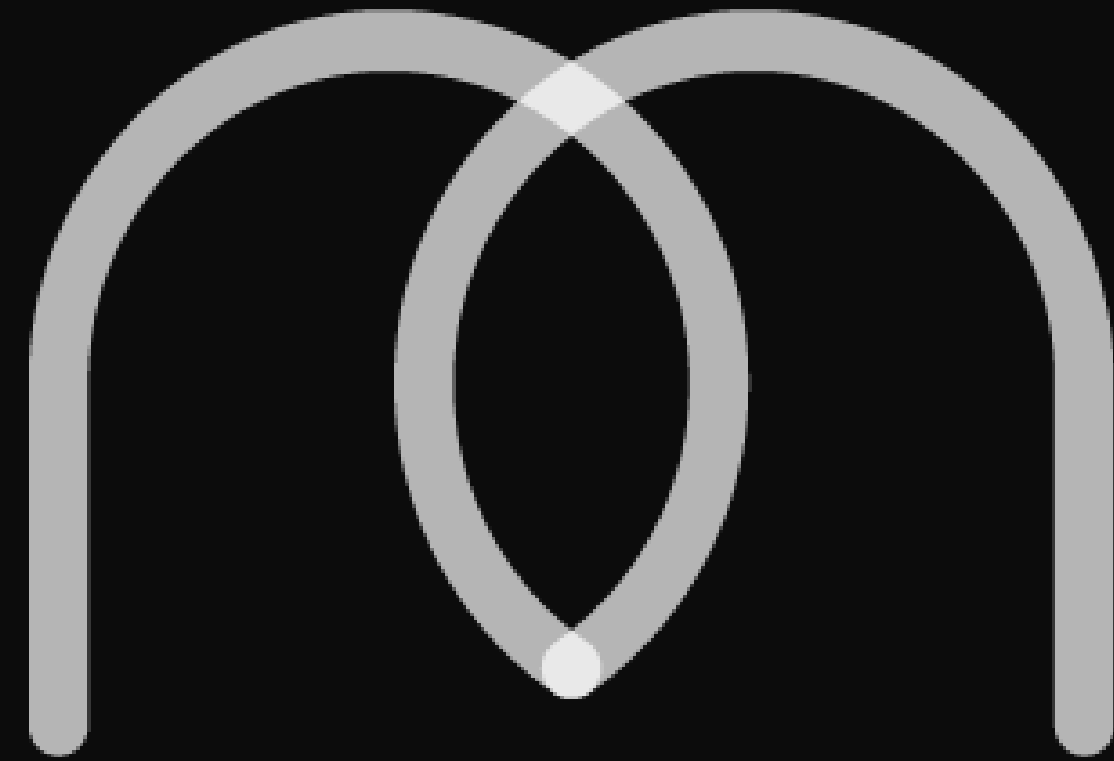
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PROJECT

AMBASSADOR
SCHEME



THE BURNT CHEF
PROJECT

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



MHFA England



THE BURNT CHEF
PROJECT

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



THE BURNT CHEF
LEADERSHIP APPRENTICESHIP

Powered by



THE BURNT CHEF SERVICES

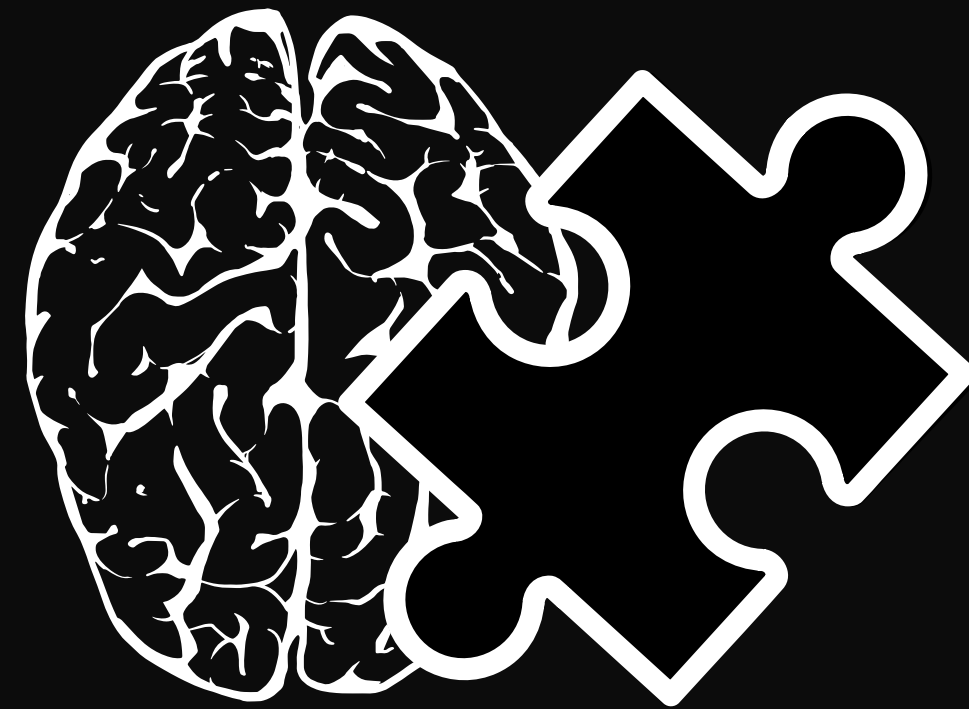


THE BURNT CHEF
PROJECT

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

Available globally in 9 different
languages

Trusted by the NHS



THE BURNT CHEF
PROJECT

In partnership with





THE BURNT CHEF
PROJECT

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
DIAGNOSTIC TOOL

Powered
by
Peopleful

THE BURNT CHEF SERVICES



THE BURNT CHEF
PROJECT

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



THE BURNT CHEF
ACADEMY



THE BURNT CHEF
PROJECT

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
SUPPORT SERVICE

Text **BURNTCHEF** to **85258**

24/7 | FREE | CONFIDENTIAL

THE BURNT CHEF SERVICES



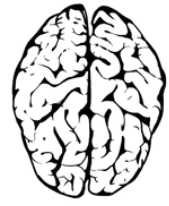
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The Burnt Chef Podcast.
Fighting mental health
stigma and inspiring change
one guest at a time



THE BURNT CHEF
JOURNAL

THE BURNT CHEF SERVICES



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**Do you need me to just
listen or offer advice?**





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Highly engaged employees make
the customer experience.

Disengaged employees break it.

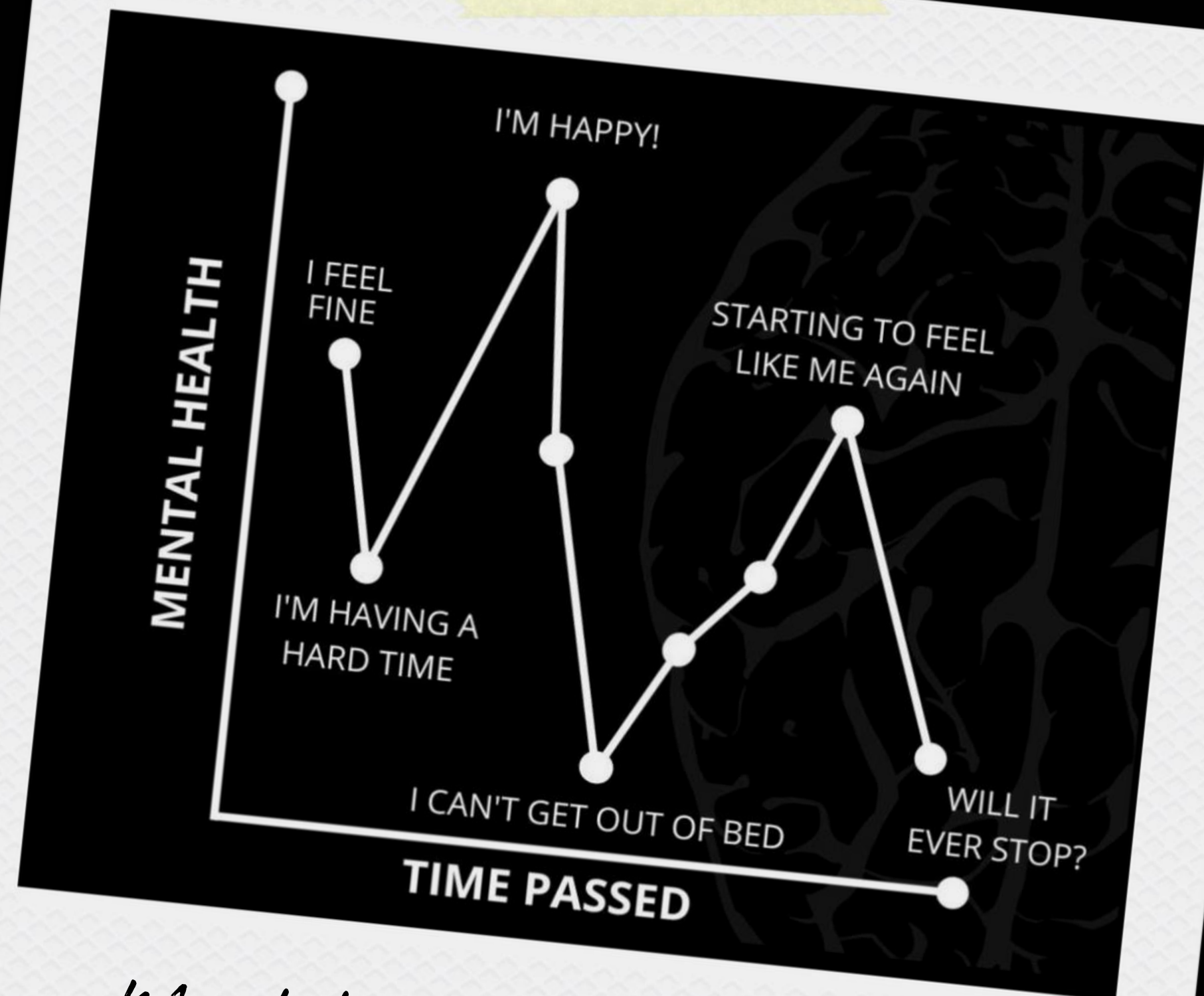
Timothy R. Clark



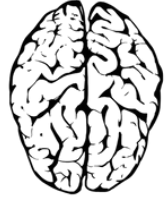


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PROJECT

**We often say 'I'm fine'
when we're not.**



*Mental ill health can look
like...*



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PROJECT

**GRAPES MUST BE CRUSHED TO MAKE WINE.
DIAMONDS FORM UNDER PRESSURE.
OLIVES ARE PRESSED TO RELEASE OIL.
SEEDS GROW IN DARKNESS.**

**WHENEVER YOU FEEL CRUSHED, UNDER
PRESSURE, PRESSED, OR IN DARKNESS,
YOU'RE IN A POWERFUL PLACE OF
TRANSFORMATION.**

LALAH DELIA





THE BURNT CHEF
PROJECT



FUCK

STIGMA

THE BURNT CHEF
PROJECT