



THE BURNT CHEF  
PROJECT

**IMPACT**  
**REPORT**  
**2023-2024**

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# INTRODUCTION

**In an industry renowned for its creativity, passion, and relentless pursuit of excellence, the hospitality world often demands extraordinary dedication and resilience from its professionals.**

However, behind the scenes of the vibrant venues and culinary successes lies a stark reality—one of mental health struggles, burnout, and emotional exhaustion.

Since its inception, the Burnt Chef Project has been committed to creating a safer, more supportive environment for all those who work in hospitality.

This report highlights the impact of our initiatives over the past year, showcasing the strides we have made towards our vision of a mentally healthier and more sustainable industry.

From training programs and workshops, global therapy options, to community-building efforts and awareness campaigns, the Burnt Chef Project has reached thousands of individuals around the globe, helping to foster a culture of openness and support.

As we reflect on the successes and lessons learned, this impact report not only serves as a testament to the progress made but also as a call to action. There is still much work to be done, and our commitment to improving mental health in hospitality remains as strong as ever.

Together, with the continued support of our partners, volunteers, and the wider hospitality community, we can continue to drive meaningful change and build a brighter, healthier future for everyone in the industry.



**KRIS HALL**  
**FOUNDER**

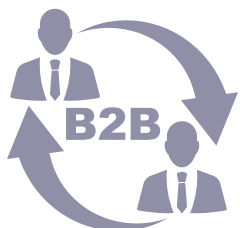
# OUR STORY SO FAR...

## OUR MISSION

The Burnt Chef Project was founded in 2019 with a mission to confront and address challenges head-on, burning the silence surrounding mental health in the hospitality sector and providing tangible tools and resources to tackle the alarmingly high rates of mental illness within the sector.

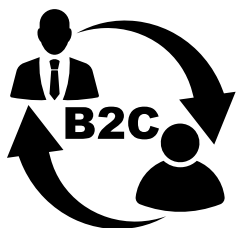
As a Social Enterprise we use three arms of our business in order to achieve this goal.

This includes a variety of resources:



### Business Services

- Training workshops
- Therapy options
- Sponsorships
- Consultancy
- Networking events



### Consumer Services

- Ecommerce store
- Podcast
- Fundraising events
- E-learning



### Charitable Services

- Peer support
- College talks
- Free access to e-learning
- Mentorship
- Free access to global therapy services

## OUR PURPOSE

The purpose of the Burnt Chef Project is to eradicate mental health stigma in the hospitality industry, providing education, resources, and support to professionals at all levels.

By fostering open conversations about mental health, delivering tailored training, and creating a community of support, the Burnt Chef Project aims to create a safer, more sustainable working environment where individuals can thrive both personally and professionally.

Ultimately, the project seeks to improve the overall well-being of hospitality workers, ensuring that they can pursue their passion for the industry without sacrificing their mental health.

# 85%

OF HOSPITALITY  
**PROFESSIONALS**  
REPORT EXPERIENCING  
**POOR MENTAL  
HEALTH**

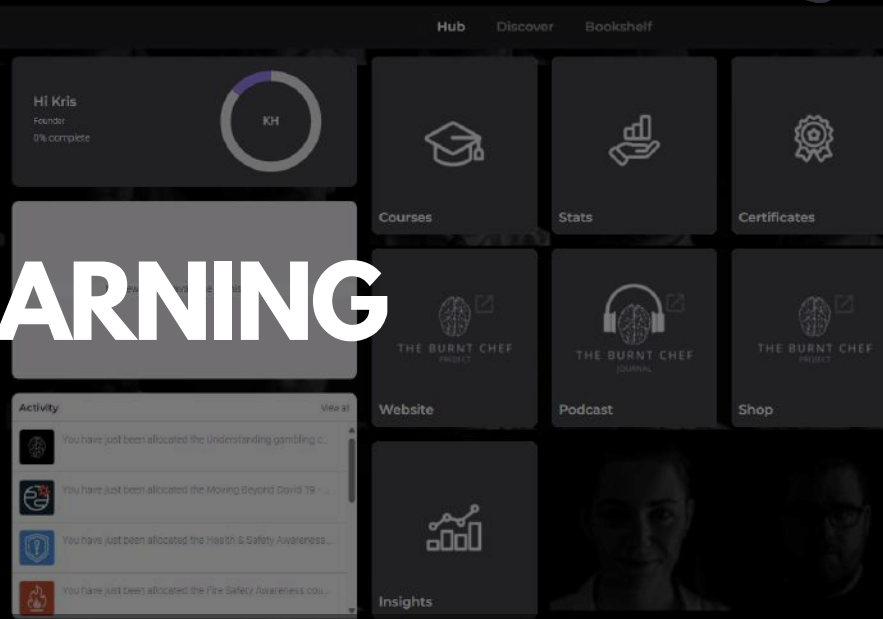
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# OPTIONS FOR INDIVIDUALS



## E-LEARNING

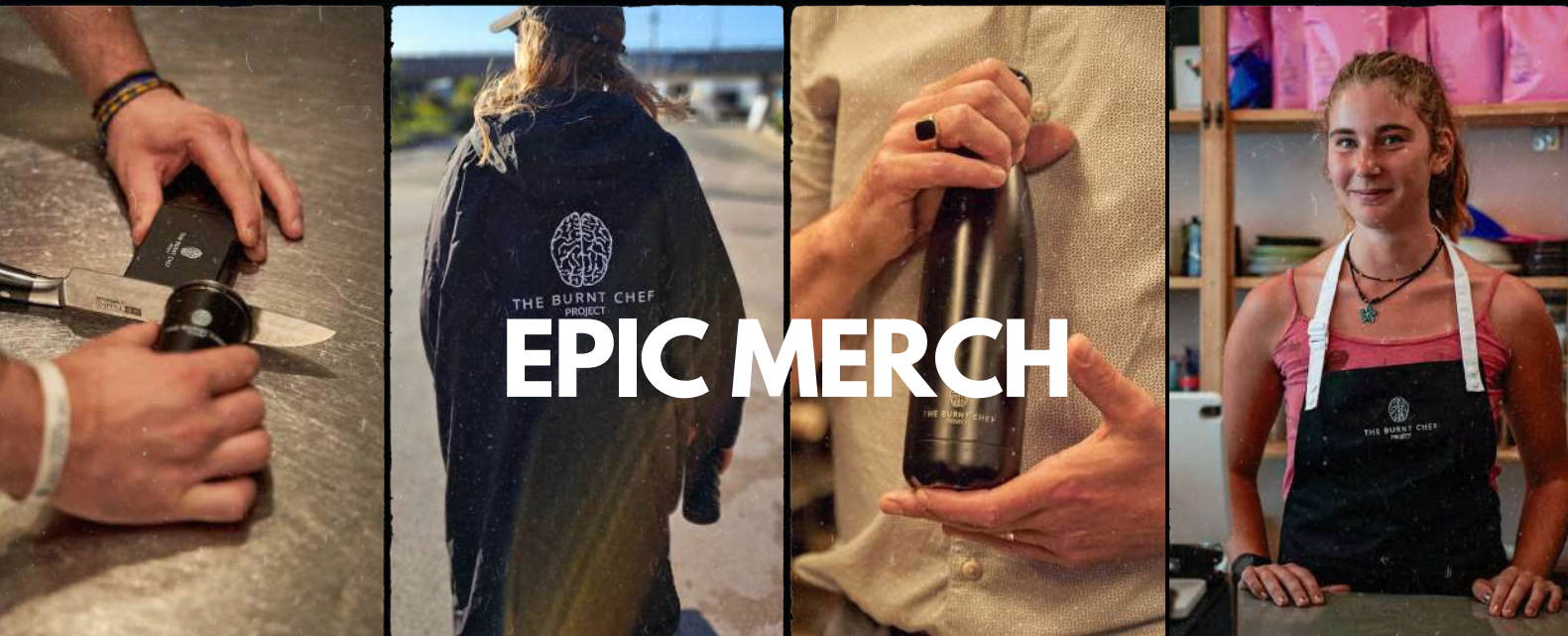
THE BURNT CHEF  
ACADEMY



## FREE SUPPORT



## EPIC MERCH



# OPTIONS FOR FOR BUSINESSES

## WORKSHOPS



## GLOBAL THERAPY



### CREATING A GLOBAL PEOPLE STANDARD IN THE HOSPITALITY INDUSTRY

#### WHY IS IT IMPORTANT?

- Multiple schemes available but not specific to the unique challenges of our industry
- Other schemes can be slow to respond to changes in the industry
- Other accreditation schemes not backed by science
- Cost of entry can be expensive so price is a barrier
- You don't always get clear feedback on improvements required to get to the goal
- Other schemes may not be adopted so readily by

## ACCREDITATION

#### THE BENEFITS

- for organisations who participate
- ✓ Access to scientifically-valid data about the wellbeing of your employees on which to make informed decisions
  - ✓ Compliance with/ creation of a new psychological health and safety standard within hospitality
  - ✓ Positive image and reputation to attract customers, new recruits and better retain employees
  - ✓ Use of The Burnt Chef Project Accreditation logo



# THESE ARE MORE THAN JUST NUMBERS...

**£1.46  
MILLION**

**COST TO THE  
ECONOMY FOR  
EVERY LIFE LOST  
TO SUICIDE**

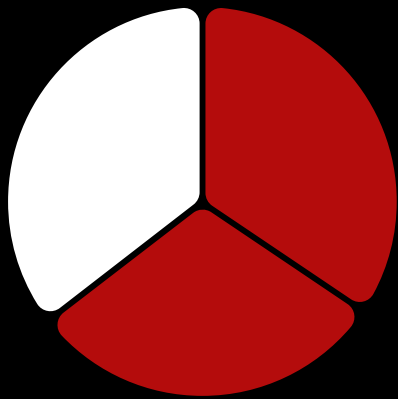
SAMARITANS

**ANNUAL COST TO U.S ECONOMY  
FROM MENTAL ILLNESS COSTS**

*(WHICH IS EQUIVALENT TO THE AVERAGE  
ECONOMIC RECESSION)*



**\$282  
BILLION**



**EMPLOYMENT PRODUCTIVITY  
LOSSES ACCOUNT FOR 33% OF  
ALL SUICIDE COSTS IN 2022**

SAMARITANS

**579  
PEOPLE**

**THE NUMBER THAT HAVE  
MESSAGED THE BURNT CHEF  
PROJECT ABOUT SUICIDE IN 2023**

**...THESE ARE PEOPLE WE  
CARE ABOUT**







# TRAINING THE FUTURE

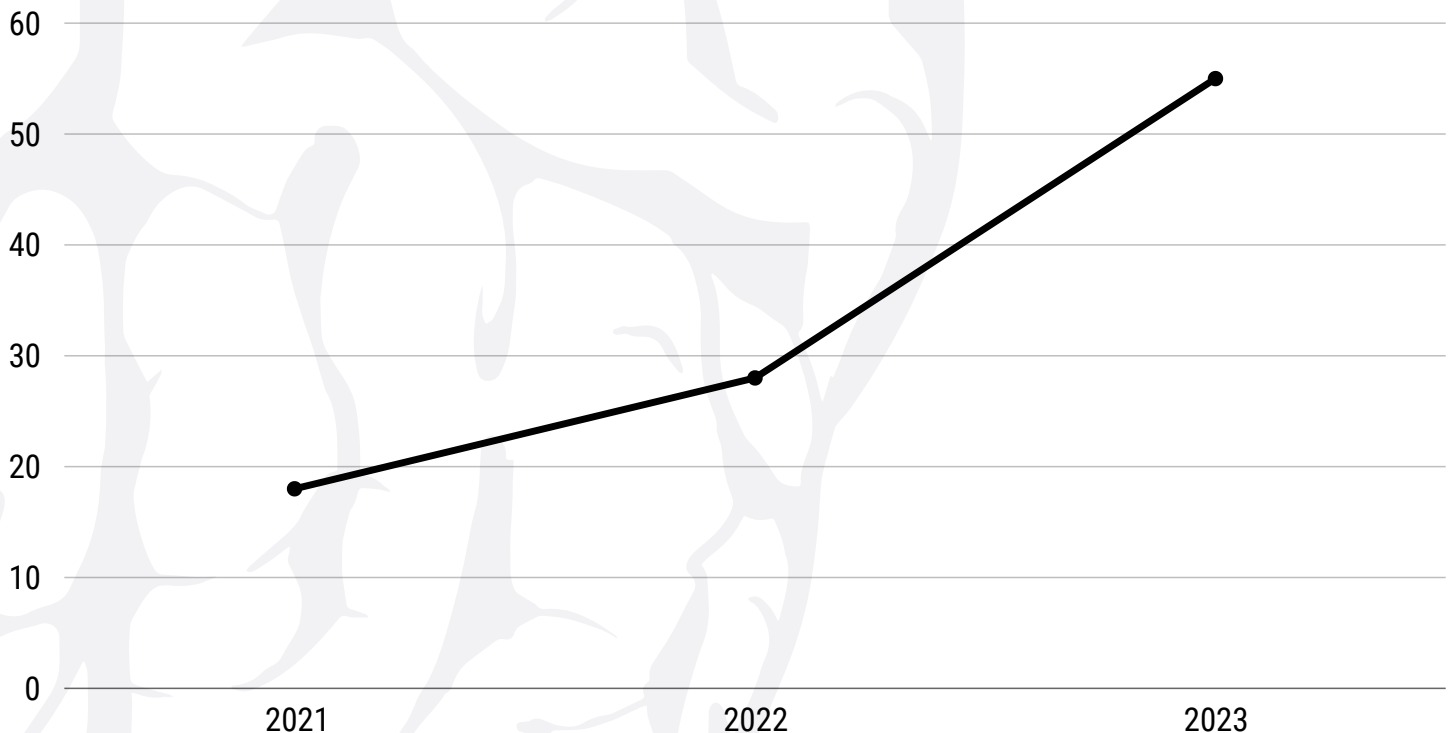
The Burnt Chef Project is dedicated to training hospitality & catering colleges around the globe because education is a powerful tool in shaping the future of the industry. By reaching students at the beginning of their careers, we can instill a strong foundation of mental health awareness, resilience, and well-being practices.

By equipping future chefs, managers, and hospitality workers with the tools and knowledge they need to support themselves and their colleagues, we are laying the groundwork for long-term cultural change in the industry.



SAVOY EDUCATIONAL TRUST

Colleges Trained



55

Colleges trained in mental health awareness

2,045

College students trained

6

Different countries reached



“

I have a few students in that group that suffer from anxiety (declared on their original application form) your words of wisdom today have given them an insight into mental health in hospitality and how they can look after their wellbeing on a day-to-day basis, it was very informative

**Lecturer**”

“

The training provided by TBCP gave our teams a deeper understanding of mental health, leaving them equipped with invaluable knowledge and tools to support themselves and their teams with compassion and confidence. The training was clear, informative without being overwhelming

**Lecturer**”

“

I've learnt to speak about mental health so that it doesn't progress onto bigger issues in the future as the chef mentioned how his ex could've helped him deal with it instead, he chose to put up an act which caused his break up.... also, that exercise can really aid in easing mental health although it's hard it pays off

**Student**”

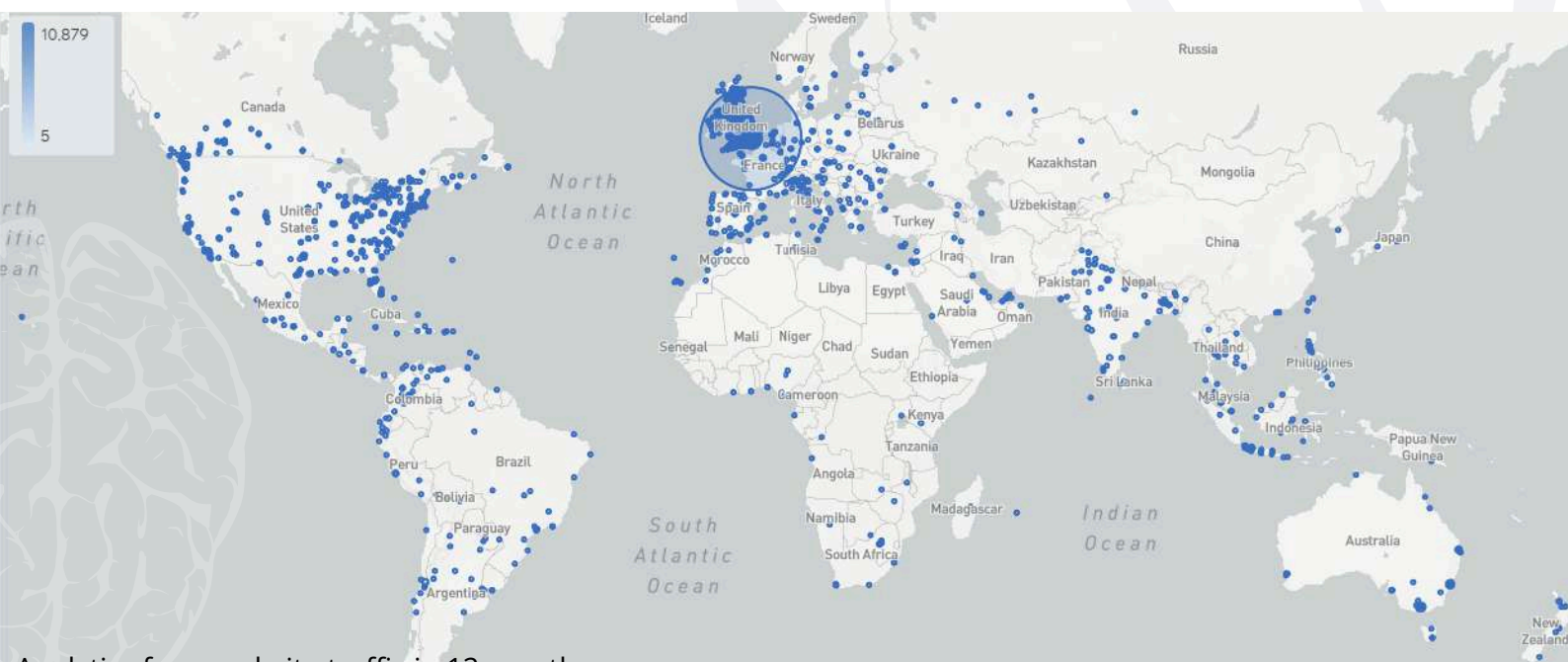
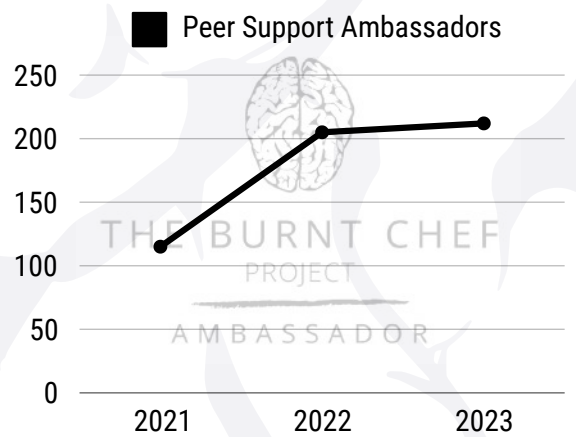
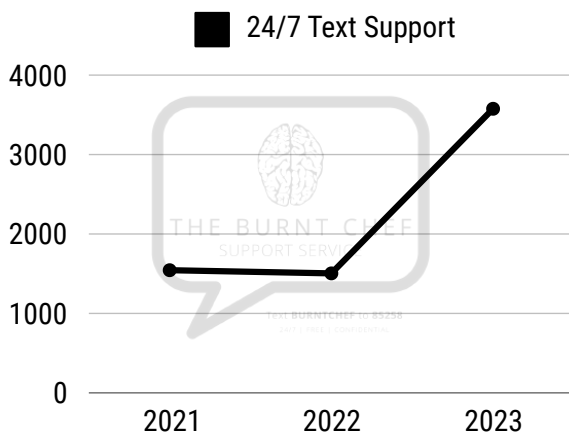


The hospitality industry has one of the highest rates of mental health issues, including stress, anxiety, depression, suicide, and burnout, yet there has historically been a significant stigma surrounding mental health discussions within the field.

The mental health support options provided by The Burnt Chef Project are vital for the hospitality industry because they address a critical and often overlooked need in a sector known for its high-pressure environment, long hours, and intense demands.

**WE'VE HELPED SAVE AN ESTIMATED £422 MILLION TO GLOBAL ECONOMIES**

*based on TBCP helping just 8% of those who contact us for support*



Analytics from website traffic in 12 months.

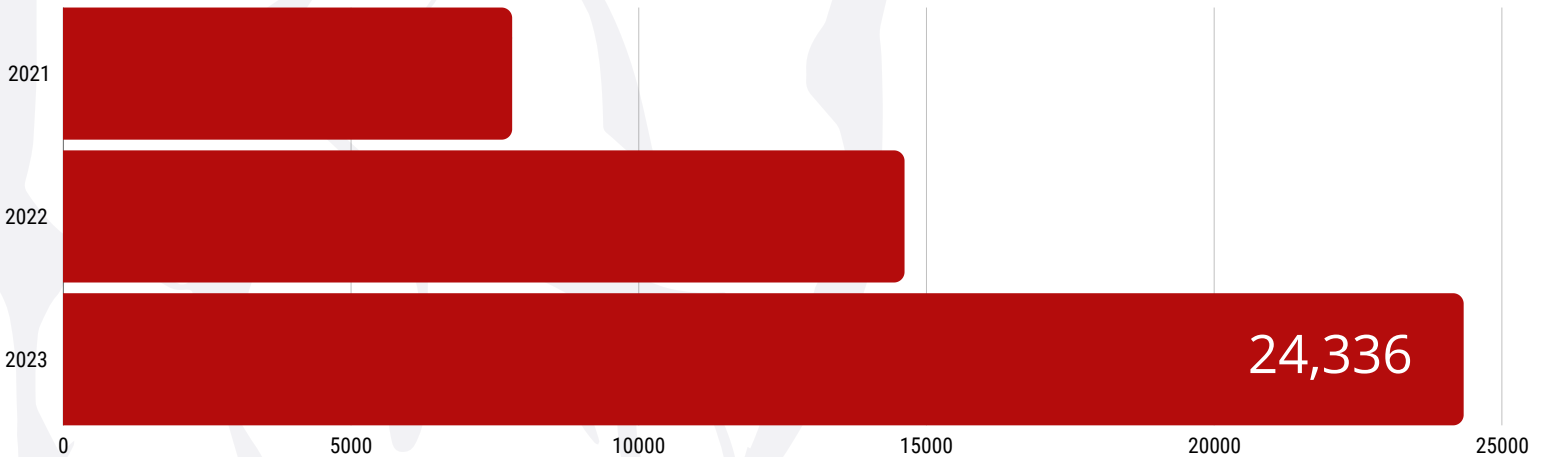


# FREE E-LEARNING

Our free e-learning modules are strategically positioned as an essential resource for the hospitality industry and its workforce, offering accessible, high-quality mental health education that can be utilised by individuals at all levels.

These modules are designed to empower hospitality professionals by providing them with the knowledge and skills necessary to manage stress, prevent burnout, and support their own mental well-being as well as that of their colleagues.

Modules Completed



# 12,168 HOURS OF TRAINING DELIVERED FOR FREE!

2,723 | Menopause for Employees

1,601 | Suicide and Behaviours

2,331 | Menopause for Managers

1,569 | Managing mental health in the workplace

By making these resources freely available, The Burnt Chef Project removes financial barriers that might prevent individuals or businesses from accessing crucial mental health training.

This inclusive approach ensures that everyone, from students and entry-level workers to seasoned professionals and managers, can benefit from the education provided, regardless of their location or financial situation.

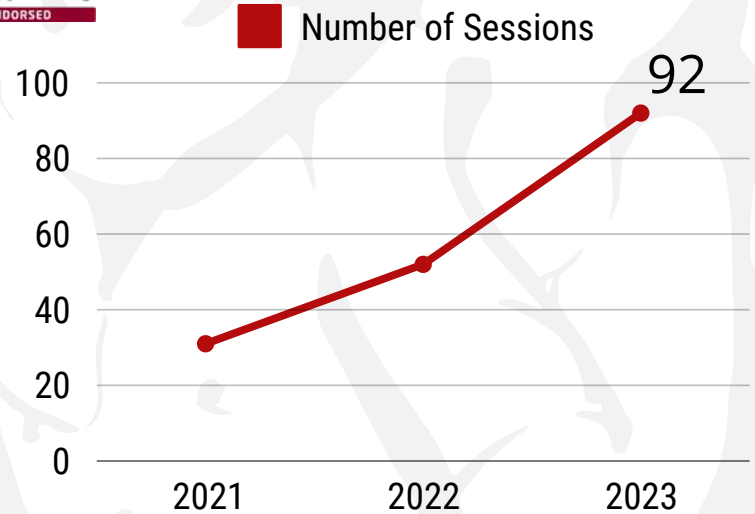
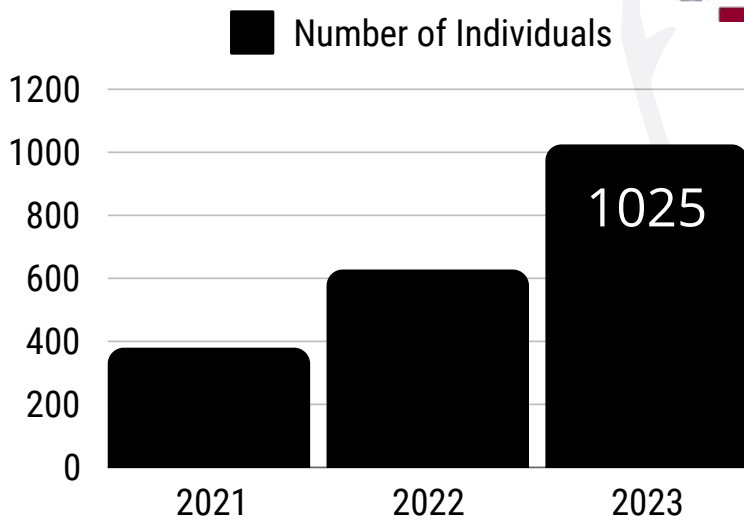




# COACHING & TRAINING

**Our training workshops are designed to equip hospitality professionals with the knowledge and tools necessary to manage mental health effectively, both for themselves and within their teams. These workshops are tailored to address the unique pressures of the industry, providing practical strategies that can be applied in real-world settings. The impact of our workshops continues to be significant.**

Participants leave with a deeper understanding of mental health issues, greater confidence in supporting colleagues, and actionable steps to create a healthier work environment. By fostering open discussions and teaching resilience-building techniques, our workshops not only help individuals cope with the demands of their roles but also contribute to a more supportive and sustainable industry overall.



Now I can identify different mental health situations that I used to generalise thanks to this course. I think everyone should have this basic knowledge regarding mental health



**Faiza**  
Wellbeing Champion Delegate



Knowing that I don't need to fix every situation and I have avenues to direct people towards. [I also learnt] how to deal with someone with anxiety and panic attacks. Recognising the signs of burnout and depression



**Nicola**  
Managers Mental Health Awareness



We've trained 1500 general and line managers in mental health, in partnership with Burnt Chef; wellbeing packs, posters, and wristbands have been shared with these pubs.

30 Marston's people took part in a fundraiser skydive and raised £14,000 for the Burnt Chef and began the journey of educating and training our workforce in mental health awareness.



80 managers and Mental Health Champions have been trained in mental health support via The Burnt Chef Project to equip them with the necessary knowledge to effectively support their teams.

The Belfry has also launched eLearning for all employees on ten different subjects around mental health resulting in employees completing over 2,300 Burnt Chef courses online such as sleep, suicide awareness, and substance abuse.



**THE BELFRY**

HOTEL & RESORT



Our strategic partnership with 'The Burnt Chef Project' amplifies our support, connecting learners to high-quality resources and extending the support, guidance, and mentorship provided by PLG.

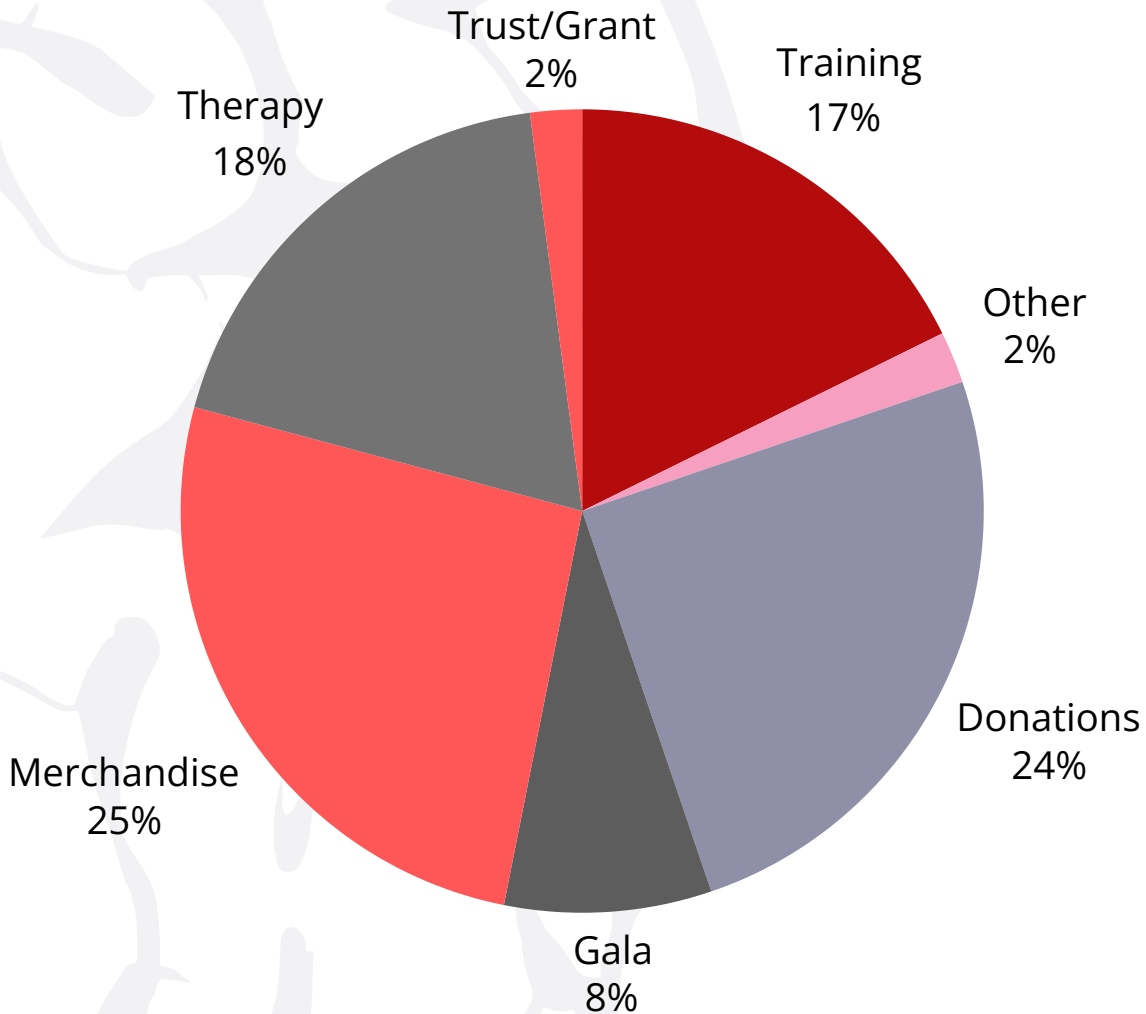


# TOTAL REVENUE 2023 - 24

# £683,561

# \$886,360

## REVENUE SOURCES



## COSTS OF OUR FREE RESOURCES

**FREE THERAPY  
SESSIONS & 24/7  
SUPPORT**

**£60/\$80**

**PER PERSON**

**ACCESS TO  
E-LEARNING**

**£16/\$18**

**PER PERSON**

**TRAINING  
AMBASSADORS**

**£200/\$260**

**PER PERSON**



Thank you for your posts. They help me to carry in trying to improve. I'm a bit of a loud sod and stress out a bit at times (I suffer serious anxiety and MH) but looking at pages like this and reading the comments truly does help me to keep going.

Thank you again chefs. ❤️👊

From chef Marcus (formerly of



Dan @D0000000000000000000

Follow back

Massive thank you to [@burnt\\_chef](#) for texting with me this afternoon, was nice to have someone to chat things through with

I would like to take a minute to thank you for the work you are doing. I happened upon your profile the week after losing a coworker to suicide. She was a young prep cook/dishwasher who hadn't figured out exactly what she wanted to do with her life. Personal finance stress combined with losing hours at work due to it being the slow season turn into a fatal combination. We are a small team. We all took this loss extremely hard. Finding your profile gave me some resources to help myself. I was reassured in knowing we weren't alone in our grief. It also helped me to speak up for my team and ask for a grief counselor to come in. It has been almost three months since we lost her. It is still hard but, we are helping each and healing together. Thank you for all you are doing to bring attention to this important topic.

Ramble over, I want to get more involved with your amazing project. How can I do this? I have contacted your chat help line a few times and it's been such a life line.

I've been in kitchens since I was 15, and it's my passion and purpose in life to cook and to feed. I'm nervous to have a break from this. But mental health awareness, top down support and built in training around staff wellbeing is so important to me. You are doing such amazing work and I would love to become a part of it.

# ON THE SOCIALS

**Joyanna**

To be honest I did not know much about this amazing project, until this morning. There was a Burnt Chef Project stand at the Sydney Food services, I went to this morning.

The guys running the stand are volunteers, the guy I spoke with was an ex chef, doing what he can now to help support others.

We swapped some stories and both agreed that we wished something like this was around when we were young chefs.

Definitely something worth supporting. Never be afraid to ask for help.

So quick story, wifey and I were out on a date night at my favourite winery for a dinner. Of course had my burnt chef ambassador polo on, I had at least 5 conversations about the project in a short 3 hours. We had another 2 at the hotel checking in at 11:30pm. Just goes to show the power of a simple polo with a logo, clearly nothing simple about it.

# OUR 2024-26 GOALS

We have ambitious plans to keep delivering continuous impact and driving change throughout the global hospitality industry. We aim to do this by delivering even more benefits via educational resources whilst dialling up access points to the only global EAP scheme to exist within hospitality.

## 1

**To hit 10,000 free 24/7 support and therapy sessions for those individuals most in need around the globe.**

Therapy and 24/7 support can be life-saving resources, especially in times of crisis. Having access to professional help at any hour ensures that individuals struggling with their mental health are never alone and can receive the care they need when they need it most.

These services provide a vital lifeline, offering guidance, reassurance, and the opportunity to address issues before they escalate.

## 3

**Further nurture, train, and grow Ambassadors within our growing network so that they can continue to represent and support others whilst growing communities and awareness in their countries.**

Our Ambassadors are critical to the impact and awareness for our educational resources, college talks, and free services.

They are also the next stage of evolution in establishing a truly global charity structure over the coming two years.

## 2

**To collaborate with other hospitality charities worldwide to aid free access to our e-learning resources. Our aim is 100,000 modules completed.**

We've seen a significant increase in individuals accessing our e-learning modules for free.

As we continue to grow and develop we wish to share our expertly designed learning resources with charitable organisations unable to design their own due to cost or resources.

## 4

**To hold our engagement rates for our support systems over 7%. This will retain our higher-than-average impact levels**

As our impact continues to grow over the coming years we aim to ensure that we retain both high quality and professional reputation for maximising engagement when it comes to mental health and wellbeing services within the hospitality industry.

**We're here to get in front of all 72 million hospitality professionals worldwide.**

# ACKNOWLEDGEMENTS

Thank you to all of those who have continued to support us in our mission. These include:

All of our **global ambassadors** who, without them, we would not be able to grow at our continued rate and reach thousands more individuals and businesses each year.

Our **fundraising partners** who have continued to fundraise, and donate to us regularly over the last 12 months and more. These include, but are not limited to, UNOX, Talent Hive, PLG, CEDA, Essex Wine Man, and our longest standing partner, Liberation Group/Butcombe.

The incredible team of **staff** and **contractors** who work with The Burnt Chef Project daily and share our ambitious goals of eradicating mental health stigma in hospitality.

The **courageous individuals** who use their voice and experiences to challenge the stigmas of mental illness and open conversations for those experiencing mental health difficulties.

A final thank you to anyone who has shared a message of support, bought some branded merchandise, joined us on our fundraisers, hosted your own, helped someone who is struggling, joined our workshops, invested time in our e-learning, listened to our podcast, or simply liked our social posts.

**Every-single-one of you is making a difference with your action. Each act like a single stone creating a series of ripples on a still lake to reach distant shores.**

# WE THANK YOU FOR YOUR CONTINUED SUPPORT IN OUR ONGOING WORK



# THE BURNT CHEF PROJECT



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