



made
again

PROSPECTUS

MADE AGAIN: CAREER SHIFTING | LIFE CHANGING

HELPING OUR HOSPITALITY HEROES FIND A NEW PATH

**beyond
food**
inspiring a future
beyond homelessness



**EYES
WIDE
OPENED**

programme

OVERVIEW

OUR GOAL

Made Again aims to change the lives of thousands of people at risk of losing their livelihood in Hospitality due to Covid-19 and the ensuing recession, by running a series of live online interactive workshops from late September through to early 2021. The programme is open to all in the hospitality industry.

THE PROGRAMME

Made Again is a series of live online interactive workshops designed specifically for hospitality workers of all ages and at different stages of their career. We reveal to them their wider range of strengths and how to flex them into new directions. We show them examples of how others have pivoted and adapted in challenging times. And we pass on skills to help them stand out and get noticed.

The course is delivered over three x 3-hour online sessions by a team of top life skills coaches. Each course is valued at £150 per person, of which 100% is provided as a bursary from Made Again making it free of charge for people to attend.

Working within small groups, maximum 20, allows for high levels of interaction with our coaching team, and is delivered utilising a mix of film, exercises, demonstrations, interviews and small group work.

FIVE KEY FOCUS AREAS

1. **Removing limiting beliefs:** opening participants' minds to possibility
2. **Unlocking & revealing strengths:** emphasising participants' range of strengths
3. **Opportunities:** what they can do within the industry and where they can pivot beyond it
4. **Useful skills:** communication & storytelling, online presence, networking, energy & well-being
5. **Follow-through:** keeping in touch beyond the programme

OUR PARTICIPANT PROMISE

Each participant will walk away with:

- The ability to open their minds to what other opportunities are out there, beyond hospitality
- An understanding of their full range of strengths and how they can transfer these to other areas of employment
- New and refreshed skills around communicating and networking in a digital and physical world
- Greater confidence, energy and direction

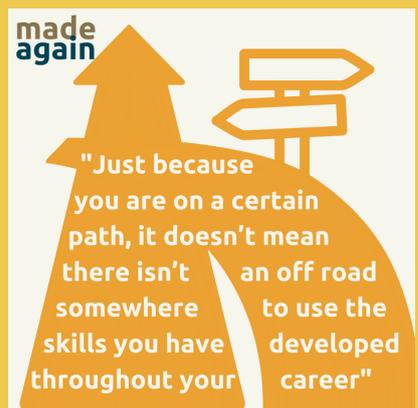
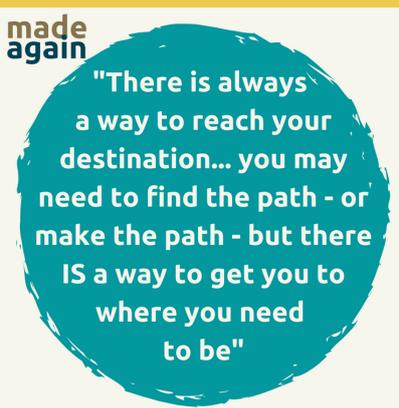
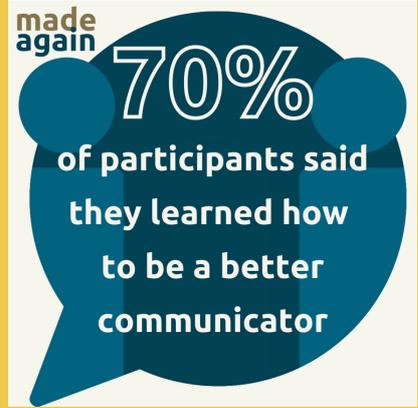
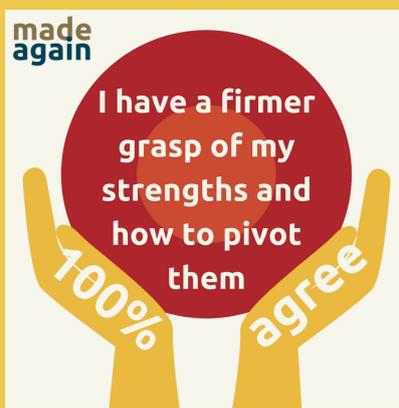
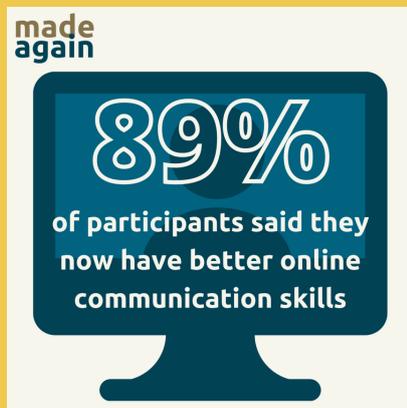
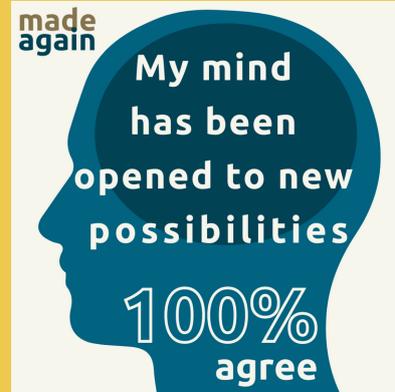
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what our pilot participants



HAD TO SAY...



meet

THE TEAM

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Made Again is an original programme, created by award winning Chef and social entrepreneur Simon Boyle, who is the vision behind Beyond Food Foundation and Brigade Bar + Kitchen. Since 2004 Simon has worked tirelessly to help homeless people across London to rebuild their lives.

Alastair Creamer, co-created the coaching programme, Eyes Wide Opened (EWO) with Paul Preston. Simon and EWO have worked together on numerous programmes related to his restaurants and apprentices.



Simon Boyle
Chef & Social Entrepreneur



Alastair Creamer
Eyes Wide Opened



Paul Preston
Eyes Wide Opened

**SINCE MARCH
1.7M
HOSPITALITY
WORKERS HAVE
BEEN
FURLOUGHED**

**THIS
REPRESENTS
80% OF THE
HOSPITALITY
INDUSTRY**

**900,000
HOSPITALITY
WORKERS
COULD SOON
BE FACING
REDUNDANCY**

Source: UKHospitality

about

BEYOND FOOD FOUNDATION

Beyond Food Foundation (not-for-profit) was set up by award-winning chef Simon Boyle and provides skills development, training and career support, to empower disadvantaged and vulnerable adults to reclaim control of their lives, become healthy and financially independent and make a meaningful contribution to society. Beyond Food Foundation and its social enterprise partner Brigade Bar + Kitchen have trained hundreds of apprentices into jobs and given thousands of homeless people new skills.

Central to Brigade and Beyond Food's ethos is the idea of 'good food doing good'. Brigade's team of expert chefs works with disadvantaged members of the local community, using food as a catalyst to break the cycle of homelessness, poverty and unemployment by helping vulnerable adults in London who have been at risk of, or experienced homelessness, into meaningful and sustainable employment in the hospitality sector.

In response to the Covid-19 pandemic, the charity has re-focussed its efforts on supporting the 'Hospitality Homeless', generating vital funds and awareness to help those in the industry whose jobs and livelihoods are under threat. Alongside services which include a 24/7 crisis line, mental health counselling, a financial hardship fund and food drops, Beyond Food has launched Made Again, a programme designed to provide the motivation and skills for employees to reinvent themselves.

The Beyond Food foundation charity cookbook – Feast With Purpose – was created by Simon Boyle to raise funds for hospitality workers affected by COVID-19 and includes recipes from Michel Roux Jr, Tom Kerridge, Rick Stein and Prue Leith to name but a few.

The aim of the book – alongside raising much-needed funds for the industry- is to celebrate food with recipes which suit everyone from enthusiastic beginners to the more serious cooks.

Instagram: @beyondbrigade
Twitter: @BeyondBrigade
Facebook: @BeyondBrigade

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