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**THE CRAFT GUILD OF CHEFS**

# ANNUAL GENERAL MEETING

**Wellbeing Ambassador**

**ANDREW ASTON**

My values are, Honest, Creative, Authentic, Caring, and Inspiring and I’d live by these values as the Well-being Ambassador for the Craft Guild of Chefs, it is a great opportunity for me to use my experience both personally and professionally to create a wellness culture that is positive, energetic, mindful, and inclusive to all.

Having a holistic approach to wellbeing offers so many untapped possibilities and I believe that through community workshops and demonstrations on various topics such as health & food we can not only educate and inspire, but also create experiences that will bring people closer together, help build individual confidence, give them fulfilment, and inspire future collaboration and openness.

**How**?

* Creation of a small team of existing members who will help deliver a positive message through guild activities, but also giving talks through food at colleges across the regions.
* Live 1-2-1 sessions with friends of the Guild and relevant causes using social media platforms and the Guild App.
* **When we can** - be ever present at Conferences, Exhibitions, and food festivals delivering food demonstrations, taking part in live discussions but also being on hand to talk to competitors and getting to know our Business Partners.
* Continue to build upon the relationship with Kelly’s Cause, The Burnt Chef Project and Beyond Food Foundation of whom I am close to founder, Simon Boyle.
* Build new relationships with young charities who maybe small but have a strong message that they want to share. I have worked closely with a young charity over the past 12 months and during lockdown who have been incredible,

**Beder**, a charity who are raising awareness around mental health & suicide prevention and have also partnered with Young Minds and The Samaritan’s [www.beder.org.uk](http://www.beder.org.uk)