

Fifteen Cornwall

Summary

Background

- Jamie Oliver Kitchen TV programme
- Giving disadvantaged young people a chance
- Fifteen Foundation running a commercial restaurant in London
- Jamie Oliver approach to food
- Support and training for the young people
– fifteen to start with

Cornwall – at the start

- Local council (Restormel/Newquay) lobbied London Foundation
- Local business/hotel had a development opportunity
- European objective 1 measure 4.2 was available
- Strong partnerships existed
- Increasing emphasis on local producers and suppliers; virtuous circle

Key elements

- £1m ERDF – Regional development agency and Government Office
- £0.6m ESF Co-finance monies from Job Centre Plus and Learning and Skills Council (LSC)
- Vocational Training from Cornwall College
- Charitable Donations from HSBC, Barclays and St Austell Brewery

Relationship with London

- Plan to develop 15 as a franchise
- Development in Amsterdam
- We pay franchise fee
- We get use of brand; handbook and development expertise
- Key areas are look and feel of the restaurant; menu and produce; training programme

Structure

- Cornwall Foundation of Promise – charitable organisation
- Owns trading subsidiary- the restaurant
- Service contracts and lease with Watergate Bay Hotel
- Contracts with Cornwall College and other funders
- Foundation employs trainees/modern apprentices

Training programme

- 500 young people have applied from most deprived areas of Cornwall (mainly men)
- We took some of the most challenging
- Long histories of not working; many in trouble with the police.
- NVQ 1& 2; Key skills; 15 certification
- Sourcing trips with suppliers

Training cont..

- Taught by chefs in the kitchen and we have a training and assessment chef
- Co-ordinate support :
 - Drugs and alcohol use
 - CJS interventions
 - Debt
 - Relationship mediation
 - Emotional/personality/character development
 - Housing and childcare
 - Health and well being

Trainee issues

- What can change in 18 months?
- Attendance
- Relationships and expectations
- Level of allowances
- Travel and housing
- Self destructive and sabotaging behaviour
- Quality of training

The Restaurant

- Team of sixteen chefs doing 6 shifts per week
- Front of House team of 30-40
- Food is Jamie Oliver/modern italian with a Cornish twist; wine list is top drawer
- Classy informality –Olive Magazine award
- On the beach – huge car park but buses and taxi's are not cheap

Story so far

- 21 trainees started in January 2006
- 12/16 left (Further 28 started 4 weeks ago)
- Restaurant finished in first week of May, opened two weeks later
- Projections being met; we will break even in first year and the restaurant will pass money to the Foundation.
- 120 covers in the restaurant; open 18/7

Issues for you?

- Can you identify and if necessary make the market?
- What is the current demand for high quality dining in the area?
- Subsidy important – brand strength may be even more important
- What re-inforces the appeal (we have, location, surfing, climate (?!), Steins, Eden etc)

The future

- Changes in Jamie Oliver's world
- Melbourne....lots of interest from other areas
- Focus may switch to individual trainees
- Exclusivity and quality are important issues for 15
- Cornwall – more social enterprises; the same for London