



THE BURNT CHEF
PROJECT

WORK WITH US

BREAKING STIGMA
HEALING THE INDUSTRY



THE BURNT CHEF
PROJECT

OUR STORY

The Burnt Chef Project CIC is a registered global non-profit social enterprise dedicated to stamping out mental health stigma within the global hospitality industry through education and awareness and providing support to those who may be struggling with their wellbeing.



www.goodmarket.global



Social
Enterprise UK



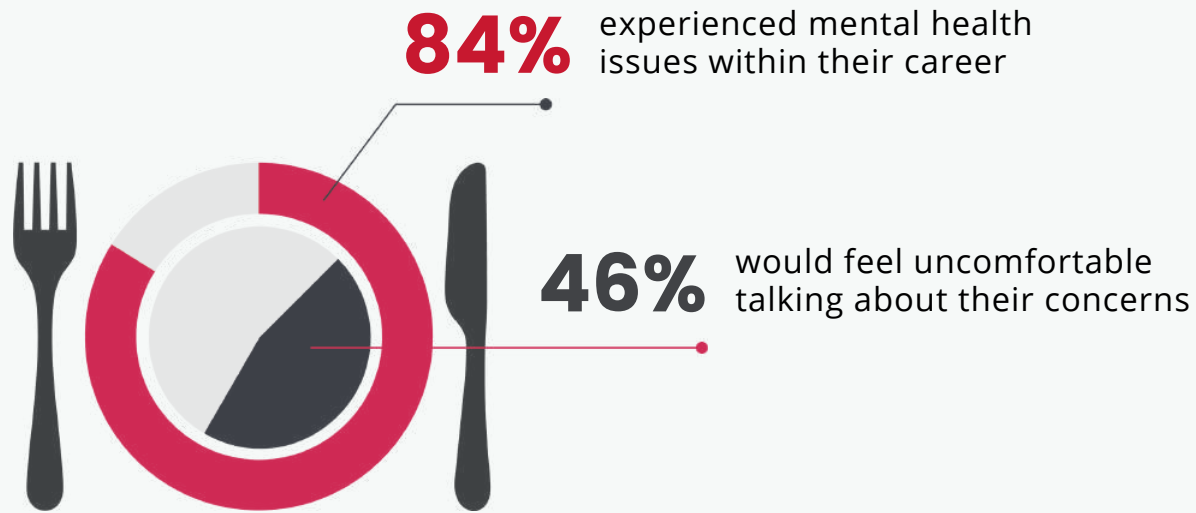
THE ORIGIN STORY

ALL YOU NEED TO KNOW ABOUT THE 'WHY' AND THE 'HOW'





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In May 2020 we 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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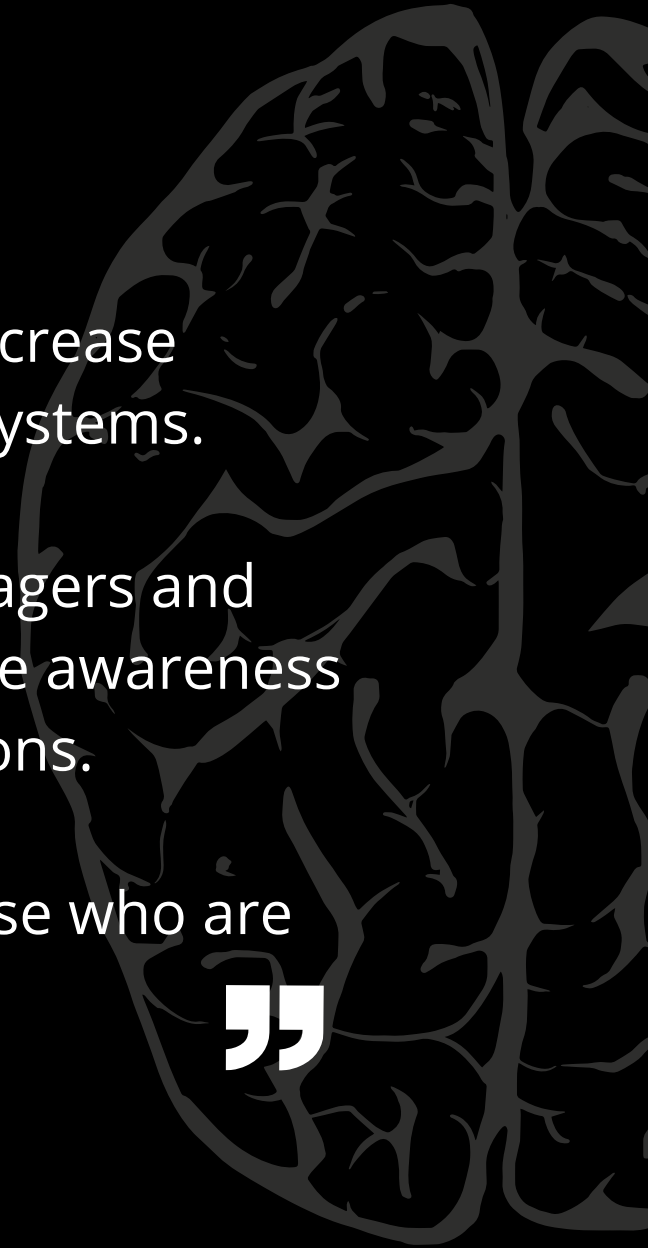
“

We work with HR and People teams to increase engagement of wellbeing strategies and systems.

We 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 supportive structures to those who are experiencing ill mental health.

”





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WHY WORK WITH US?



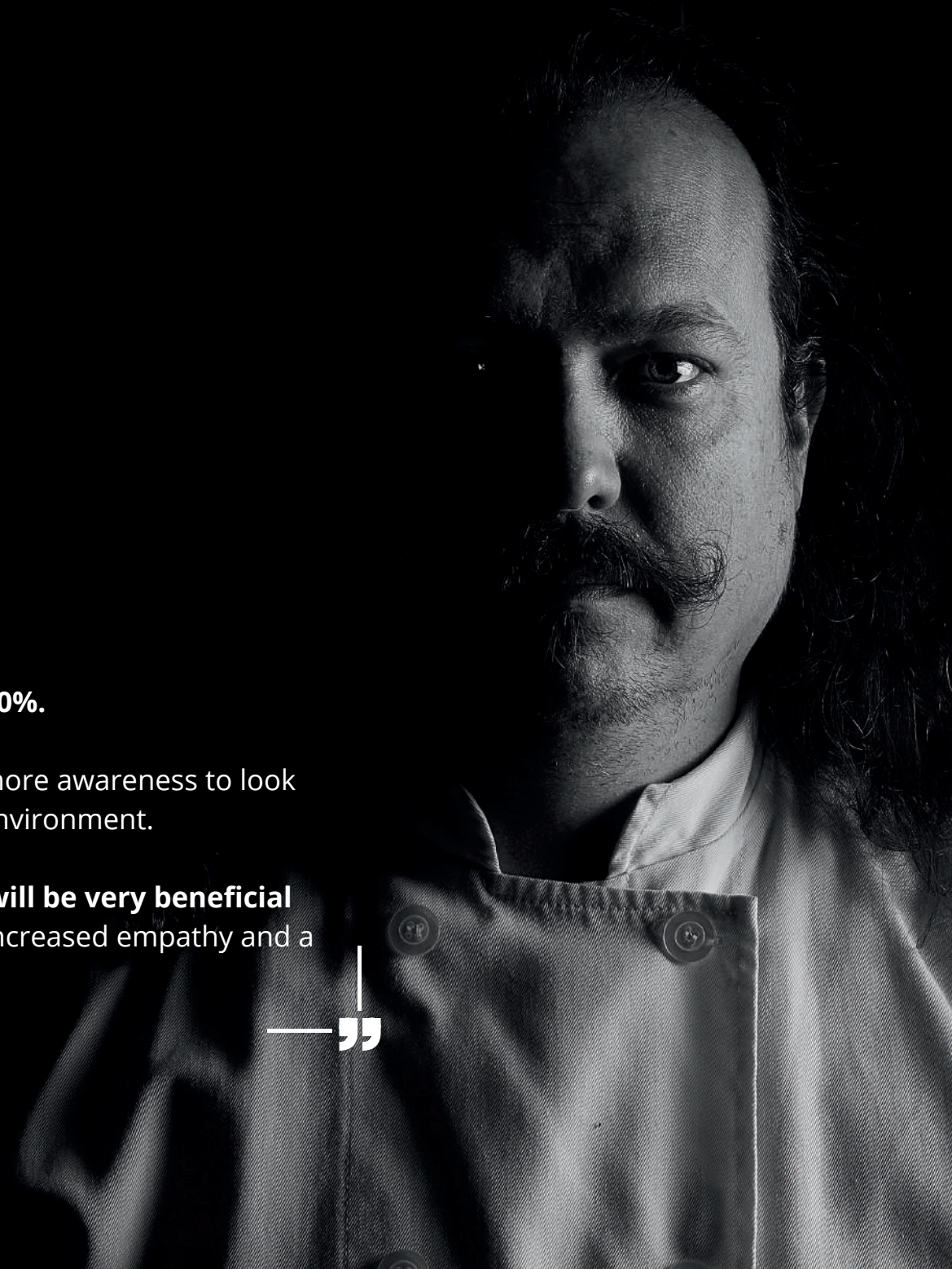
"Since the training confidence levels rose from 65% to 90%.

Our managers not only feel more confident but also have more awareness to look after their own mental health, leading to a healthier work environment.

It is having such a positive impact on our teams and It will be very beneficial in their workplace, leading to improved communication, increased empathy and a healthier work environment."

Janene Pretorius Director of People & Culture

THE
WOLSELEY
HOSPITALITY GROUP



WE STRIVE TO SUPPORT OUR COMMUNITY
AND BRING PEOPLE TOGETHER FROM
ACROSS THE GLOBE.



THE BURNT CHEF
JOURNAL

100+

GUESTS INCLUDING

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

PODCAST
EPISODES



132,000
DOWNLOADS



THE BURNT CHEF
SUPPORT SERVICE

Text BURNTCHEF to 85258
24/7 | FREE | CONFIDENTIAL

WE'VE FACILITATED

7,943

CONVERSATIONS &
PROVIDED **FREE** MENTAL
HEALTH SUPPORT
AROUND THE CLOCK

OVER 180

COUNTRIES REACHED WITH OUR
MESSAGE



THE BURNT CHEF
PROJECT
AMBASSADOR
SCHEME



400

INTERNATIONAL PEER
SUPPORT NETWORK
AMBASSADORS

WE'VE CONSISTENTLY DEVELOPED OUR
TRAINING OPTIONS TO REFLECT THE
NEEDS OF THE INDUSTRY.

26

NEW TRAINING MODULES
LAUNCHED FOR **FREE** INCLUDING

RETENTION OF EMPLOYEES | MENOPAUSE FOR
EMPLOYEES | FINANCIAL HEALTH | SUICIDAL
BEHAVIOURS | BREATHWORK | SLEEP

750 MENTAL HEALTH FIRST AIDERS
TRAINED IN HOSPITALITY
SPECIFIC MHFA



MHFA England

7,600

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

OVER
65,500

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

21,833

OVER

6,000

STUDENTS TRAINED FOR **FREE** IN
MENTAL HEALTH AWARENESS
AND STRESS REDUCTION ACROSS
172 CULINARY COLLEGES

TRAINING SESSIONS AVAILABLE

The Burnt Chef Project offers a range of workplace training programs and qualifications designed to develop your teams understanding of wellbeing subjects and improve the confidence and skillsets of your managers.

With over 14 different training options and multiple qualifications available, we've added them all to a handy training brochure which includes pricing and key deliverables.

Training modules include:

- Managers Introduction to Mental Health Awareness
- Mental Health Wellbeing Champion
- How to Confidently Manage Mental Illness in the Workplace
- Understanding Menopause for Managers
- Inclusive Leadership - EDI
- Alcohol and Drug Addiction Awareness
- Spotting, Managing, and Preventing Burnout
- Sexual Harassment Awareness and Response
- Resilience Training
- Mental Health First Aid
- Suicide First Aid
- Level 3 Award in Understanding Mental Health for Managers
- Level 4 Hospitality and Workplace Management Apprenticeship
- Level 7 Strategic Approaches to Mental Health and Wellbeing for HR Professionals

EVERY SESSION PURCHASED RELEASES FUNDS FOR OUR NOT-FOR-PROFIT WORK

CORPORATE AMBASSADOR SCHEME

Launch the Corporate Ambassador Scheme within your organisation. Designed to train and empower a select group of team members to become advocates and changemakers in mental health, wellbeing, and inclusive workplace practices.

This scheme aims to:

- Equip ambassadors with knowledge, confidence, and practical tools across key wellbeing and inclusion topics.
- Create safe, supportive workplace environments.
- Showcase your commitment to mental health and EDI.
- Collate qualitative impact stories and data to present board meetings and to new recruits

Core Training Modules:

Each selected Ambassador will be trained in the following key areas:

- Suicide First Aid (SFA - City and Guilds Assured | 3 hours
- Mental Health Champions Training | 3.5 hours
- Neurodiversity Awareness | 1 Hour
- Sexual Harassment Awareness & Response | 3 Hours
- Menopause Awareness | 3 Hours
- Inclusive Leadership - Equity, Diversity & Inclusion (EDI) | 3.5 Hours
- The Burnt Chef Project Ambassador Scheme & E-learning

*Training to be delivered through face-to-face or online sessions via our global training network

*A maximum of 10 individuals can sign up for each scheme

* There are **free** additional spaces included for most training options to a max of 20 for non Corporate Ambassador delegates
(SFA additions would be charged at £135pp)



**£9,000
PACKAGE PRICE**

GLOBAL EMPLOYEE ASSISTANCE PROGRAM



Reduce turnover



Boost morale & engagement



Improve performance



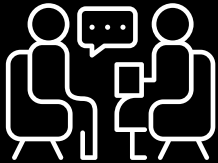
Enhance employee wellbeing

Designed specifically to meet the unique needs of each hospitality team, our EAP service is now available to support your team, when they need it the most. Ensuring the mental health and wellbeing of your employees is not only beneficial for them but also crucial for the overall success and sustainability of your business.



24x7 Adviceline

- 24/7/365 days a year, freephone call, text, WhatsApp, or live chat adviceline (Global)
- Confidential in-the-moment support
- Staffed by fully qualified counsellors without the need to go through a call handler or advisor first
- Available for team and family members



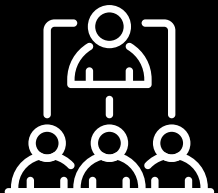
Structured Solution Focussed Therapy (SFT)

- Access to free clinical referral
- Access to up to 6 counselling sessions face-to-face, telephone, or online



Lifestyle Services

- Information on all work/life issues and access to professional support services offering emotional, psychological, and practical help.
- Debt Advice and Information (Global)
- Family & Eldercare Support Advice (Global)
- Relationship Support
- Life Coaching
- Mindfulness Coach
- Balancy Wellbeing App



Managerial Adviceline

- Free information and support for people leaders
- Wellbeing advice for managers and wellbeing champions supporting others

£5

PER PERSON PER YEAR

GLOBAL EMPLOYEE ASSISTANCE PROGRAM

The ROI of Investing in Mental Health Support

Supporting the wellbeing of your team isn't just the right thing to do—it's a smart business decision too. Based on industry-standard data and a conservative engagement rate, here's how our EAP (Employee Assistance Programme) delivers real return on investment.

The Numbers – UK Example

- 👤 400 employees
- 💷 £5 per employee, per year
- 📈 5% engagement rate (20 employees using the service annually)
- 💰 Estimated annual savings per engaged employee: £800
(includes reductions in absenteeism, presenteeism, and staff turnover)

Annual Investment

Total Cost: £2,000

Annual Benefit

Total Estimated Savings: £16,000

Your Return

ROI: 700%

That means for every £1 invested, your business could save £7 in recovered productivity, reduced absences, and improved retention.

Why It Matters

Mental health support isn't just a perk—it's a performance driver. Even with a modest 5% engagement, the returns are significant. Imagine the impact with greater awareness, access, and adoption across your teams.



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.



93%

OF PEOPLE HAS SAID IT HAS HELPED THEM MODERATELY OR EXTREMELY

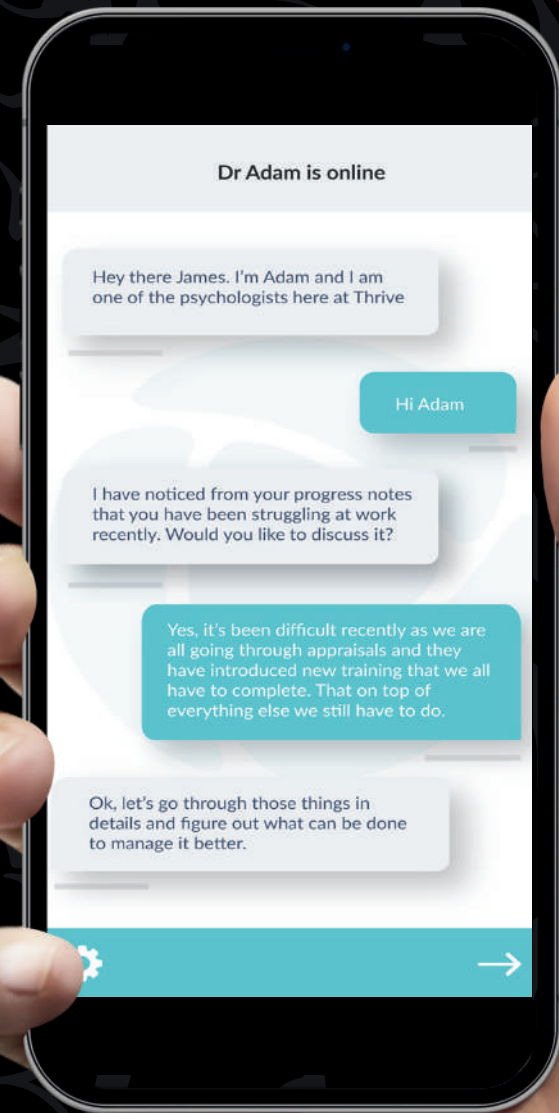
82% Thrive Recovery Rate

COMPARED TO THE NHS AT 56%

"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."

Duncan, an Ambassador for The Burnt Chef Project



FROM
£25
PER PERSON PER
YEAR

DON'T TAKE OUR WORD FOR IT...

“

We found the session very insightful and that it is important to raise awareness around the topic as not only this will benefit herself, but she will now be able to help and maybe spot a colleague in need.

I myself found the session very interesting and engaging, loved the interacting bits. I think it is crucial to talk more about mental health in the Hospitality industry and make it an OK topic of discussion; I also think the content regarding working on prevention strategies, learning how to cope with mental health issues before it becomes a bigger problem.

Carlotte Torrione - Human Resources Officer
Belmond Group - Trains and Cruises



BELMOND

”





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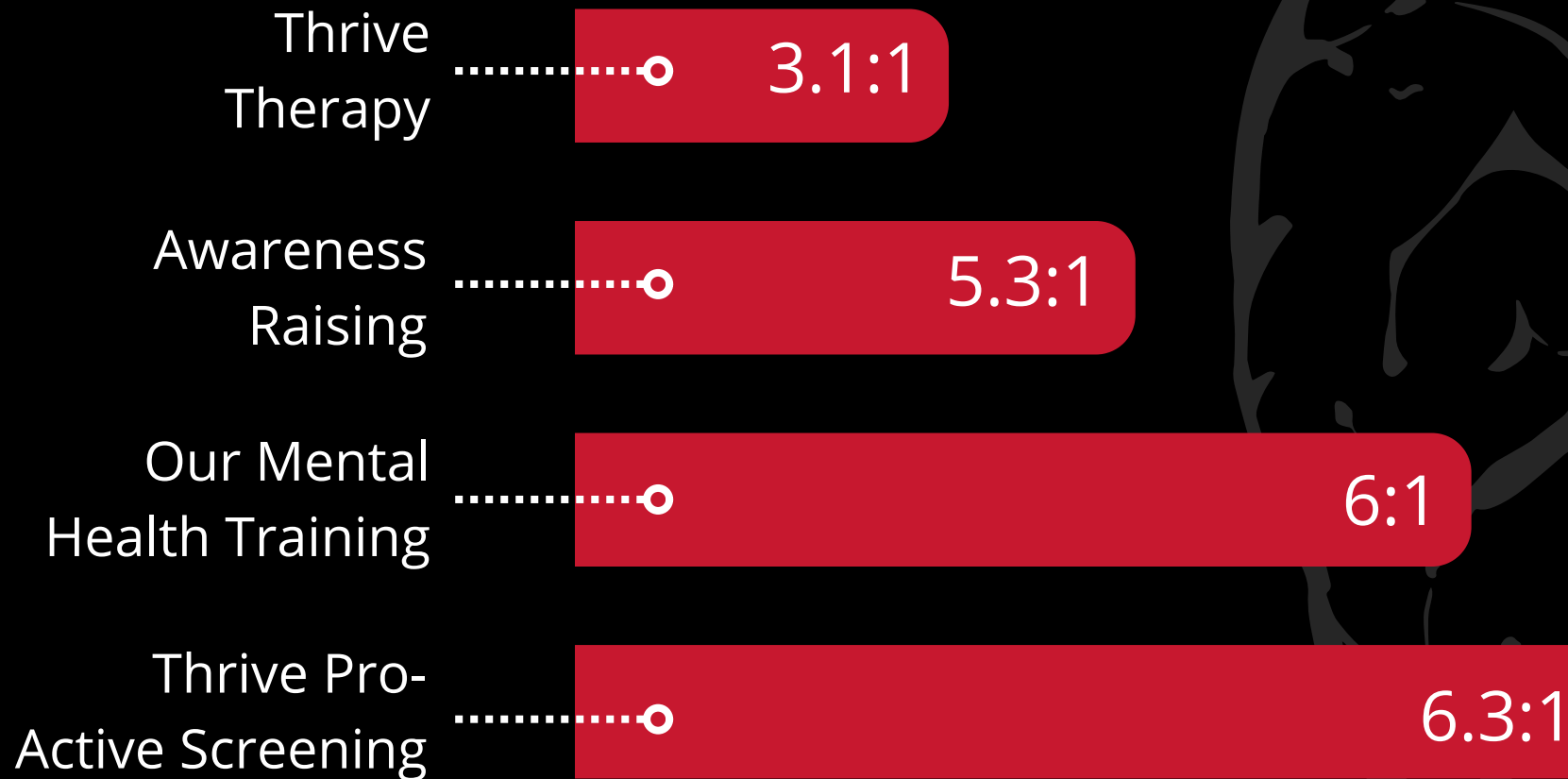
In 2018, a total of 6,507 suicides were registered in the UK, 686 more deaths than in 2017 (11.8% increase)



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)



WHAT BENEFITS CAN COME FROM A BURNT CHEF PROJECT PARTNERSHIP?



Deloitte Mental Health Report 2022: Average ROI by type of intervention



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ROADMAP

MENTAL HEALTH STRATEGY

LAUNCH/ACTIVATION

1. Review any existing data to ensure roadmap has best chance of success
1. Introduce The Burnt Chef Project to leadership team
2. Cascade communication through all employees
3. Hold launch event
4. Detail next steps including resources & training

ROLL OUT TRAINING

1. Launch training with leadership teams and wellbeing champions
2. Gather feedback
3. Follow up training in different areas to improve confidence
4. Identify gaps and target accordingly

LAUNCH SUPPORT SYSTEMS

Full launch event for support systems including wellbeing champions and leaders

- Empowers individuals to manage their own mental health
- Reduces risk of critical illness
- Improves recovery rate and productivity
- Reduces turnover related to mental illness and boosts recruitment interest
- Gather MI reporting data and review

REVIEW PROGRESS

1. Review data points
2. Ensure impact targets are being met
3. Deliberate next steps
4. Gather testimonials

FINISH



THE BURNT CHEF
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The Burnt Chef Project challenges mental health stigma whilst educating and supporting individuals and businesses within the hospitality ecosystem

84% experienced mental health issues within their career

46% would feel uncomfortable talking about their concerns

We're here to change that...



WWW.THEBURNTCHEFPROJECT.COM
FOLLOW ON SOCIAL MEDIA



**BUT I'M
FIT AND
HEALTHY**

IT'S EASY TO NEGLECT
OUR MENTAL HEALTH...

REACH OUT AND TALK
TO US

FOR FREE, CONFIDENTIAL
SUPPORT WHEN YOU NEED IT

We're here to change that...



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FOLLOW ON SOCIAL MEDIA





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LEAD THE CHANGE IN 2025

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



[theburntchefproject](https://www.instagram.com/theburntchefproject)



[The Burnt Chef Project](https://www.facebook.com/TheBurntChefProject)



[burnt_chef](https://twitter.com/burnt_chef)

<http://www.theburntchefproject.com>

