

— JAMIE OLIVER'S —  
FIFTEEN APPRENTICE  
PROGRAMME  
CORNWALL

— THE MAIN COURSE —

EVERYTHING YOU NEED TO KNOW  
ABOUT THE  
FIFTEEN CORNWALL APPRENTICE PROGRAMME



brought to you by

**CORNWALLFOODFOUNDATION**

Registered charity no. 1119341

#thinkfood

FIFTEEN USES  
THE MAGIC OF FOOD  
TO GIVE UNEMPLOYED  
YOUNG PEOPLE  
A CHANCE TO HAVE  
A BETTER FUTURE.



## FOR STARTERS...

**Opened in 2006, Jamie Oliver's Fifteen Cornwall has been changing lives ever since.**

We take the most disadvantaged young people we can find in Cornwall and train them, inspire them, help them overcome their challenges and discover discipline, direction and good skilled jobs.

The Fifteen Cornwall Apprentice Programme is designed specifically for young people who haven't had the best start in life and who need a sustained push in the right direction. Fifteen Cornwall helps them find ambition and realise their true potential.

The Fifteen Programme was famously created on TV by Jamie Oliver in 2002 and the family of Fifteen restaurants is now in London, Amsterdam and Cornwall. All profits from Fifteen Cornwall are put straight back into our charity, the Cornwall Food Foundation, and we pay an annual licence fee to Jamie Oliver's Food Foundation. Jamie puts no money in nor takes any out and is still an important inspiration and encouragement for our trainees.

Our programme empowers trainees to be the best they can be, and we believe everyone has it in them to be remarkable. We give people the tools they need to achieve, and work hard to remove the barriers they face. Fifteen supports people without hope or faith – to them we say 'you can do this, we've got your back'. We're the 'no matter what' friend; the pick-me-up that people need when they're feeling defeated. Fifteen helps them to conquer, not give up. The Fifteen Programme and the Fifteen family are a bridge between a life with few prospects... and a future where anything is possible. It's never too late to start again.

BEHIND YOU ARE THE CHALLENGES YOU'VE MET.  
BEFORE YOU LIES NEW POSSIBILITIES.  
TODAY YOU CHOOSE THE  
DIRECTION OF YOUR LIFE.



# JAMIE OLIVER'S FIFTEEN CORNWALL & THE CORNWALL FOOD FOUNDATION

Cornwall Food Foundation is the charity behind Jamie Oliver's Fifteen Cornwall. We believe food skills are life skills. Our mission is to inspire people in Cornwall through food and enable those in greatest need to achieve meaningful, sustained change.

We do this through training, employment and better life opportunities, while adding value to the local economy.

## What does the Foundation do?

•  
Run great food enterprises

•  
Deliver award-winning training and development programmes with appropriate welfare support

•  
Improve Cornwall's food economy through community-based activities, focusing on health, education, economy and employment

•  
Strengthen local food systems with our suppliers and producers, increasing value, consistency, availability and quality

The Foundation is an ever evolving charity using food to ignite inspiration and change in us all. It has bigger ambitions. As the Foundation grows, so does its need for further support. The restaurant is a successful commercial business, and its profit helps to fund the Apprentice Programme, but unfortunately it's not enough. The team here work consistently hard to continue the work we do, and keep the magic going year on year. However the Foundation needs help now more than ever to expand its reach and change lives for good.



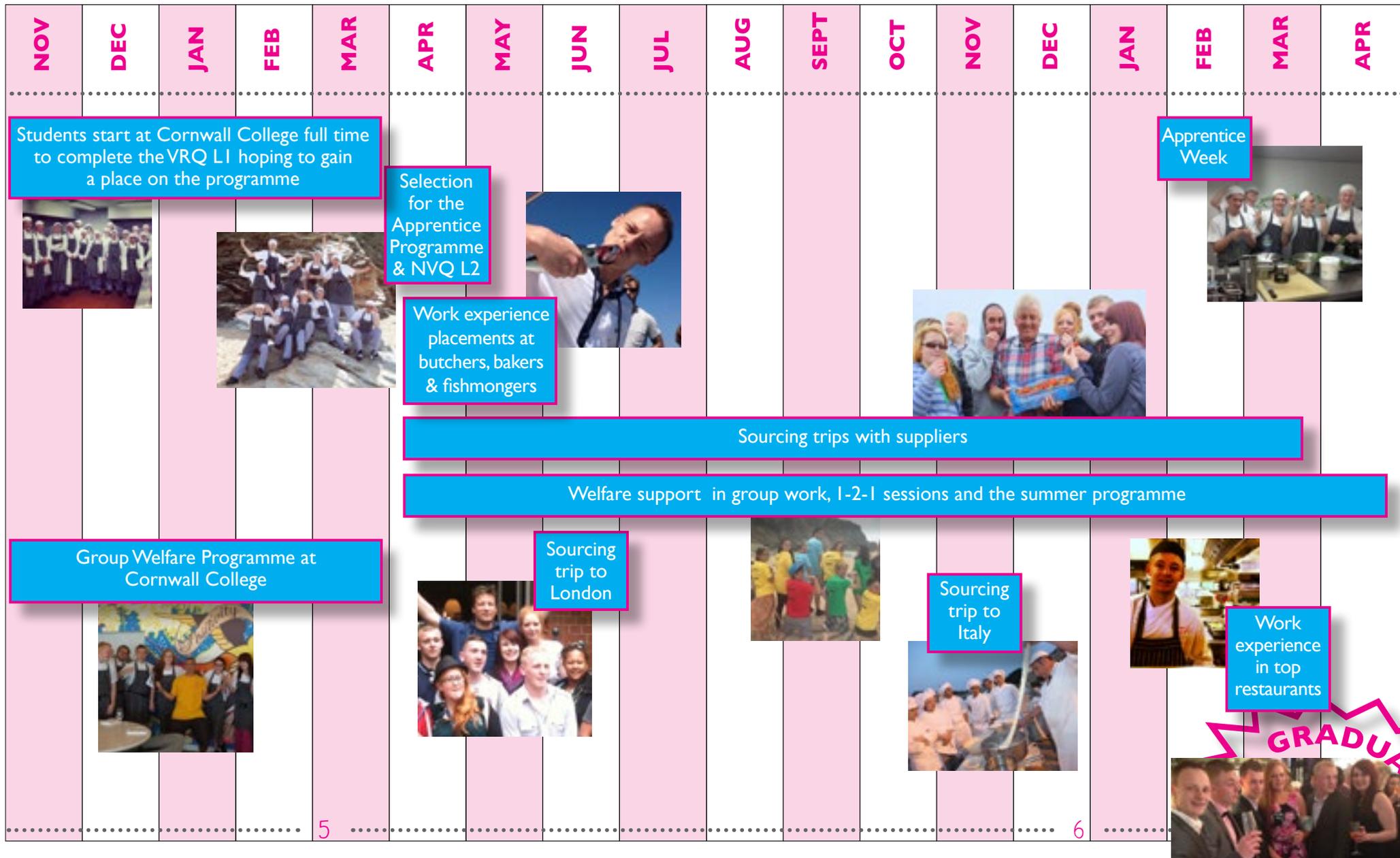
"I SET UP FIFTEEN BECAUSE I BELIEVED YOUNG PEOPLE HAVE UNTAPPED TALENTS, OFTEN HIDDEN BY PROBLEMS IN THEIR HOME LIVES. THESE TALENTS CAN BE FREED BY A PASSION FOR GOOD FOOD AND MEANINGFUL HARD WORK.

FIFTEEN REPRESENTS THE WAY I WOULD HAVE LOVED TO HAVE BEEN TAUGHT MYSELF; IT EMBRACES MANY OF THE THINGS I LOVE AND FEEL PASSIONATE ABOUT, NOT ONLY IN THE CATERING INDUSTRY BUT ALSO IN FRIENDSHIP AND FAMILY LIFE."

# THE JOURNEY



## GETTING TO THE MEAT OF THE PROGRAMME



# THE RECIPE FOR A GOOD APPRENTICE

At Fifteen Cornwall we aim to work with Cornwall's most troubled young people, helping them to find training, employment and most importantly, themselves. It's definitely not about short term fixes. It's about real people working hard to engage and inspire those who haven't had the best start in life to achieve their ambitions.

## We do have an eligibility criteria - this means they must be:

- Aged 16 – 24 years old

- Not currently in employment, education or training

- Living in Cornwall

- Have a passion or interest in food

As long as they meet this criteria, they are eligible for the programme. No previous qualifications or experience is required. Even if they can't boil an egg, we'll give them a shot. The important thing is they're ready for the challenge, eager to learn, and willing to make positive changes in their life.



## JACK BRISTOW CLASS OF 2011

*Apprentice of the Month in December 2010*

### CURRENT JOB:

Junior Sous Chef at Jamie Oliver's  
Fifteen Cornwall

### WHAT WAS YOUR HIGHLIGHT WHILST BEING AN APPRENTICE?

"Discussing dishes with Jamie and cooking for some really big names."

### WHERE HAVE YOU WORKED SINCE GRADUATING?

"I've worked at Paul Ainsworth's No. 6 in Padstow and during the 2 ½ years I spent working there I was promoted to Chef de Partie and shared the celebrations in gaining their first Michelin star."

### WHAT IS THE MOST IMPORTANT THING YOU GAINED FROM FIFTEEN?

"The most important thing I've gained from Fifteen is the work ethic. Without even realising, students learn the morals of getting up in the morning and doing a day's work, even if they can't cook to a high standard and being a chef isn't their thing, they learn the principle of work. Now as a trainer chef, on a more personal level I've gained a massive amount of job satisfaction seeing the apprentices grow, by challenging you, asking questions, they force you to push yourself further and not stay complacent."

### WHAT ARE YOUR FUTURE AMBITIONS?

"For the future I intend on owning my own restaurant, using both Italian and the techniques I learnt from Paul Ainsworth to create ultimate comfort food presented in a modern way."

# PROFESSIONAL DEVELOPMENT

## Qualifications & Training

Persistence and willingness.

These are two key characteristics which we look for in an apprentice.

Our on-the-job training is unique and intensive; that's why it works.

For 12 months our apprentices (otherwise known as white hats) work side by side with our professional chefs (black hats), who act as their personal mentor on each section. Completing sections bit by bit in pastry, pasta, grill, starters, prep and sauce, as well as work experience with some of our suppliers in butchery, bakery and fishmongery, our apprentices graduate with more skills and qualifications than you could shake a stick at.

To top it off, at the end of their time with us they're let loose on the kitchen during 'Apprentice Week' where they run service at lunch time.



# GET WITH THE PROGRAMME!

## Sourcing Trips

Making the connection with the food you serve is an invaluable lesson learnt. It's about the whole 'field to fork' moment which is instilled in each and every one of our apprentices. How can you be passionate about the food you create if you don't have an understanding of how it is made or where it came from? It never ceases to amaze us how inspirational a sourcing trip can be. It helps the apprentices to understand why we choose the best local produce and why it's important to support local producers, working hard to bring us the finest ingredients to work with.



## WHERE DOES THE MONEY GO?



- JAMIE OLIVER'S -  
**FIFTEEN APPRENTICE PROGRAMME**  
CORNWALL

### TO START

**CHEFFING EQUIPMENT:** All the tools they need to be able to work effectively including chef whites, shoes, knives, textbooks and materials

**RECRUITMENT:** Every summer we start our recruitment drive, to unveil all those future chefs

### THE MAIN COURSE

**STAFFING:** This place wouldn't work without the people in it – so a very necessary cost

**WELFARE MANAGEMENT:** An essential part of our programme and what makes us special

**TRANSPORT:** One of our biggest costs, but also one of the biggest barriers for young people in Cornwall in finding work; the programme couldn't work without it

**SOURCING TRIPS:** Making the connection with the produce, linking together 'field to fork'

**APPRENTICE WAGES:** Apprentices get a weekly wage plus an attendance bonus if they attend every shift

### TO FINISH

**WORK PLACEMENTS:** Experience in some of the country's top restaurants, with the hope of securing a job

**GRADUATION:** An incredibly important (and usually very emotional!) final celebration event to recognise the achievements of those who 'made it'

## WHERE DOES THE MONEY COME FROM?

Although we are lucky enough to receive profits from the restaurant which cover around 60% of the overall costs of the programme, we are still a charity and as every charity knows, effective fundraising is a vital ingredient to its success. Our programme doesn't come cheap, at £30,000 to support and train each apprentice; it's expensive, but it works and we can prove it.

A large majority of our funding gap is filled by government funding sources, with a special mention to the Department for Work and Pensions and Job Centre Plus for their welfare to work contracts. They have enabled us to work hard to support our apprentices, assisting them to develop their practical professional skills leading to long term career prospects.

For the remainder we are lucky enough to receive table donations in the restaurant as well as support from some corporate friends such as gifts in kind, sourcing trip funding, some trust and grant money for specific items like chef whites and knives plus a small amount from events and donations.

IF YOU CAN HELP PLEASE

CALL

01637 861000  
OPTION 2 OR

EMAIL

INFO@CORNWALLFOODFOUNDATION.ORG



# WHY SUPPORT OUR APPRENTICE PROGRAMME?

**What started off as Jamie's dream is now an award-winning project, changing the lives of young people in Cornwall.**

We believe that what we offer is completely unique.

We believe in long term investment and not only in professional development, but also personal development. Our Welfare Programme is the best there is. Assessing each individual need, we run group work as well as 1-2-1 sessions, ensuring we cover every angle in overcoming barriers to work.

The success rate is undoubtedly brilliant. With over 90% still in employment and 70% still working as chefs, all of who were un-employed when they started the course, it makes us incredibly proud of our track record.

There are a growing number of negative patterns owing to worklessness, which we combat. More than 950,000 young people in Britain are unemployed and looking for work, and almost a third of them have been looking for work for longer than a year.\* Around 40% of unemployed young people have experienced symptoms of mental illness as a direct result of unemployment.\*\*

You could say 'value for money' when talking about the cost of the programme in comparison to the results. Yes it costs around £30,000 per apprentice, but its money well spent. Many apprentices have utilised their new found confidence, skills and passion to start successful careers; becoming commis chefs, sous chefs, head chefs and eventually running their own restaurants.

We offer a holistic approach. In breaking down the barriers these young people face, they can move forward in their lives. If they need help with accommodation or transport, we can help; if they're struggling with anxiety or stress, we can help; if they don't know their taglierini from their tortellini, we can help. It's about giving them the tools to be successful – all we ask for is commitment.

\* 'States of uncertainty: youth unemployment in Europe', Institute for Public Policy Research, 13th November 2013  
\*\* 'Mental health warning for jobless young', The Prince's Trust, Youth Index 2014

## APPRENTICE STATISTICS



93 APPRENTICES HAVE GRADUATED



248 YOUNG PEOPLE HAVE STARTED AT COLLEGE

70%+ STILL CHEFFING

156 APPRENTICES RECRUITED TO THE KITCHEN



90%+ IN EMPLOYMENT

# PERSONAL DEVELOPMENT

**Yes this is a training programme.  
Yes they are learning to become chefs, and yes they will go on  
to have a successful career. But it's not just about a career,  
it goes much further than that.**

Our Welfare Programme is the beating heart of everything we do, and is just as important as the training. The Foundation offers a whole range of social and welfare support to help the apprentices deal with issues which may get in the way of their learning such as housing, debt, relationships, drug and alcohol issues and much more.

The Welfare Programme is broken down into three segments all of which go further in supporting and engaging our apprentices:

**Group workshops:** Consisting of 12 sessions focussing on enhanced thinking skills, relationship and communication skills. This includes sessions such as 'Positive Mental Attitude', 'Motivation and Beliefs' and 'Taking Different Perspectives'.

**Summer programme:** Focussing more on team building and outdoor activities, all of which help our apprentices to understand how to work together more effectively (which is really an excuse to make the most of the amazing coastline and countryside we have here). Activities include surfing, fishing and 'cook the catch', tandem cycling and our annual Insights day.

**Individual therapy:** Using an initial individual needs assessment we work 1-2-1 with each apprentice in areas which are holding them back using a solution focussed thinking model. Using a number of techniques and a distance travelled tool, we are able to identify individual progression plans. We also work closely with other agencies to help with any specialist needs.



**AMI PHILLIPS**  
CLASS OF 2007

*Best Progress by Personal Development Award 2007  
Apprentice of the Month September 2006 & February 2007*

**CURRENT JOB:**

Head Chef at Relish Food & Drink, Wadebridge, Cornwall

## WHAT WAS YOUR FAVOURITE PART OF THE COURSE?

"The best part of the course for me has to be the people I met along the way. Being part of a group of people from different walks of life but all experiencing the same intense highs and lows brings you together and creates very strong bonds."

## WHAT IS THE MOST IMPORTANT THING YOU GAINED FROM FIFTEEN?

"I gained a lot from the Fifteen experience and if I had to pin point one thing it would be that it instilled in me a sense of moral obligation to do things the right way. You don't cut corners. There is no three second rule. As a chef you should take pride in your work and never send out anything you're not proud of."

## HOW HAS THE APPRENTICE PROGRAMME CHANGED YOUR LIFE?

"My life has changed dramatically since Fifteen which has had a knock on effect to those around me. I am a different person now and Fifteen definitely put me on a whole new course in life."

## WHAT ARE YOUR FUTURE AMBITIONS?

"In the future I would like to be in a position where I can concentrate on teaching young people about food and flavour and try and encourage them to have the confidence to try foods they may not normally try. Also I'd like to teach them how to make delicious meals from scratch and be informed about where their food is coming from."

## LET'S HEAR IT FOR THE GRADS...



### SAM LOUNDS

CLASS OF 2007, COHORT 1

"ONE OF THE MOST IMPORTANT THINGS I'VE GAINED FROM FIFTEEN WOULD BE A LOVE OF GREAT FOOD, A WORK ETHIC THAT MY MUM IS PROUD OF AND PROBABLY MOST SIGNIFICANTLY AN AMAZING FIFTEEN FAMILY TO SUPPORT ME WHENEVER I NEED IT, EVEN NOW."

### JAMES BENNETS

CLASS OF 2008, COHORT 2

"FIFTEEN GIVES YOU THE CONFIDENCE TO GO AND DO WHAT YOU WANT TO DO NO MATTER WHAT YOUR BACKGROUND IS."



### KATIE GILLMON

CLASS OF 2011, COHORT 5

"MY AMBITION IS TO HAVE MY OWN BUSINESS, WITHOUT FIFTEEN I'D NEVER HAVE DREAMT OF DOING THIS, BUT FIFTEEN HAS GIVEN ME THE CONFIDENCE."

### STEPHEN BOOT

CLASS OF 2011, COHORT 5

"I'VE GAINED A CAREER THAT MAKES ME PROUD EVERY DAY, AND THAT'S FANTASTIC. HOW MANY PEOPLE CAN SAY THAT?"



### LAURA DUNNE

CLASS OF 2013, COHORT 7

"THE EXPERIENCE HAS BEEN SO MUCH MORE THAN I EXPECTED. I NOW LOOK FORWARD TO GOING TO WORK AND I AM PROUD OF WHAT I DO. IT'S BEEN ONE OF THE BEST EXPERIENCES OF MY LIFE."

### CHRIS EMMINS

CLASS OF 2014, COHORT 8

"FIFTEEN HAS GIVEN ME A SENSE OF ACHIEVEMENT, COMMITMENT AND SHOWN ME I AM GOOD AT SOMETHING. THANK YOU FIFTEEN FOR CHANGING MY LIFE - OR SHOULD I SAY FOR GIVING ME A LIFE."



## AND TO FINISH...

Many graduates decide to stay and work in the county, others explore their dreams out of county, and others around the rest of the world. The one thing they have in common is that they are a Fifteen Cornwall graduate and that means something.

We continually receive calls from businesses not just in Cornwall, but all over, desperate to get their hands on one of our grads. Of course we know it's because the programme works, but also it's because these grads have had to work hard to get to where they are, it's not just pure luck.

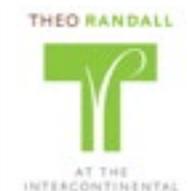
We are incredibly proud of what our grads have achieved over the years, here's just a taster of our work placements, some which have turned into full time employment:



terre à terre  
THE VEGETARIAN RESTAURANT



BARBECOA  
JAMIE OLIVER



Jamie's  
ITALIAN

driftwood

Paul Ainsworth  
AT NUMBER 6 RESTAURANT



# CORNWALLFOODFOUNDATION

#thinkfood

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@cornwallfoodfoundation

IF YOU CAN HELP PLEASE  
**CALL**  
01637 861000  
OPTION 2 OR  
**EMAIL**  
INFO@CORNWALLFOODFOUNDATION.ORG

— JAMIE OLIVER'S —

## FIFTEEN

CORNWALL

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Latest news: [www.fifteencornwall.co.uk/blog](http://www.fifteencornwall.co.uk/blog)

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[www.fifteencornwall.co.uk](http://www.fifteencornwall.co.uk)

Reg. Charity Number: 1119341