

Deal and Sandwich Coastal Communities Team Bid

Project proposal

13) Collaboration between 2 Deal based social enterprises has resulted in a project proposal that will meet key targets of the Coastal Communities funding stream.

Future Creative CIC and Cinque Ports Community Kitchen CIC have combined their extensive skills and experience to design a project which will support 2 key strands of the ambition for the funding stream:

- Increased community facilities
- Creating links to support the growth and performance of the retail sector

Project Overview:

This project arose through discussion with local restaurant owners about the difficulties they have in obtaining staff with the appropriate skills required to work efficiently in all roles, from waitressing staff, to chefs and kitchen porters. The programme has been designed to 'plug the gap' and provide well trained and resourced individuals who would be an asset to the restaurant and hospitality industries. With almost 40% of Deal and Sandwich's retail sector being constituted of food and service establishments, this forms a large part of the sector locally.

Future Creative and Cinque Ports Community Kitchen will work with unemployed people in the Deal and Sandwich area to increase skills, encourage aspiration and enterprise skills. Through experience, we believe that many of these people would not take the more traditional routes to increase their skills, such as going to FE college, and for them this programme will provide a much more accessible, opportunity to improve their life chances. This will be achieved through the delivery of courses in catering, employability, and enterprise. Following the training, participants will be supported to progress in three potential directions. These would be:

- Participants will be supported to progress into catering college to further develop their skills and experience OR
- Participants will be supported to find work locally in restaurants and hospitality venues using their increased skill set OR
- Participants will be support to put on pop up dining events in local community venues and food fairs where they will serve fresh, healthy food to local communities. The events will be set up and run by participants of the project with support from a mentor.

Unemployed people will invited to take part in a supported training programme which will consist of three main themes; catering skills, employability and enterprise skills. Topics covered will include:

- Healthy eating-what makes a healthy diet and how can it be made cheaply and quickly
- Practical cookery skills covering baking, grilling, frying, steaming and knife skills
- Inspiration for healthy, cheap meal recipes

- Hospitality skills
- Self Confidence/Interview skills
- CV design and creation
- Developing an understanding of the skills needed to succeed in any area of employment
- Writing a business plan
- Securing funding
- Managing profit and loss
- Managing time and resources successfully
- Customer Service and standards

Whilst the running of the pop up kitchen events is a key outcome for the project, we realise not every participant will have the desire nor the necessary skills to take part in this aspect of the project. They will still be involved in the development and the steps necessary to set up the events but will be supported to progress into other routes, either college for further training or employment in the hospitality industry.

Two courses will run alongside each other. Both courses will run the same for the first 2 sessions, then once participant's needs and skills have been assessed, and their long term plans discussed, they will be grouped according to their most likely destination, whether that be college, employment or working on the pop up events.

The participants who are interested in running the catering facility spend a larger part of the course focussing on enterprise and business skills (approx 60% of contact time will focus on these areas, against 40% of their time in practical cookery skills). They will be mentored to run the pop up events and food fairs as a viable business thus supporting the growth of the retail sector. The participants will also develop their skills in all areas of customer service which would be transferable within the retail sector.

The pop up events and food fairs will take place at key local community venues in the Deal and Sandwich districts where there is a large amount of housing, with a particular focus on areas of high deprivation, providing residents with easy access to a quick, healthy alternative to take away and fast food meals. Residents from these areas will be less likely to purchase food from restaurants in town centres but we plan to increase community facilities and improve health and wellbeing through the introduction of the pop up dining events.

Participants who would look to focus their next steps on college or straight into work in the restaurant and hospitality sector would spend a greater proportion of their time in practical cookery and hospitality skills (approx 60% in this area with 40% of time spent focussing on employability and enterprise skills)

The courses will run from 9:30-2:30pm daily, allowing for greater involvement by participants who may have childcare issues.

14) Short term goals (0-6 mnths)

- Project planning phase. Resources established in detail ,staff team secured, programme designed,
- Consulting with and bringing on board local stakeholders eg DDC, KCC, JCPs, local charity and community sector
- Launching Phase 1 of the project via press and social media, raising awareness
- Recruitment of participants for programme

15) Performance Measures: SMART

24 participants will be recruited, to take part in 2 courses running simultaneously (maintaining a waiting list if necessary)

All equipment, resources and logistics of venue etc booked and confirmed

10 x appearances in local media, social media

16) Medium Term Goals: (6 mnths-5 years)

- Delivery of cookery, employability and enterprise training. Participants will take part in 3 days of workshops per week for six weeks
- Participants undertake accredited Food Hygiene, First Aid and Manual Handling courses
- Participants will be supported to progress to their chosen destination. If this is college, they will be supported to search relevant courses and apply/attend interviews.
- Participants will set up and run one off events where they will cook for and serve an invited group. They will
- Work Experience arranged with local restaurants and kitchens, primarily for those participants looking to work in the sector but also open to other participants also
- Set up pop up catering events put into place. Premises secured for preparation space, permits obtained from council for events and locations agreed.

17) Performance Measures:

- 90% number of people obtaining at least one accreditation
- 70% of participants complete the course (approx 17 out of group of 24)

- 90% of participants who complete the course progressing into employment, further education or additional training
- 2 x functions hosted by each group of participants serving invited guests
- Catering Facility continues to be a viable business

18) Long Term Plans: (Beyond 5 years) Optional

19) Barriers:

The only real barrier is finance-both organisations have the relevant skills, expertise and capacity to make this project successful. However both organisations are small, not for profit organisations and would need to put in a large amount of preparation prior to running the programme to ensure all is in place-part of the budget will need to allow for this.

Participants are likely to be on benefits-will need to liaise closely with JCPs etc to ensure this is not a barrier to them taking part-ie can they be paid benefit if taking part, how will it be managed if they decide to be involved in the set up of the small business?

Travel may be a barrier to participants-again this will need to be built into the budget (use of local community vehicle would be sourced)

20) Resources:

Both Cinque Ports Community Kitchen and Future Creative have appropriate venue space, staffing capacity and equipment to manage and run the project.

Transport and accredited training for the participants will be outsourced (most likely through Social Enterprise Kent and Thanet Community Transport or similar)

21) Costs:

See attached spreadsheet

22) Value to local economy:

- Increased number of potential employees with skills relevant to the local economy so staff vacancies filled quicker with trained staff

- Increased community facilities with the provision of the mobile catering outlet
- Increased health and well being of participants and their families through gaining confidence, skills, and potentially accreditation which will move them closer to job market/into college
- Increased health and wellbeing of local residents who purchase food from the mobile outlet

23) Funding

24) Maximising Resources and Costs:

Use of both organisations venues so no additional cost for hiring kitchens or venues for training

Both organisations have strong existing local links which will provide a valuable resource both of people, time and equipment