



# THE SAVOY EDUCATIONAL TRUST

## ANNUAL REVIEW

**FOR THE YEAR 1<sup>ST</sup> APRIL 2010-31<sup>ST</sup> MARCH 2011**



**CHARITY NUMBER 313763**

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*Photographs on front cover, clockwise: 2 x University of West London Savoy Educational Trust 'Learning, Education and Development' Suite; 2 x Trust's 50<sup>th</sup> Anniversary Celebration Event; Winners of Young Chef Young Waiter 2010; Futurechef 2011 Winner*



# THE SAVOY EDUCATIONAL TRUST

## CHARITY INFORMATION

<i>Trustees:</i>	Dick Turpin, FIH ( <i>Chairman</i> ) Robert Davis, DL, MA (Cantab) Stuart May, FIH Ramon Pajares, OBE, FIH Michael Stapleton
<i>Secretary to Trustees:</i>	Margaret Georgiou
<i>Chief Executive:</i>	Julia Sibley
<i>Trust Accountants:</i>	SRJ Accounting Services Limited
<i>Charity Registration Number:</i>	313763
<i>Place of Registration:</i>	England and Wales
<i>Principal Office:</i>	Queens House, 55-56 Lincoln's Inn Fields, London WC2A 3BH. Telephone: 020 7269 9692 Facsimile: 020 7269 9694 E: <a href="mailto:info@savoyeducationaltrust.org.uk">info@savoyeducationaltrust.org.uk</a> W: <a href="http://www.savoyeducationaltrust.org.uk">www.savoyeducationaltrust.org.uk</a>
<i>Auditors:</i>	Baker Tilly UK Audit LLP 12 Gleneagles Court, Brighton Road, Crawley, West Sussex, RH10 6AD.

# STRUCTURE, GOVERNANCE AND MANAGEMENT

## **CONSTITUTION**

The Savoy Educational Trust was constituted under a Trust Deed dated 26<sup>th</sup> April 1961 and established by four directors of the then Savoy Hotel Limited as an unincorporated grant making charitable trust for educational purposes, mainly though not exclusively, in relation to the hospitality industry.

## **GOVERNANCE AND MANAGEMENT**

The Trust's deed prescribes its objectives and sets out a framework under which the Trustees and administrative staff govern the Trust's affairs. The Trustees are appointed in accordance with the Trust Deed and are aware that they are responsible for the overall direction, effectiveness, supervision and accountability of the Trust.

The day to day management of the Trust is delegated to the Chief Executive who is self employed and works on a part-time consultancy basis and the Secretary/Administrator who is an employee of the Trust. The accounting function of the Trust is outsourced to SRJ Accounting Services Limited, an independent accounting service.

## **TRUSTEES**

The Trustees who served during the year were as follows:-

Richard Turpin, FIH (*Chairman*)  
Robert Davis, DL, MA (Cantab)  
Stuart May, FIH  
Ramon Pajares, OBE, FIH  
Michael Stapleton

Trustees are appointed by invitation from the existing Trustees to serve a 3 year term of office, but may be re-elected for succeeding terms. Terms of office were introduced to enable the Trust to continually review the skill set of the Trustees in order to maintain a board with the relevant experience, empathy and knowledge of the Trust and its activities.

In accordance with good governance the Trustees also consider it appropriate to rotate the role of Chairmanship. The role commences at the start of each financial year having been voted upon by the Trustees at one of their quarterly meetings. The appointment is for an initial term of one year, although this can be extended if it is the wish of the Trustees. At the 8<sup>th</sup> December 2010 meeting Ramon Pajares was elected to undertake this role in the forthcoming financial year.

Potential Trustees will receive background information on the Savoy Educational Trust which will include the Trust Deed, Minutes of Meetings, Annual Report and Accounts and documentation on what is expected of them under charity law, with particular reference to charity commission guidance publications such as CC3 'Responsibilities of Charity Trustees', 'The Essential Trustee: What You Need to Know' and 'Charities and Public Benefit'. Following their appointment new Trustees will be invited to spend some time in the Trust office as part of their induction process to further develop their understanding of the Savoy Educational Trust policies and practices.

All Trustees are asked to complete the register of interests which is held and regularly updated in order to avoid any potential conflicts of interest that may arise. Where a conflict does arise then the Trustee concerned is asked to withdraw from the decision making process.

## ***INVESTMENT COMMITTEE***

In order to minimise administrative costs and benefit from economies of scale the Trust collaborates with the D'Oyly Carte Charitable Trust on matters of Fund Management. A joint Investment Committee comprising of representatives from both Trusts meets quarterly with the Fund Managers to review and monitor investment performance and asset allocation.

## ***PUBLIC BENEFIT STATEMENT***

The Trustees acknowledge that education is the most powerful tool there is in achieving social justice. Talent, wherever it exists should be sought out, supported and nurtured. They can confirm that they have complied with the duty in section 4 of the Charities Act 2006 to have due regard to the Charity Commission's general guidance and supplementary guidance on public benefit in determining the activities undertaken by the Trust for the advancement of education.

The Trustees wholeheartedly believe that they can demonstrate that their grant giving activities outlined in the ***objectives and activities*** and the ***activities, achievements and performance*** sections of this review are carried out for the public benefit and clearly meet the two key principles of public benefit.

## ***RISK ASSESSMENT***

The Trustees have addressed the area of risk assessment in order to identify the major risks, possible risks and remote risks to which the Savoy Educational Trust is exposed and have reviewed the systems in place to manage those risks.

## ***ENVIRONMENTAL POLICY***

A responsible attitude is adopted with regard to environmental/green issues. Wastage of natural resources is kept to a minimum and as far as is practicable recycled products are used. Whenever possible energy is conserved and a recycling operation is in place for all office materials. Further reference on the Trust's environmental policy in relation to its grant giving appears in the section dealing with the application procedure.

## ***TRADEMARK REGISTRATION***

The logo and wording 'The Savoy Educational Trust' are registered trademarks. Grant recipients are provided with specific protocols which they must follow should they wish to display the logo and name on any marketing and PR material for projects for which they have received funding.

## **OBJECTIVES AND ACTIVITIES**

### ***REVIEW OF THE YEAR***

The hospitality and tourism industry is an extremely diversified and dynamic sector which now accounts for 4.5% of the UK's total economic output. The visitor economy is estimated to contribute over 8% of Gross Domestic Product (GDP), approximately £115bn. The hospitality industry is the fifth biggest employer and continues to be a massive creator of new jobs. In their 2010 State of the Nation Report, People 1<sup>st</sup>, the Sector Skills Council for hospitality, leisure, travel and tourism, highlighted some key statistics:-

### ***The Workforce***

- Over 1.9 million people work in the hospitality, leisure, travel and tourism industries, accounting for 1 in 15 UK jobs.
- The majority (83%) of the workforce is based in England, with 10% in Scotland, 5% in Wales and 2% in Northern Ireland.
- There are more women than men working in the sector – 56% of the workforce is female, 44% male.
- The sector is reliant on a young workforce – 15% are aged 16-19 (compared to only 5% across the economy as a whole); many of this age group are also in full time education. A further 34% are aged 20-29 (again, much higher than the average of 13%). At the other end of the scale, only 13% of the sector workforce is 50-59 with just 6% over 60.
- 45% of the workforce is part time, 17% of who are full time students.
- 20% of the workforce was born overseas.

### ***Skills and Vacancies***

- Labour turnover currently stands at 31% - equal to the overall UK figure.
- A high proportion of vacancies are identified as 'skills shortage' vacancies.
- Whilst the ramifications of the recession are still being felt across the sector as disposable income reduces, the sector needs to gear up for growth. By 2017 total employment is predicted to grow by 10% with 208,000 additional jobs. When replacement demand is taken into account, projections indicate that a total of 1,063,000 additional people will be required to work in the sector. Strong managerial skills will be essential as it is anticipated there will be 69,000 additional managerial posts required by 2017.
- The biggest skills gaps cited by employers within the sector were around management and leadership, chef skills and customer service skills.
- It is estimated that approximately 150,000 people are working towards hospitality, leisure, travel and tourism qualifications in further or higher education across the United Kingdom. The majority of learners are studying either full-time or are on work based learning programmes such as Apprenticeships with training providers.

The 'golden decade of sporting events' presents the opportunity for the sector to raise skills standards significantly to ensure the sector attracts, retains and develops a high quality workforce. Now only one year away, the 2012 Olympic and Paralympic Games will provide the sector with its largest opportunity to market itself on a world stage. VisitBritain estimates that the tourism legacy from the games will be in the region of £2bn.

The 2009 Report *"Ambition 2020: World Class Skills and Jobs for the UK"* places emphasis on the fact that the UK's prosperity depends on the jobs we are able to create; and having the skilled workforce we need to do them – and to do them well. The report states that our colleges, universities and training providers need to be excellent quality. They are essential to ensuring that employers get the skills they need for enhanced productivity and competitiveness, and that individuals have the opportunity to exploit fully their talent and potential. This requires building a high performing, agile, relevant and responsive employment and skills system – demand led systems that meet today's needs whilst anticipating, and adapting quickly and effectively to, the challenges and opportunities of tomorrow.

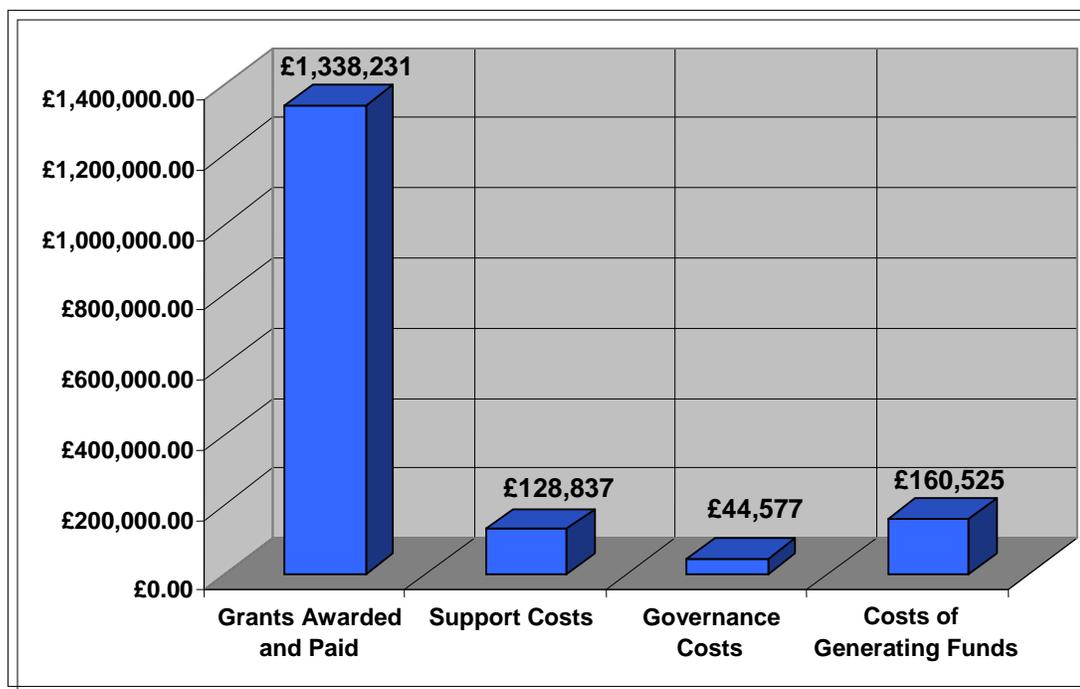
Notwithstanding the goals outlined in *"Ambition 2020"*, the economic slowdown has resulted in a seismic funding public deficit. As a consequence of cuts to educational budgets the Trustees saw an increase in the applications and funding awarded. At the time of writing this trend would appear to be continuing. Budget cuts can be particularly detrimental to those subjects such as hospitality which have high initiation and ongoing running costs. At the same time it has been acknowledged by government that the hospitality industry is one of the few growth sectors and one that is likely to offer employment opportunities and positively contribute to the UK economy. *"The tourism and hospitality sectors really are at the heart of so much of what this country does, not only for their economic contribution, but because of the jobs it provides"*. **John Penrose, Minister for Tourism**

The Trustees consider that in fulfilling the main aim of the Trust, *namely the advancement and development of education, training and qualifications within the hospitality industry*, they are investing in both the present and future skills needs of the industry. In working with interested bodies and partners the Trustees are striving to make a tangible difference and impact on the continuing development of an industry that, as highlighted earlier, is both a major employer and contributor to the UK economy.

For the year under review the total incoming resources for the Savoy Educational Trust amounted to **£1,017,434** (6.01% increase on 2010: £959,720) with total resources expended amounting to **£2,324,170** (72.91% increase on 2010: £1,344,144). This includes grants of (£14,341) committed but not paid at the beginning of the year and grants of £652,000 committed but not paid at the end of the financial year.

The grants awarded and paid during the year, together with support costs, governance costs and costs of generating funds are detailed below and in table 1.

<i>The grants awarded and paid totalled <b>£1,338,231</b> (31.16% increase on 2010: £1,020,293).</i>
<i>Support costs totalled <b>£128,837</b> (10.06% increase on 2010: £117,063).</i>
<i>Governance costs totalled <b>£44,577</b>, (0.39% decrease on 2010: £44,751).</i>
<i>Costs of generating funds, namely fund management fees, totalled <b>£160,525</b> (8.69% increase on 2010: £147,696).</i>



**Table 1**

The sole source of income for the Trust is derived from investment returns. When setting the annual budget the Trustees take into account the professional advice offered by their investment managers regarding the market outlook, investment trends and yield, and the prospect for future capital growth. Expenditure targets may be over or under-spent in an individual year in a controlled manner reflecting demand and the quality of applications.

## **APPLICATION PROCEDURE**

The majority of applications for assistance are considered by the Trustees four times a year in March, June, September and December. In the year being reviewed the Grants Sub Committee increased its remit to include small grant applications for up to £2,000 per application, and up to a maximum of £10,000 in any one financial year. The Grants Sub Committee also handles applications from individuals for a maximum grant of £500 per individual.

The Trustees welcome applications for funds from educational establishments with a hospitality department; industry associations and charitable organisations with specific hospitality related educational projects; and individuals who are undertaking a hospitality degree/postgraduate course or a craft course. The Trustees believe in helping well thought-out, balanced, sustainable and environmentally friendly projects that will, in the long-term, make a real difference and impact on the hospitality industry.

The Trust has a website, [www.savoyeducationaltrust.org.uk](http://www.savoyeducationaltrust.org.uk), containing full details on the Trust and its activities, together with details on how to apply for funding.

The Trustees place great importance on a facility being as environmentally friendly as possible. Therefore if applying for funding towards a kitchen, the application will need to show/demonstrate that consideration has been given to reducing the carbon footprint and that the equipment selected is as environmentally friendly and energy efficient as possible.

## **AIMS AND STRATEGIC OBJECTIVES**

The main aim of the Trust is the **advancement and development of education, training and qualifications** within the hospitality industry and the Trust can do this by:-

- *Seeking out areas and initiatives where Trust funds can be usefully and properly applied to benefit the whole industry.*
- *Establishing and maintaining contacts with schools, colleges, universities and other providers of recognised qualifications for those studying in the hospitality industry.*
- *Promoting and providing scholarships to help develop and enhance education, training and continual professional development.*
- *Recognising and rewarding the achievement of specific skills by supporting the leading industry competitions with educational scholarships/prizes.*
- *Encouraging and sponsoring further learning opportunities relevant to the industry by all modern forms of technology and communication.*
- *Attending meetings with a network of key people in the industry on current matters affecting education, training and issues such as skills development, recruitment and retention.*

In order to fulfill its aims the Trust seeks to work closely with colleges of Further and Higher Education (FE & HE), hospitality associations, charitable trusts, employers and other interested stakeholders.

Since its implementation in 2002 the Trustees' strategic plan has been reviewed regularly to ensure that the Trust's grant giving activities continue to be sufficiently focused and relevant in matching the aims and objectives of the Trust with the current skills profile, developments and needs of the hospitality industry.

For the year under review the Trustees remained committed to supporting learning and skills development for the current and future generations of the hospitality industry. The strategic areas and objectives for the year are outlined below:-

### ***Strategic Area***

#### ***Educational Establishments/Associations/Charitable Organisations***

The Trustees would:-

- Assist Schools, FE and HE establishments enhance and enrich the quality of their hospitality education so that they play a leading role in providing the vocational and professional skills required by the industry.
- Award grants to FE and HE establishments to reward excellence and alleviate hardship by offering student scholarships and bursary schemes.
- Promote and provide scholarships by supporting projects involving career and continual professional development.
- Maintain their support of industry associations requiring funding for specific educational projects.
- Support charitable organisations with initiatives that promote and develop innovative and specialist ways of learning about and training for the hospitality industry.

### ***Strategic Area***

#### ***Individuals***

- The Trustees consider it important to award small grants directly to individuals undertaking hospitality related courses. At the same time they are mindful that this area carries a higher element of risk. In order to minimise the risk grants are, in the majority of cases, made payable to the university, college or training provider.

### ***Strategic Area***

#### ***Competitions***

- The Trustees would recognise and reward the achievement of specific skills by offering their support to leading industry competitions. Funding allocated for competitions is specifically targeted for the provision of educational scholarships/prizes as this fits comfortably within the remit of the Trust. The scholarships should be used in a way that furthers the education, training and development of the individual.

## ***50<sup>TH</sup> ANNIVERSARY***

In the year under review plans to commemorate this milestone event gathered pace. The Trustees chose to mark the 50<sup>th</sup> anniversary with the following:-

***A celebratory event*** at the Savoy Hotel on the 4<sup>th</sup> May 2011 to commemorate 50 years of supporting the advancement and development of education, training and qualifications within the hospitality industry. The audience included representatives from HE and FE, students, charitable organisations, industry associations, and a number of key industry figures. Four organisations that have received major funding from the Trust – The Academy of Culinary Arts, The Academy of Food and Wine, The St. Julian Scholars, and The Springboard Charity had interactive stands at the event showcasing the projects that the Trust has supported. Speeches were made by the Chairman elect of the Trust, Ramon Pajares, who delivered an inspirational speech about the great work that the Trust has done over fifty years and shared with the guests an overview of the plans for the future; Anne

Pierce, Chief Executive of The Springboard Charity, spoke about how her organisation has worked closely with the Trust for 15 years; and Vice Chancellor Peter John from the University of West London shared the university's experience of how the £750,000 grant awarded by the Trust had been used to build a brand new state-of-the-art teaching and learning Centre to be known as 'The Savoy Educational Trust Learning, Education and Development Suite'.

*"I would like to congratulate you on your 50<sup>th</sup> anniversary and to thank you for inviting to us to your excellent event at the Savoy on Wednesday. You have done a great deal to help support hospitality education in its broadest context for a large number of years. I know my CEO enjoyed the evening and it helped further strengthen the case for hospitality education in the college which is sometimes thought of as an expensive subject, but we do have his full support. Inviting a student along again I thought was a master stroke. I thought all the students were excellent and for my own student it was the first time he had ever been to London so what an experience for him (I managed to organise 2 other hotel visits while we were in London). He has not been able to stop talking about his experience since we have got back and has already reported back to the group and has told me he will be working at the Savoy in the next 2 years so you have changed his life."* **Head of Faculty, Retail & Service Industries, Cornwall College Camborne & Cornwall College St. Austell**

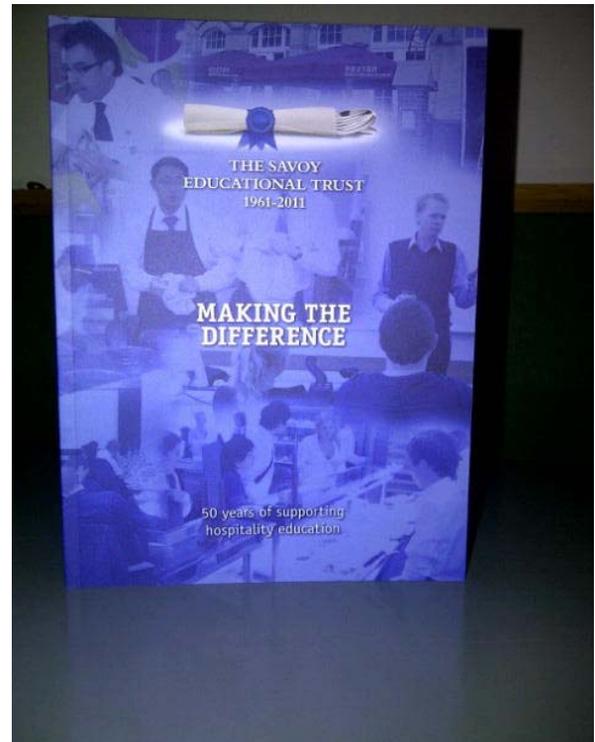
*"I am writing to express my thanks for a wonderful evening last week to celebrate the 50<sup>th</sup> anniversary of The Savoy Educational Trust. The opportunity to hear from the beneficiaries about the full extent of the work of the Trust was really enlightening. It was great to see students there as well and Sarah, who accompanied me, was so inspired by everything that she saw and heard that it has really raised her aspirations for her future career direction. Please pass on my very grateful thanks on behalf of South Devon College to the Trustees for their ongoing support which is absolutely invaluable and really makes a huge difference to education and training in our industry. I wish you luck for the next 50 years!"* **Section Head Catering, Hospitality & Tourism, South Devon College**

*"I would like to take this opportunity to thank you for inviting me to celebrate the 50<sup>th</sup> Anniversary of the Savoy Educational Trust. The evening was very well attended and I hope you feel it endorses the fantastic commitment that the Trust has made across the industry. This is a wonderful milestone and it was a real pleasure to be there to celebrate it with you."* **Deputy Master of the Royal Household**



*The Springboard Charity 'Stand' at the Trust's 50<sup>th</sup> Anniversary Celebratory Event*

The publication of a booklet entitled *'Making The Difference'* which delves into the history of the Trust and highlights some of the projects the Trust has supported over the years. The booklet included a foreword from HRH Prince Charles. As well as helping the reader to understand the history and work that the Trust has undertaken over the past 50 years, the Trustees hope that the booklet will encourage more educational establishments and relevant associations to apply for funding so that the Trustees can continue to make a difference to today's students and the stars of tomorrow.



As part of the 50<sup>th</sup> anniversary of the Trust, the Trustees also produced a DVD entitled *'Turning Students into Professionals'* showcasing some of the projects they have funded in Further and Higher Education. The DVD contained a main video consisting of an amalgamation of several case studies that are cut together in an engaging and motivational way. This video was then followed by shorter case studies filmed on location at 8 colleges of Further Education – Norwich, Great Yarmouth, Stratford-upon-Avon, Croydon, South Downs, Blackpool and the Fylde, New College Nottingham and Westminster Kingsway College and 2 Universities – Oxford Brookes University, and University of West London.

## ACTIVITIES, ACHIEVEMENTS AND PERFORMANCE

In the year under review the grants awarded and paid amounted to £1,338,231 (31.16% on 2010: £1,020,293). As anticipated there was an increase in the amount of funding awarded and the Trustees consider this is due in the main to the budget cuts in education discussed in the 'review of the year section' of this review. The Trustees funding would appear to be all the more vital in the current economic climate and they believe the grants awarded will help the recipients meet the challenges of the global skills agenda previously outlined.

The Trustees retained their focus on those projects that supported skills development, retention, and continuous professional development. The Trust's charitable activities appear below under the three strategic areas of support.

### STRATEGIC AREA

### *Educational Establishments/ Associations/Charitable Organisations*

The Trustees consider that projects supported under this strategic area are at the very core of the Trust's main aim. Grants totaling **£1,243,356** were awarded for this strategic area (31.33% increase on 2010: £946,725). This included an accrual of £10,000 paid to Oxford Brookes University for the Martin Radcliffe Fellowship and a refund of £28,600 awarded in previous years to Halton Borough Council/Riverside College (£11,600) and The Compass Foundation (£17,000).

The following pages contain further analysis, together with a listing and synopsis of all grants awarded by the Trustees under this strategic area:-

**In the year under review, the Trustees awarded grants totalling £169,907 to 9 schools.** Details of the grants appear below and overleaf:-

#### ***Alsop High School, Liverpool, Mersyside***

***£528***

Alsop High School is a Secondary Community School for 11-18 year olds situated in Walton at the north end of Liverpool. The grant will enable the School to purchase 50 x chef whites for the Hospitality and Catering students studying towards their GCSEs.

#### ***Barnhill Community School, Hayes, Middlesex***

***£20,000***

Barnhill is a mixed Secondary Foundation School in West London for 11-18 year olds. Barnhill was the most improved school in London in 2009 and was rated as Good with Outstanding Care, Guidance and Support in their last Ofsted Inspection (September 2008). The grant is to be used to significantly expand their Hospitality and Catering curriculum offer by enabling them to purchase equipment to develop one of their Food Technology classrooms into a fit for purpose Vocational Catering Suite. *"This will make a very important contribution to the School, and our ability to provide the best possible education for our students."* **Head Teacher, Barnhill Community School**

#### ***Launceston College, Launceston, Cornwall***

***£47,000***

Launceston College is a mixed Secondary Community School for 11-19 year olds. The grant will be used by the School to help them fit out a new training kitchen in Dunheved House, which is an ex boarding house in the school grounds. The aim is to convert this building into a specialist training centre where they can develop the hospitality and catering operation. The hospitality provision will include 3 catering outlets, a small training hotel and associated spa/health and beauty provision. This will also provide a sustainable future for a landmark building in Launceston that is in danger of falling into decay with an aspiration to be carbon neutral. The project will fulfill the following needs:-

- Lack of higher level skills in the hospitality sector due to no FE or HE hospitality facility within 25 miles.
- Demand by local industry (Visit Cornwall, South West Tourism, Cornwall Chamber of Commerce).
- Opportunities for enterprise and entrepreneurship in a social enterprise setting (Big Society speech, David Cameron, 19 July 2010).



*Launceston College*

***Longfield Academy, Longfield, Kent***

***£36,143***

Longfield Academy is a mixed Secondary School for 11-19 year olds. Their new building due to open in June 2011 will include a state of the art, professional kitchen. The grant from the Trust will be used to help the school purchase small items of equipment for this new facility. The school also intends to make full use of the facility by working with City & Guilds to introduce full time Professional Cookery and Hospitality Services qualifications for their Sixth Form. They have also created a bistro space to enable students to gain vital work-based skills and training. The bistro will be open to staff and the public twice per week and will serve high quality European cuisine. Longfield Academy will work collaboratively with three other schools at post-16 meaning that they will have a body of nearly 700 students currently in Year 11 who will be able to access places on this programme.

***Maidenhill School, Stonehouse, Gloucestershire***

***£12,633***

Maidenhill School is a mixed Comprehensive Foundation School for 11-16 year olds. The grant would enable the School to set up an internet café linked to their catering room to be run initially by GCSE hospitality and catering students and from 2011 by hospitality diploma students.

***The Charnwood Training Group***

***£7,715***

The grant from the Trust will help this organisation purchase the special uniform and knife sets for students for a project which will allow up to 60 students from Ashfield School located in Kirkby-in-Ashfield, Nottinghamshire and other surrounding schools to access training at Levels 2 and 3 within the Hospitality and Catering sector, including Youth and full Apprenticeship programmes.

***The Marlborough School Foundation, Sidcup, Kent***

***£7,436***

Marlborough School is a mixed Community School for 11-19 year olds. The School has 85 pupils who come from the London Borough of Bexley. All Pupils have a severe learning disability, autism, sensory disabilities and additional medical needs. The grant would enable the School to purchase equipment to be used in the café they are developing in the building at the end of the school drive. The project aims to provide real work experience for the pupils in order to help them obtain supported employment once they leave school. They also intend for the pupils to work towards vocational skills in the hospitality industry.

***The Oxford Academy, Littlemore, Oxfordshire***

***£20,000***

The Oxford Academy is a mixed Secondary School for 11-19 year olds. The grant would help establish a food technology catering facility in the academy as part of their development of vocational study courses and in particular their hospitality curriculum. Their objectives are to introduce Food Technology and Catering onto the Curriculum at Key Stage 3 and 4; achieve a minimum of 80% pass

rate for BTEC Hospitality and Catering at Key Stage 4; and use existing business contacts in the Oxford area to facilitate hospitality and catering work experience and introduce extended opportunities for students on their courses.

***West Dorset Rural Federation (WDRF), Bridport, Dorset***

***£18,452***



WDRF is a collaboration of three secondary schools, one special school and three local FE colleges. They provide a wide range of accredited pre and post 16 vocational courses for students across the partnership. The grant enabled WDRF to purchase equipment for the kitchen and café for the new facility they developed at the Sir John Colfox School consisting of a training kitchen, a large café area, toilets, a small performance area, conference facility and a teaching/meeting room. The facility (*featured in photographs above*) will be used by a large number of local schools and colleges.

Reporting on the impact of the grant, WDRF state *“The facility is now fully operational and equipped to a high standard. We are now running our pre-16 Hospitality and Catering NVQ 2 course from the new facility and will be hosting a post-16 Hospitality (BTEC) from September 2011. In summary the facility has had a significant impact on the students in a very short space of time. It has increased motivation, raised awareness of the sector across the school, forged valuable links with the business community, improved attendance, and most importantly, raised the aspirations of the students lucky enough to use it.”* **Manager, WDRF, The John Colfox School**

*“Being taught in the new kitchen and helping to prepare food for proper customers has confirmed to me that this is what I want to do for my career. It was a brilliant experience to work with a famous chef like Mark Hix – this has inspired me to get my qualifications and become a chef. Doing the course has shown me how important it is to get my other subjects so that I can have a good career as a chef.”* **Year 10 student.** *“The new facility is great and it feels like our space – the course has really helped me make up my mind about what I want to do in the future. I will now be coming back to the sixth form to do the BTEC L3 Hospitality course and eventually hope to be a pastry chef. I never thought I would be able to come back to the sixth form.”* **Year 11 student**

**The Trustees awarded funding totalling £340,042 to 18 FE Colleges.** Details of the grants awarded appear below and overleaf:-

***Accrington & Rossendale College***

***£6,391***

The College was looking to extend their successful Junior Chefs' Academy programme and looked for support from the Savoy Educational Trust to enable this to happen. The purpose of the Junior Chefs' Academy is to attract, develop and retain young people (aged 12 to 16) to the Hospitality and Catering Industry. The Trust's grant would provide bursaries to young people who otherwise would not be able to access these programmes.

### **Blackpool and the Fylde College**

**£25,994**

**Our Students cooking a typical Lancashire Dinner in the Czech College Restaurant**



#### **Blackpool and the Fylde College – 1 to r overseas exchange visit to Czech Republic and competition work**

Funding was awarded to the College to cover a large array of projects, namely for: bursary awards for equipment and uniforms for the student intake of 2010/11; purchase of 15 laptops; exam costs for hygiene courses and registration costs for NVQs; overseas exchange programme; visiting salons/exhibitions and competing in competitions; and support for the Awards evening at the end of the academic year to celebrate the successes of the students. Reporting on the impact of the bursary awards the 1<sup>st</sup> Year Tutor states that *"over 50% of the first year students would not still be on their respective course as they would not have been able to afford their uniforms."*

### **Bournemouth & Poole College**

**£12,020**

The grant from the Trust will be used by the College to help offer safe and secure accommodation for 12 apprentices on the Specialised Chefs course for 52 weeks whilst they are training in London. The apprentices will stay at the Hyelm Hostel in Hampstead or any other Hostel deemed suitable by the College after Health & Safety checks have been made. The apprentices are aged 16-19 and for many coming to work in London will be the first time they are away from their families. The College was awarded a City & Guilds Beacon Award for the Specialised Chefs course, as well as a National Training Award. *"Being together helped – we could help each other when things weren't going very well. The staff are great and are always around to help too."* **Apprentice**

### **Chichester College**

**£3,460**

A grant was awarded towards funding for a student visit to a parmesan cheese factory, a balsamic vinegar factor and an olive oil producer in Florence and to help with their Junior Chefs' Academy.

### **City College Norwich Hotel School**

**£30,000**



City College Norwich secured funding within its own capital funding and from the local LEA to update their Debut kitchen and pastry facilities. The grant from the Trust was used to help the College complete the much needed refurbishment of their Debut Restaurant (*see photo opposite*). This specifically involved converting the two existing areas of the restaurant into one. The new 'area' was designed as a professional restaurant to help the Hotel School offer world class skills development

and help raise the profile of front of house and service. *"The grant from the Savoy Educational Trust has enabled us to create a fantastic real life business environment and raised the profile of front of*

house training. As a result we have 30 students opting to specialise in this area for the very first time." **Head of Hotel, Hair and Beauty, Hotel School, City College Norwich**

### ***Croydon College***

***£10,000***

The grant from the Trust would be used by the College to set up a Young Chefs' Academy so that they can offer this to the school children of Croydon to help generate interest in the hospitality industry and to stimulate their career thoughts into food related careers. The College considered it best practice to offer this course as a funded course, so that there would be no discrimination on the grounds of ability to pay. The grant would be used specifically for employment costs; uniforms and materials.



***Young Chefs' Academy, Croydon College***

### ***Darlington College***

***£25,000***



***The Glasshouse***

The grant awarded to Darlington College is to help them redesign their existing restaurant training facility. The redesign is expected to help the College provide customers with a warm and welcoming restaurant; improve the teaching and learning environment for food service training; help develop masterclasses in food service skills in association with leading hospitality specialists; and deliver Food Service VRQ and Level 3 Food Service qualifications. As well as enhancing the College's Academy Status, the project will prepare students for work in the Hospitality industry throughout the North East and further afield. The success of the redesign will be measured by the increase in student numbers and customer numbers and satisfaction.

**Gloucestershire College**  
**Chefs on Tour**

**£5,000**



Funding was awarded to Gloucestershire College for their 'Chefs on Tour' project which aims to raise interest and awareness in the hospitality and catering industry amongst 8-11 year olds, whilst at the same time providing a fun cookery demonstration which shows how easy it can be to produce good wholesome food quickly. They use a van to take all the equipment and food with them to a school, including induction hobs to cook on, set up in a room which may be a kitchen, a school hall or other space, and give an entertaining and informative show. Each event lasts between 1-2 hours, culminating in the audience tasting the food. In response to the question 'Why was it important for your organisation to receive this funding?' The Catering and Academy Manager at the College stated "*It enabled Gloucestershire College to set this up on a more permanent basis as it helped subsidise the cost of each event. The support from the Trust was also instrumental in helping to maintain the support we have had from senior management of the college with this initiative. In 2010/2011 this programme has continued, with the full cost being borne by the Catering Academy and Renaissance Restaurant.*"

**Great Yarmouth College of Further Education**

**£30,000**



*Training Kitchen at Great Yarmouth College*

The College applied to the Trust for a grant to support the reequipping of one of their two new relocated training kitchens. The existing kitchens were outdated and offered little in appeal to attract learners to the hospitality industry. The area of Great Yarmouth is reliant on Hospitality and Tourism for employment. The Hospitality and Catering team in the College currently offer a range of courses from entry level 3 to Foundation degree and the new facilities will offer learners from 14 years of age and upwards the opportunity to gain globalised skills and knowledge in preparation for the hospitality industry.

**Kendal College**

**£40,000**

The College applied for funding as a contribution to the hospitality & catering operation of a grade one listed building that will be renovated from its derelict state to an art gallery and restaurant/patisserie. The new facility is a joint community project between the College, South Lakeland District Council, the Kendal Town Council and Kendal Museum. The restaurant with bar and patisserie will provide an excellent real work environment for up to 437 learners (including apprentices) on a cyclical basis - 6 days per week - enabling them to gain valuable experience to evidence their competence for their NVQ/VRQ qualification. "*We are absolutely delighted with your*

*kind grant funding to help create a new art gallery and restaurant. This will help in creating a first class real work environment for our students and will be a real jewel for the community.”* **Principal, Kendal College**

***Leeds City College Thomas Danby Campus***

***£24,000***

The Trust's grant would help refurbish the bistro area in the College to provide an up-to-date facility that reflects a real working environment. The College have reported that they have purchased the Chavet Unit for which part of the Trust's grant was awarded. However the project has been delayed owing to asbestos being found during the refurbishment. The College are considering relocating their bistro to a new site away from the College and at the time of writing are looking for suitable premises. The project will continue to be closely monitored to ensure that the Trust's funds are utilised.

***Macclesfield College***

***£ 2,000***

Funding was awarded for an educational visit to London for 20 final year students embarking on their careers in the hospitality industry or higher education. The visits would include high quality hotels and restaurant operations as well as attending the Taste Festival in Regents Park.

***New College Nottingham***

***£20,000***



***Refurbished Adams Restaurant – New College Nottingham***

Funding was awarded for a project to update and develop the Adams restaurant in line with the new level 2 and 3 Diplomas in Professional Cookery and Food and Beverage Services. The key aim is to raise the standards in food and beverage service and promote this as a stand alone qualification for 2011. The project would involve the re-development of the restaurant environment with industry standard equipment, styling and customs and practice. In

response to what measurable impact the project has made the Head of Faculty of Food, Hospitality, Leisure and Tourism states: *“The self assessment for the area will be graded as outstanding in 2011 – first time within the history of the college. The restaurant is now being used for corporate events outside of the usual opening hours; customer feedback has been fantastic and the evidence collected from diners throughout the year is used to make continuous improvements.”*

***South Devon College***

***£19,500***

The College successfully applied for a grant for academic year 2010/11 to be used as follows:-

- Continue the Junior Chefs' School and provide training to school pupils that will develop and progress cooking skills in a professional catering environment whilst they learn about career opportunities and progression onto full time courses. The grant enabled the College to deliver 6 courses to 71 young chefs.
- Purchase a purpose built mobile demonstration unit incorporating a 4 ring induction hob, French Plancha, special stainless steel workstation, drawers and refrigerator. The College envisages that the facility will expose learners to professional demonstrations utilising new technology and working with industry to encourage more masterclasses. It will also promote environmental awareness and energy efficiency.

*"On behalf of the staff and students at South Devon College I would like to extend our very grateful thanks to the Trust for their continued support of our Junior Chef School and for the opportunity to install a new demonstration unit in one of our kitchens. This exciting initiative will be of huge benefit to our learners and will strengthen our industry/education links even further."* **Section Head for Catering, Hospitality and Tourism, South Devon College**



*South Devon College – Induction Hob*

***South Downs College***

***£ 13,877***



A grant was awarded to the College to enable them to purchase a professional standard EPOS control system (*see photos above*) to maintain and enhance students understanding and skills in the operation and management of the College restaurant and Café/Bar. This would replace their existing control system which was at the end of its life and constantly failing thus providing a counterproductive experience of the application, benefits and use of modern EPOS systems to all levels of students as well as hampering the quality of operation in their realistic work environment.

***Stratford upon Avon College***

***£ 9,600***

Stratford upon Avon College took over the catering department of Warwickshire College's Rugby site. The grant from the Trust would be used to purchase chairs for the new restaurant facility 'Platform One' being developing at the site. *"Here is a DVD of the opening by Glynn Parnell and some photographs of the Restaurant furniture and a copy of the evaluation form. It has made a terrific impact on the students and the customers of Platform One, the restaurant serves more customers, in a modern day surrounding. Once again thank you to the Trustees and yourself for helping us over the years. I know our students have greatly enhanced their careers and future with your support."* **Lecturer, Stratford upon Avon College**

***West Cheshire College***

***£ 3,200***

Funding was awarded to help the College continue with the luncheon club for the local community at Blacon. Just over half of the grant will pay for the hire of the Church Hall at Holy Trinity Church enabling the College's special needs learners to run the kitchen and the food service at lunchtime and the remainder will go towards the cost of a residential trip for the learners in August 2011 at the end of the academic year. *"I would like to thank the Savoy Educational Trust once again for their contribution to this extremely worthwhile cause; the luncheon club provides important interaction between learners with special needs and older members of the Blacon community. In these learner*

*times, it is vital that the College maintains local links and without contributions such as this, the future of the Blacon luncheon club may be bleak.”* **Specialist Teacher, West Cheshire College**

***Westminster Kingsway College***

***£60,000***

The College successfully applied for funding to purchase equipment for their Vincent Square site to support the development of a ground floor retail environment (and storage facility) open to staff, students, visitors to the building and local residents. This will enable the sale of the additional bread, pastries, chocolates and savoury products from its practical training environments. The new space will also provide retail training opportunity for learners of all ages at levels 1 and 2, as well as supervisory training opportunities at level 3. It will enable the training of entry level catering sales assistants; provide retraining opportunities for those seeking training in retail, sales, customer service, barista, and counter service roles. It will provide income for goods produced, therefore reducing waste and contributing much needed funds which can be reinvested in food commodities to provide an expansion of the practical food production areas of the college's training portfolio. It will encourage a practical entrepreneurial environment to enable diploma and degree students to develop marketing, production and sales campaigns and further skills such as business planning, product development, quality monitoring, food costing and control.

**The Trustees awarded funding of £431,919 to 4 HE establishments** for the following projects:-

***Sheffield Hallam University***

***£31,419***

The grant was awarded to help the University purchase an Electronic Point of Sale (EPOS) system based on the industry retailing standard of the Micros Fidelio system. Both students and employer focus groups have indicated that an EPOS system is a current shortfall in their training provision. Exposure to industrial standard electronic information systems would enable students to analyse, interpret and make operational and management decisions. This will help enhance the vocational training and skill sets for the students so they can compete more effectively within the market place.

***University of Strathclyde***

***£11,500***

The bulk of the grant was used to provide 16 merit undergraduate scholarships within the Department of Hospitality and Tourism Management awarded to the brightest students studying in years 2, 3 and 4. £1,500 of the grant would be used as partial funding for the 'Sir Hugh Wontner Lecture which was due to take place in 2011 but has now been postponed to spring 2012.

*“My learning this year has gone from strength to strength and this has been greatly aided by the Scholarship that I was awarded. I thank you again for the opportunities you have given me and hope some day I can use the experience I have obtained to fulfil my future career dreams of managing an internationally renowned hotel.”*

*“Thank you kindly for the generous award I received. I was particularly proud to be selected as a student worthy of such a prestigious Scholarship. It has made a considerable impact on my academic life; specifically it has contributed to an Honours year project to be proud of, and also been pivotal in improving my academic results. The award has allowed me to reduce my hours in my part-time job which has contributed to an improvement of around 10% to my average grades. It is now possible for me to achieve a First-Class Honours degree if the exams go well which is great.”*

**Recipients of Savoy Educational Trust Scholarships, University of Strathclyde.**

***University of Surrey***

***£14,000***

The grant from the Trust was awarded to the School of Management at the University of Surrey to support Hospitality Management programmes during academic year 2010/11 in a variety of ways, namely for:

- 2 bursaries to top MSc International Hotel Management students.
- 8 bursaries to best performing students on Level 1 and 2 hospitality modules.
- 5 prizes for best professional training reports.
- 2 prizes for best MSc dissertations.

**University of West London (formerly Thames Valley University)**

**£375,000**



***'Learning, Education and Development Suite***

The Trustees reported in their 2010 annual review that they had agreed to award funding of £750,000 to the University of West London (UWL) following an application and presentation from them. The grant would be awarded over a two year period (£375,000 per year) for the development of the 'Savoy Educational Trust Learning, Education and Development Suite' at their St. Mary's Road Campus in Ealing. The grant from the Trust would enable UWL to claim 2:1 matched funds under the government's matched funding scheme.

In the year under review following the satisfactory completion of the first year's designated targets, the Trustees made the second and final payment to the University for this Facility. The Trustees are delighted to report that in the year that they are celebrating the Trust's 50<sup>th</sup> anniversary, the project completed ahead of schedule and has culminated in the provision of a first class teaching and learning environment which is already in operation and will be opening its doors in the autumn to the student intake of 2011/12. The suite will be for the primary, though not exclusive, use of postgraduate and executive students. It will have a separate entrance allowing for access to the suite for the use of industry/external partners. It comprises of:-

- A lecture theatre
- A flat lecture theatre/conference room, fully equipped with technological infrastructure such as video link to facilitate dialogue with hospitality and tourism leaders around the world.
- A multi-functional area that can be converted into one large space suitable for group work or two seminar rooms
- An informal breakout area

In the year under review the Trustees also gave a grant to the ***City & Guilds of London Art School*** of ***£5,000*** to enable them to award bursaries to their students during the academic year 2010/11.

***Hospitality Industry Trust***

***£25,000***

The Trustees awarded funding to Hospitality Industry Trust (HIT), a registered charity, whose remit includes the awarding of grants to FE and HE Colleges in Scotland for the provision of bursaries and scholarships primarily to students of hospitality whether from Scotland or beyond. The Trust's grant is used specifically by HIT in the following ways:-

- Support individual hospitality students in cases of hardship and help prevent a situation where individuals have to give up their studies for financial reasons and therefore be a loss to the industry.
- Enhance educational opportunities by awarding scholarships to students who otherwise would not have the opportunity to develop themselves in different learning environments.
- Provide specific bursary scholarships to enable potential good calibre entrants to the industry, to learn from a world class educational establishment - the Ecole Hoteliere de Lausanne.

All three elements of the project are open to the 27 colleges and universities that HIT deal with in Scotland.

### ***Geographical Breakdown of Schools, FE and HE Establishments***

Table 2 below shows the geographical breakdown of the grants awarded directly to schools, FE and HE establishments during the year under review, together with a comparison of the previous two years.

REGION	No. of grants			Amount		
	2010/11	2009/10	2008/9	2010/11	2009/10	2008/9
London	4	2	4	£465,000	£402,000	£100,000
East	2	2	1	£ 60,000	£ 41,363	£ 16,418
South East	6	3	3	£ 94,916	£ 41,075	£ 20,700
South West	6	4	5	£114,605	£ 53,111	£ 53,378
Midlands	3	3	3	£ 37,315	£ 77,000	£ 49,642
North East	3			£ 80,419		
North West	6	5	3	£ 78,113	£ 71,220	£ 45,000
Scotland	1		1	£ 11,500		£ 21,000
<b>TOTAL</b>	<b>31</b>	<b>19</b>	<b>20</b>	<b>£941,868</b>	<b>£685,769</b>	<b>£306,250</b>

*Table 2*

### **SCHOLARSHIPS/CAREER DEVELOPMENT**

The Trustees believe in making a difference, in the long-term to career development and retention at every stage of a person's career in the hospitality industry. The Trustees consider they can best do this by ***promoting and providing scholarships*** and to supporting projects involving **career development**. The following initiative which is funded in partnership with the Worshipful Company of Innholders is aimed at addressing this strategic objective.

#### ***Worshipful Company of Innholders***

**£60,000**

The Worshipful Company of Innholders/Savoy Educational Trust Management Scholarship scheme is indicative of the commitment both organisations seek to make in the very important area of developing general management potential. Effective leadership and management is critical to an organisation's success and interestingly the 'City & Guilds Skills in a Global Economy' report highlighted the fact that the success of the national economy will become increasingly dependent on the skills of those adults already working in the industry and that these skill levels will continue to rise. This scheme goes some way in addressing this issue and also those of retention and continuing professional development.

The purpose of the Scholarships is to introduce middle management in the hospitality industry to senior/general management techniques by exposure to short intensive courses of management education, thereby providing experience, skills and training not readily available in the workplace. Winners of the Scholarships can undertake a two week course at Cranfield University School of Management or Cornell University. Those awarded a Scholarship to attend the Ecole Hôtelière de Lausanne will undertake a number of modules.

Applicants for these Scholarships have to submit a written paper and if shortlisted are then invited to attend a series of interviews at the Innholders Hall. The interviewing panel includes the Chief Executive of the Trust. For the year under review following interviews in November 2010, **19 Scholarships** were awarded (2009: 16). Scholarship winners will undertake the following courses:-

**Fourteen candidates** were awarded a Scholarship to attend a course at Cranfield University in March, June or October 2011 entitled "**Accelerated Talent Development**".

**Two candidates** were awarded a Scholarship to attend the '**Ecole Hôtelière de Lausanne Summer Programme**'.

**Three candidates** were awarded a Scholarship to attend a course at **Cornell University** entitled '**The General Managers Program**'.

*"I would like to take this opportunity to express my immense gratitude for awarding me a scholarship. It has been over 8 years since I graduated with a degree in International Hospitality Management from Bournemouth University and also 8 years since I have undertaken academic development for a period of more than a couple of days. It has allowed me to learn a number of new skills which will be invaluable to my career and development as a manager and a leader. I now look forward to putting the skills I have gained into practice and am keen to develop passionate youngsters within the industry so that I can give a little back."* **2010 Cranfield Scholar**

*"It was an invaluable experience that helped to develop my knowledge and skills both personally and as a manager in the hospitality industry. I have returned with a new determination and ideas to take the business and the team forward. I would like to thank all those responsible for the opportunity of attending Lausanne Summer School and I am looking forward to passing on my newly gained knowledge."* **2010 Lausanne Scholar**

**In the year under review the Trust awarded funding of £61,500 to 3 industry associations** who successfully applied for funding for specific educational projects. Details appear below and overleaf.

### ***Academy of Food and Wine***

***£40,000***

The Academy of Food and Wine (AFW) has been working towards raising the profile of food and wine service staff in the industry since its creation. In the year under review – and under this strategic area - they received funding from the Trust for the following two initiatives:--



1. AFW originated an idea for a reality TV show that would promote careers in front-of-house service in the UK, which the BBC turned into an eight-part series called '**Michel Roux's Service**'. The programme format – an eight-part show that followed young unemployed people competing for two scholarships from AFW – ran for four weeks from January 12-February 7, 2011. AFW considered that the TV programme afforded them a major opportunity to gain wider awareness of the importance of front-of-house

but required seed funding to capitalise on the PR, promotional and marketing opportunities. The Trust's grant enabled them to set up a press office to maximise the huge halo effect that the TV programme would bring. For this initiative, AFW were awarded one of the prestigious Caterer and Hotelkeeper 'Catey' Awards – known as the industry's Oscars - for the 'Best Independent Marketing Campaign'. The judges of the award said: *"Our winners in this category demonstrated the importance of thorough planning and good timing in effective marketing. Unable to engage in advance publicity because of broadcasting restrictions, they unleashed a well-targeted promotion across traditional and social media as soon as their programme hit our screens, teaching young people about the benefits of a career in hospitality in the process."*

2. One of AFW's main achievements in the past 21 years has been the development of their highly acclaimed suite of learning Training Materials aimed at entry level staff. Funding from the Trust would be used to help update the Bar Service and Meeting & Events/Banqueting packs. The updating will consist of activities, worksheets and quizzes, as well as the development of a mini Train the Trainer Banqueting Licence to Work pack.

AFW also received funding for the UK Restaurant Manager of the Year competition, details of which appear on page 29.

### ***Institute of Hospitality***

***£ 4,500***

The Trust supports the Institute of Hospitality (IoH) through their Company Patron Scheme. In the year under review it is in the field of the Institute's electronic capabilities that the funds provided by

the Savoy Educational Trust have been directed. The funds have also enabled the IoH to add a number of new titles to their eBook collection which now totals 420. At a time when students rely more and more on electronic sources for their information and study research, this increased provision by the IoH is a welcome additional specialist resource not readily available in many educational establishments.

### ***Local Authority Caterer's Association (LACA)***

***£17,000***

LACA aims to set high standards of professionalism in Local Authority Catering, to be the lead consultative body to the Government on all aspects of School Food, and to equip caterers with a network of support and knowledge to meet future demands of the service. A grant was awarded to LACA to help them offer a programme of training for Middle Managers in the Public Sector seeking development opportunities. Each unit of training comprises of 10 guided learning hours offered on a flexible basis. Candidates will be awarded the Hospitality Diploma/Certificate in Management for Hospitality Leisure and Tourism (Level 3). This programme is a collaborative initiative with the School Food Trust/Kendal College and the Institute of Hospitality. LACA report that seven candidates completed the programme which started in January 2011 and ended in June 2011.

**The Trustees awarded funding of £168,588 to the following 9 charitable organisations** for a wide range of initiatives focusing on the hospitality industry.

### ***Academy of Culinary Arts***

***£30,000***



#### ***Chefs' Adopt a School in action***

The principal objectives of the Academy of Culinary Arts (ACA) are to promote public awareness and appreciation of the highest standards of food, nutrition, cooking and service, by example and education; and also to encourage young people into the industry through training. They also received funding for their Annual Awards of Excellence, details of which appear on page 29.

#### ***Chefs' Adopt a School 'Stand' at Trust's 50th Anniversary***



The Academy of Culinary Arts 'Chefs Adopt a School' (CAAS) begun in 1990 and officially registered as a charity in 2001. CAAS teaches children – in a holistic way - about food, food provenance, food growing, healthy eating, nutrition, hygiene and cookery. Over 200 professional Chefs deliver sessions in the classroom which range in content from the four tastes and the five senses, to advanced practical cookery. Each chef delivers approximately one session per school term to their adopted school. The charity reaches over 21,000 children every year and they work with primary schools, hospital schools, and special educational needs schools.

The CAAS programme has been designed to integrate well with Key Stages 1 & 2 of the national curriculum and has witnessed many children develop significantly with the aid of food and cookery as a vehicle for delivery of other subjects. The programme is part of a 'whole school' approach to healthy eating which embeds healthy eating messages into all aspects of the school curriculum by working in partnership with teachers, school cooks and parents. *"What you have done for the children in our school is incredible. Not only have you ignited a passion within them, but to see them achieve*

*so much and have that real sense of success is a joy to behold. For many it has also raised their self-esteem, realising their talent and this has had an impact on the rest of their schooling. Thank you is not enough! The amount of children who now actively cook at home since working with you is staggering."* **Wadsworth Fields Primary School**

The work that CAAS do has been independently evaluated twice; by the Food Policy Centre at City University in 2008 (the first academically robust evaluation of any cooking in school initiative in the UK) and by Genecon in 2010. Over 97% of teachers surveyed for the Genecon evaluation felt that CAAS had either some or a significant impact in stimulating children's interest in food and food provenance. Overwhelmingly children had a positive attitude to the CAAS session with 89% of children surveyed for the City University evaluation wanting another session with the Chef. The evaluation also found that Chefs Adopt a School 'represented a great opportunity to teach children healthier eating habits through practical cookery'.

The Trustees have agreed to fund the CAAS programme for a period of three years with funding of £30,000 per annum. Each year's grant is dependent on a satisfactory annual evaluation of activities and therefore entirely at the discretion of the Trustees. The year under review marks the third and final payment of this three year term. At their March 2011 meeting, the Trustees agreed to fund the CAAS programme for a further 3 year term commencing 1<sup>st</sup> April 2011 at £35,000 per annum.

### ***Army Catering Training Trust***

***£11,040***

The grant to the Army Catering Training Trust will be used to help their Continuous Professional Development (CPD) Centre fund the Foundation degree in Hospitality & Food Service Management which they run in conjunction with Westminster Kingsway College. The CPD Centre is located at the Defence Food Services School in Worthy Down and is a work-based learning provider whose work is exclusively concerned with soldiers within the chef trade group of the Royal Logistics Corp in the British Army. The majority of the funds will be used for 10 individual learning contributions for their first and second years on the course and for individual net book computers to support the learners.

### ***Enfield Sea Cadets***

***£ 2,098***

The grant to Enfield Sea Cadets will be used for the refurbishment of the galley/kitchen. The galley is used for the cook/steward qualifications which include learning about food and nutrition and service to silver service standard. The galley is also used for fund raising dinners that are regularly held at the unit.

### ***Futureversity***

***£15,000***

#### ***Futureversity Cookery Class***

Futureversity actively encourages and welcomes any young person, regardless of personal circumstance to enroll for and attend courses and activities. Many of the attendees have serious issues at home, with no personal space, many siblings, dependent parents, low confidence and self-esteem. Interestingly, statistics from summer 2008 and 2009 showed that youth crime figures reduced by an average of 10% across every London borough running a Futureversity programme.



They requested funding for those 2010 summer courses relevant to the hotel, catering and tourism industry. This would enable them to provide 160 hours of tuition on a selection of courses for up to 138 young people between the ages of 11 and 25 in the London Borough of Tower Hamlets.

Futureversity reported that the funds received from the Trust were used towards the costs of 10 courses. These were Indian Cookery, International Cookery, Thai Fruit Carving, Telephone Techniques, Tourism & Customer Care, Thai Cookery and Chinese Cuisine. They expanded on these courses by adding three more: Cake Making & Decoration, So Sushi! And CIEH level 2 Food Hygiene, the latter geared towards young people who wished to gain an industry based qualification to work in food outlets.

### **Hospitality Action – The Ark Foundation**

**£45,000**

Funding was awarded to **Hospitality Action's Ark Foundation** to continue their seminar programme to students of hospitality, aged 16-19, whether on full time or day release courses at Colleges and Universities throughout the United Kingdom. By way of educational seminars the Ark Foundation provides advice and information on how to avoid becoming an alcohol and drug mis-user and seeks to help combat binge drinking and to inform of its effects on the mind and body of the young and impressionable members of the hospitality industry. The seminars are designed for people to be able to identify with certain behavioural traits, recognise in themselves some of the characteristics described by the Presenters, who call on many of their own experiences with abusive alcohol drinking and drug misuse to illustrate and emphasise the problem facing the hospitality industry. In supporting the Ark Foundation the Trustees acknowledge that drug and alcohol abuse, particularly amongst young people, is a problem for society as a whole but appears to be particularly prevalent amongst employees of the hospitality industry.

The Ark reported that with funding received from the Trust they were able to visit 200 Colleges in 2010/11. *"Once again the students enjoyed the talk and were quite alarmed to hear how easy it is to fall into bad habits which can lead to addiction in a short space of time when working in such a high pressured industry."* **Borders College** *"We will definitely book a return visit for next year's students. The students enjoyed the talk and reacted very well to the content and also to Ken, who is very approachable and open with them."* **Suffolk College**

### **Jamie Oliver Foundation**

**£19,100**

The main purpose of the Jamie Oliver Foundation is to inspire disadvantaged young people by giving them the opportunity to create a better life for themselves in the restaurant, hospitality and catering sectors, through practical training and work placements.

All trainees must be disadvantaged young people aged 18-25 and unemployed. They are recruited through partner organisations: homeless charities, probation services, youth charities and Job Centre Plus. They can also apply directly on line. Of the hundreds of applications the Jamie Oliver Foundation receive they select 75 candidates for a face-to-face chance to convince them they are right. They have a taste test but ultimately what is required is a passion for food and a determination to get out of the situation the applicants are in. Of these, 45 go on to more intensive tests and team cook off, at the end of which 18 are offered a place.

The grant from the Trust would be used specifically to support the new group of trainees at Fifteen who took over the restaurant after graduation of the current cohort in September 2010. The funds will cover the costs of sourcing trips in 2011 to top quality producers around the UK and Italy.

*"Fifteen has been everything I expected and more. I didn't know if I could stick at it at first; I've always dropped out of courses, but I am proud to have completed it. This shows that Fifteen has something special." "The course has shown me self discipline. It's taught me about the real world and what working life is. I have become responsible for myself." "The highs of the programme have been the sourcing trips and learning. In a year I've learnt more than ever before and I'm confident in my knowledge of food and ability in the kitchen." "My favourite sourcing trip was visiting Pete Gott's Sillfield Farm in Cumbria. We learnt so much about pork products and butchery and I got to return there for my work experience placement!"* **Fifteen Apprentices Class 2010**

### **The Kids' Cookery School**

**£ 5,000**

The Trust awarded The Kids' Cookery School funding towards 'KCS on Wheels', their mobile kitchen that offers children and young people the opportunity to learn how to cook fresh, delicious and nutritious food from scratch using fresh ingredients. KCS on Wheels enables the Kids Cookery School to deliver hands on cookery workshops in individual settings or venues in hard to reach areas all over London, giving children from disadvantaged backgrounds, ethnic minority groups and those with disabilities who otherwise would not have the opportunity, the chance to learn to cook. *"Our learning*

*initiative KCS on Wheels has proved very popular with the demand for our services growing daily. Your donation has contributed towards teaching and inspiring children and young people from an economically deprived and ethnically diverse background in Wandsworth, attending a school rated as satisfactory by Ofsted standards, and where 80% of the children are in receipt of free school meals. This funding has given these children the opportunity to learn this vital life skill.”* **Principal & Chief Executive, The Kids’ Cookery School**

### ***The Prince’s Trust***

***£15,000***

The Prince’s Trust Get Into programme offers disadvantaged young people, who are work-ready but who do not have the vocational skills, the opportunity to benefit from an introduction to working in specific industry sectors. The Get Into Cooking programme in Northern Ireland provides unemployed young people, aged 16-25, with the inspirations and opportunity to develop skills, obtain accredited qualifications and gain relevant work experience within the catering business to be able to move into employment or take up further training within the sector. The five week programme is run in partnership with Michael Deane Restaurants. The Prince’s Trust are also delighted that Niall McKenna the winner of the Great British Menu for Northern Ireland is now on board as a partner for this programme.

At the time of writing the Prince’s Trust report that the 2011 programme is going well. However due to increasing interest (caused by rising unemployment in Northern Ireland), selection of the young people is becoming increasingly hard. On this occasion to select 16 participants, over 50 candidates had to be interviewed which took the team almost four days! A new element to the programme is the delivery of a bakery class.

### ***The Springboard Charity***

***£26,350***

The Springboard Charity exists to help young unemployed and disadvantaged people gain the necessary information, advice, education, support, skills development and assistance into sustainable employment in hospitality, tourism and leisure. In the year under review – and under this strategic area - they received funding from the Trust for the following two initiatives:-

**1. ‘London Summer School Programme’** – an educational development programme designed to provide school and college leavers with a supported transition into sustainable employment in key skills shortage areas in the hospitality industry in London. It provides a tried and tested structured programme of work experience, short courses (food hygiene, health and safety, customer care), pre-employment training (motivation, confidence building, personal presentation, first impressions and body language, communication, team work), specialist careers advice, two week summer work placements in industry and ultimately supported entry into a variety of sustainable employment opportunities – including apprenticeships, direct employment or further/higher education.



The target was to secure 100 participants and Springboard reported that for the 2010 programme, 104 young people were offered places; 26 employers were involved in providing work placements; 69 young people completed the programme (*see photo*); and 20 were offered employment in the industry as a result and 49 decided to continue with College and/or University thus making the conversion rate back into education or employment 76%.

The Trustees have agreed to fund the London Summer School Programme for a term of three years with each year’s grant being dependent on a satisfactory annual evaluation and therefore entirely at the discretion of the Trustees. The year under review marks the first payment.

**2. World Skills London 2011** – In 2011 London is the host city for World Skills – the world’s largest, international skills competition where young people from across the globe under the age of 23 compete to become the best in their chosen skill. World Skills London will take place at ExCel from 5-8 October during which time some 1,000 competitors from 50 nations will be competing in 45 skills areas over four exciting days of competition. There are three competitions associated with hospitality covering – cooking, pastry and restaurant service. Alongside the competition, each industry is invited to show case the skills needed in their sector by staging ‘Have A Go’ activities for the estimated 150,000 visitors to try their hands. This is a high profile and unique opportunity to really showcase the skills required to excel in hospitality and compete for the attention of the visitors, the majority of who will be aged between 14-19 years old or people who greatly influence career choices. World Skills have invited Springboard to organise the hospitality zone for this event and the Trust’s grant will go towards funding the cost of the exhibition space where Springboard intend to stage the most impressive and ‘crowd pulling’ ‘Have a Go’ area with highly interactive, visual, range of skills challenges, as well as a career scope zone, quizzes and other competitions.



The Springboard Charity also received funding for the Futurechef competition, details of which appear on page 32.

<b>STRATEGIC AREA</b>	<b>INDIVIDUALS</b>
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In fulfilling another objective of the strategy, the Trustees maintained their support of individuals applying directly to the Trust for assistance. Within this charitable area small grants of not more than £500 per person are awarded to individuals undertaking a **hospitality related course**. This can be at postgraduate/degree level or for a craft course. Funding can be used by the individual to assist with course fees, to purchase books, uniforms or items of kitchen equipment. Applicants can apply at various stages during their course and have to complete a form which can only be submitted for consideration if accompanied by a reference usually, although not exclusively, from the applicant’s college.

In the year under review **16** grants ranging from £250 to £500 were awarded to individuals studying at 12 different establishments culminating in a total of **£6,470**. This was a (115.67%) increase on the previous year where grants totaling £3,000 were awarded to 7 individuals. The relatively low number of grants awarded for this strategic area is primarily due to the fact that individuals do not always see their application through to completion. The Trustees are mindful of the fact that this strategic area carries a heavier element of risk. In seeking to minimise the risk the grant is sent to the individual but made payable to the university, college, supplier, or training provider. The individual is informed of this fact at the early stage of the application process and it would appear that in some cases such a condition has served as a deterrent.

When reporting on grants to individuals it is important to state that a significant number of grants awarded to colleges, universities and organisations are used by them to offer student scholarships and to assist with hardship cases. Therefore a far greater number of individuals benefit from Trust funding than indicated in the total outlined in this section.

The Trustees recognise the importance of rewarding those who demonstrate good practice and aspire to further their development by entering various industry competitions. They are very keen to recognise the achievement of these specific skills and expertise by providing educational scholarships for leading industry competitions and by awarding prizes. Funding in the main is targeted towards the education, training and development of the competition finalists/winners. *"Competitions are always important because they play their part in promoting the industry and pushing the limits and the boundaries of food."* **Michel Roux, Jr.** *"Competitions are fundamental these days. They allow people to find out where their level is, and if you don't know what level you're at it's hard to know where to aim for."* **Brian Turner**

In the year under review, the Trust supported **10 industry competitions** and awarded **6 City & Guilds examination winners' prizes** with grants totaling **£102,746**, including an accrual of £2,000 for the Philip Thornton Award. This represents an increase of 2.08% from the previous year where grants totaling £100,652 were awarded to 11 industry competitions and for 2 City & Guilds examination winners' prizes. Detailed below and overleaf are those competitions/prizes that received funding from the Trust.

### ***Academy of Culinary Arts***

***£ 6,000***



The Academy of Culinary Arts were awarded funds for their **Annual Awards of Excellence** to enable them to provide a travel scholarship of £2,000 to each of the three individuals who attained the highest marks in the Kitchen, Pastry and Service categories. The winners, announced at a Gala Dinner at The Dorchester Hotel, London on 20<sup>th</sup> July 2010 and pictured third from left to right, were: Kitchen - Mark Stinchcombe from Lucknam Park; Service - Katie Watson from Gleneagles; and Pastry – Richard Phillips from Le Manoir aux Quat' Saisons.

### ***Academy of Food and Wine***

***£ 7,000***

The grant from the Trust will enable the Academy of Food and Wine to award a prize to the runner up of the **UK Restaurant Manager of the Year**. This will take the form of a one week course at L'Ecole Hôtelière de Lausanne including help with travel and accommodation costs. The runner up - announced at a Gala Dinner on the 16<sup>th</sup> May 2011 at The Corinthia Hotel, London - was Paul Shanahan, Assistant Food and Beverage Director at London Syon Park Waldorf Astoria.

### ***Amicale Internationale des Sous-Directeurs et Chefs de Réception des Grands Hôtels (AICR)***

***£ 2,000***

The Trust supported the British **Receptionist of the Year Competition**. In the year under review this was held at The Renaissance London Chancery Court Hotel on 13<sup>th</sup> December 2010. The winner was Adena Wallingford from the Four Seasons in Canary Wharf who then went on to represent the UK at the International Receptionist of the Year Competition held in New Zealand from 8<sup>th</sup>-15<sup>th</sup> January 2011. The grant from the Trust is used towards the costs of an Executive Summer Management course at the Ecole Hôtelière de Lausanne for the winner of the British Competition.

### ***City & Guilds 'Medal for Excellence'***

***£1,175***

Every year approximately 100 people are chosen from over three quarters of a million eligible candidates to receive a prestigious City & Guilds **'Medal for Excellence'**. They are each recognised for having displayed exceptional standards and achievements as a learner, lecturer or trainer. City & Guilds annually recommend to the Trust the top scoring candidates in the hospitality field to whom

they have awarded a 'Medal of Excellence'. Those individuals receive a prize from the Trust at an awards ceremony held to celebrate the achievement and success of medalist winners from all areas of vocational education. 6 prizes were awarded at a ceremony which took place at The Roundhouse in London on the 26<sup>th</sup> May 2011.

### ***Nestle Toque D'Or***

***£12,000***



The **Toque D'Or** competition founded in 1988 is a national competition that links industry and education. By competing, colleges can raise their profile by showcasing the qualities and capabilities of the students, as well as their teaching excellence. Each college team consists of 4 chefs and 2 front of house students who compete as a team and are given free rein to express their imagination and creativity by devising a restaurant theme. The 5 teams chosen for the final have the opportunity to implement their 'place to eat' at the BBC Summer Good Food Show in June. All

colleges who make the grand final receive a college prize of catering equipment purchased from Russums. The Trust's grant will support this element of the competition. Equipment to the value of £4,000 will be awarded to the winning team and £2,000 to the remaining four teams. The five colleges who made it through to the 2011 final were Belfast Metropolitan College, Blackpool & The Fylde College (*pictured left*), Colchester Institute, Grimsby Institute of Further Education, and University College Birmingham. The winning team announced at The Dorchester Hotel in London on the 8<sup>th</sup> July 2011 was University College Birmingham (*pictured above*).



### ***Restaurant Association - Young Chef Young Waiter***

***£12,138***

The **Young Chef Young Waiter** Competition open to chefs or waiters, working full time in the UK within the hospitality industry and aged 25 or under, is now in its 27<sup>th</sup> year. It has become an industry favourite offering spectacular prizes and a unique competition structure that pairs the skills of both kitchen and front of house staff in a modern restaurant environment. It is a competition judged by some of the industry's finest and best known chefs and front of house professionals. A major focus of the competition is the educational experience it offers the competitors, matching the skills of talented youngsters against each other, but at the same time, enabling them to gain the knowledge and confidence required to boost their career prospects. Funding from the Trust was used to provide:-

- The prize money for the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> placed Young Chef and Young Waiter to be used to further their education.
- The practical skills tests at the regional finals held at Darlington College and University of West London.
- Prizes to each regional finalist which included a boxed set of Global knives, a Laguiole corkscrew, Heston Blumenthal's 'The Big Fat Duck' cookbook, Charlie Trotter's 'Lessons in Service' and a voucher from Russums, and other prizes.

The final held at Westminster Kingsway College on the 20<sup>th</sup> October 2010 saw 8 chefs and 8 waiters competing for the coveted titles of Young Chef Young Waiter. The winner of the 2010 Young Chef title was Mark Stinchcombe of Lucknam Park Hotel & Spa and the 2010 Young Waiter title went to

Ben Dantzig of Gleneagles. *“Entering Young Chef Young Waiter has proved to be one of the best decisions I have made in my relatively short career so far. From start to finish the competition was a fantastic and invaluable experience. The opportunity to meet like-minded, young professionals, the amazing prizes and the experiences and education on offer is what encouraged me to enter and my expectations were exceeded in every aspect. I also cannot underestimate the importance of the competition in terms of my career progression. I don't think I would be where I am now if it wasn't for YCYW!”* **Ben Dantzig, Restaurant Manager, Andrew Fairlie at Gleneagles**



*Mark Stinchcombe and Ben Dantzig*

### ***The Combined Services Culinary Challenge***

***£ 183***

*A grant was awarded in September 2010 for the Combined Culinary Challenge event held at Sandown Park as an award for the individual who won the Inter-Services Open Steward skills competition.*

### ***The Craft Guild of Chefs***

***£ 4,000***

The Craft Guild of Chefs' **Graduate Awards** now in their 11<sup>th</sup> year provide formal recognition of the culinary excellence of a young working chef. Whilst prestigious for the chef, the Award is also a credit to their mentor and employer. All working chefs aged 23 years or under can compete for a Graduate Award by having their knowledge and skills tested in this free nationwide culinary challenge. In 2010, four young chefs, namely: Jack Allibone, commis chef at the House of Commons; Jordan Bailey, commis chef at The Elephant Restaurant Torquay; Chris Kenny, demi chef de partie at Le Manoir aux Quat' Saisons; and Emily Webb, first commis chef at the Royal Garden Hotel became the Craft Guild of Chefs graduates from the eleven finalists who competed for an Award. To earn the Award the four graduates had to score higher than 85% in a final cooking exam at Westminster Kingsway College where they were judged by a panel of top chefs. Jack Allibone (*pictured bottom right*) was the highest achiever with a staggering 87%. Funding from the Trust is used to cover the practical skill tests and additional support material for the competition.



***Graduate Chefs***

### ***The Roux Scholarship***

***£12,000***

The Roux Scholarship competition was established in 1983 by Michel and Albert Roux. It is considered one of the premier competitions for chefs in the UK enabling the winner to realise their culinary dreams. Thus far 27 winners have travelled the globe as ambassadors of culinary excellence. However, it is far more than just a competition that ends with a prize. The Roux Scholarship offers the winner a career changing opportunity that is unrivaled and stretches far beyond the much coveted 3 month stage at a 3 Michelin starred restaurant. It is what follows that really counts and the advice and guidance that the Roux family gives that can make a career truly exceptional. The Roux family is personally involved throughout the competition from the setting of the recipes in the regional and grand finals, through judging at all stages of the competition, to setting up the winner's stage. Other judges include Gary Rhodes, Brian Turner, James Martin and Andrew Fairlie who was the first Roux Scholar.



Mark Birchall, 29, (pictured left with judges), Head Chef at L'Enclume in Cartmel, Cumbria won the 28<sup>th</sup> Roux Scholarship after a fiercely fought final cook-off at Westminster Kingsway College on the 18<sup>th</sup> April 2011. As part of his prize, Mark received an invitation to cook and train under the supervision of a leading chef at a prestigious 3-star Michelin restaurant in Europe for up to three months to the value of £5,000 courtesy of the Savoy Educational Trust. He has chosen the family-run restaurant El Celler de Can Roca in Spain. Mark stated "I chose it because they use

*unusual techniques but they still respect regional traditions and produce. It's run by three brothers who will be there the whole time which will be exciting and offer a great opportunity for me to learn and develop my skills".*

The remaining five national finalists each received a £1,000 bursary from the Trust to be used towards furthering their career development. In addition all 18 regional finalists received a £100 voucher courtesy of the Trust to be used on culinary equipment at Russums.

***The Savoy Gastronomes 'Olive Barnett Award'***

***£ 9,250***

The '**Olive Barnett Award**' was created by the **Savoy Gastronomes** in 1975 to honour Olive Barnett's contribution to the industry. The Award is now made annually to the most outstanding young person under 30 working in a customer-facing role in any sector of the industry. The Award recognises potential and also showcases the importance of customer facing roles in delivering business success. The funds from the Trust are used to provide career development grants over a two year period to the award winner (£1,750 per year), runner-up (£1,250 per year) and third placed (£750 per year) competitors.



***Marianne Brown, Amy Dignon, Lucinda Creech***

In the year under review the final was held in the newly reopened Savoy Hotel with a weekend assessment of the finalists taking place on the 23<sup>rd</sup> and 24<sup>th</sup> October 2010 and the finals reception where the award winners were announced taking place on Monday 25<sup>th</sup> October. The winner was Amy Dignon, Restaurant Manager, Cameron House Hotel in Loch Lomond; Runner-up – Lucinda Creech, Assistant Front Office Manager, London Heathrow Marriott; and third placed – Marianne Brown, Thistle Piccadilly and the Royal Trafalgar by Thistle.

The Olive Barnett Award is partially funded from income derived from the Olive Barnett Endowment Fund.

***The Springboard Charity***

***£35,000***

**Futurechef** is a four stage nationwide culinary competition helping young people aged 12-16 to learn to cook. It inspires them to explore food and cooking as a life skill, helps to develop their culinary talent and informs them about entry routes into the hospitality industry. The competition encourages the next generation of young chefs and of course crowns one talented student as the Futurechef winner. Futurechef developed as a result of research findings into young people's perception of the industry. This research revealed that young people admire high profile celebrity chefs yet surprisingly few generally consider a career as a chef! Futurechef addresses these perceptions directly by introducing young people to cooking, helping to develop their skills.

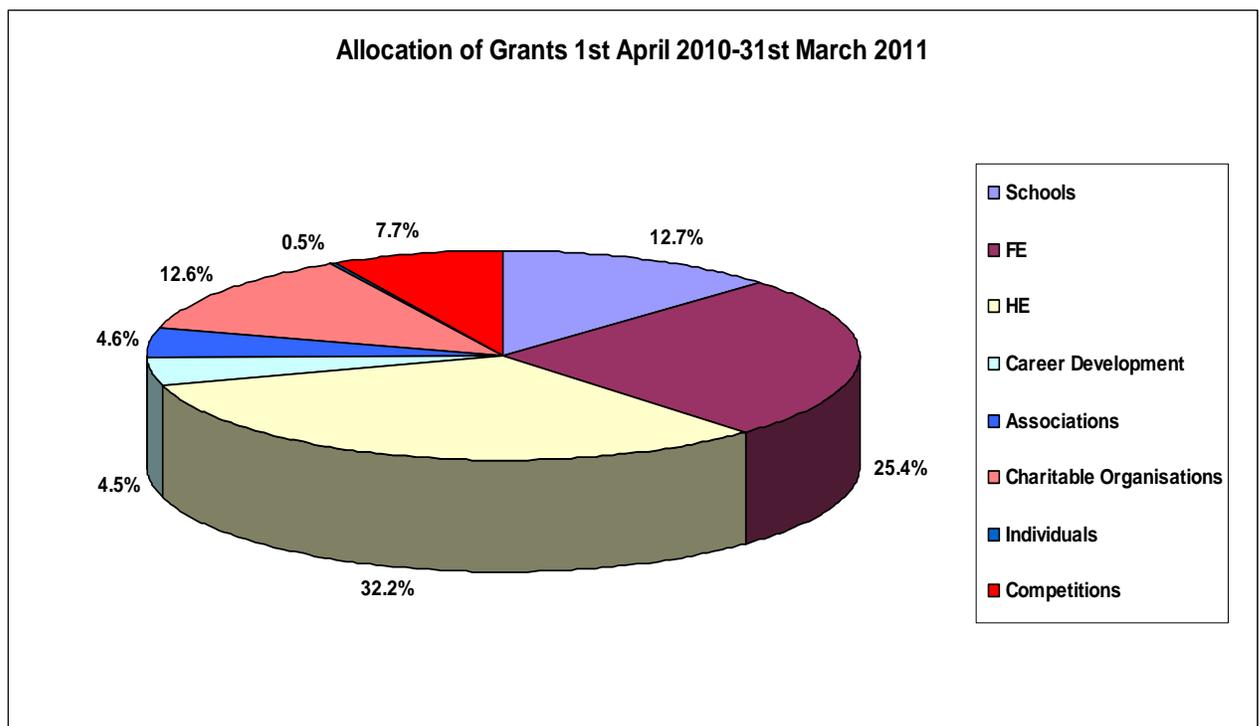
**Futurechef Finalists**

Funding from the Trust supported the further development of the Futurechef 'wider' programme of activity that provides a greater degree of benefit to all of the 7,500+ candidates who take part and not just those who reach the later stages of the competition. The aim is to extrapolate the benefits of linking participants up with mentor chefs from industry at an earlier stage of the competition and put into place a programme to help maintain the interest and enthusiasm of the participants irrespective of whether they progress to the next stage of the competition or not. A UK wide schedule of mentoring, work experience, demonstrations, skills challenges, careers presentations, workshops and master classes is designed to stimulate and nurture talent into the industry, along with advice on career options and entry routes available. The wider programme aims to provide teachers and young people alike with a real insight into what it is like to be a chef and the related career opportunities.



In 2011, the 11<sup>th</sup> year of the competition, 739 schools and 7,997 participants took part in the competition and some 3,303 young people were involved in the wider programme. The winner of Futurechef 2011 was Jessica Higgins, aged 16, from South Bromsgrove High School in the West Midlands. Jessica said *"I am speechless and overwhelmed, the competition was tough and it really pushed me out of my comfort zone, but I feel I have accomplished a lot and I am really grateful for this opportunity and all the support given to me through Springboard's Futurechef."*

Graphical analysis of the above listed activities appears in table 3 showing the allocation of grants for this financial year for the various areas. Table 4 contains the allocation of grants awarded over a three year period.



**Table 3**

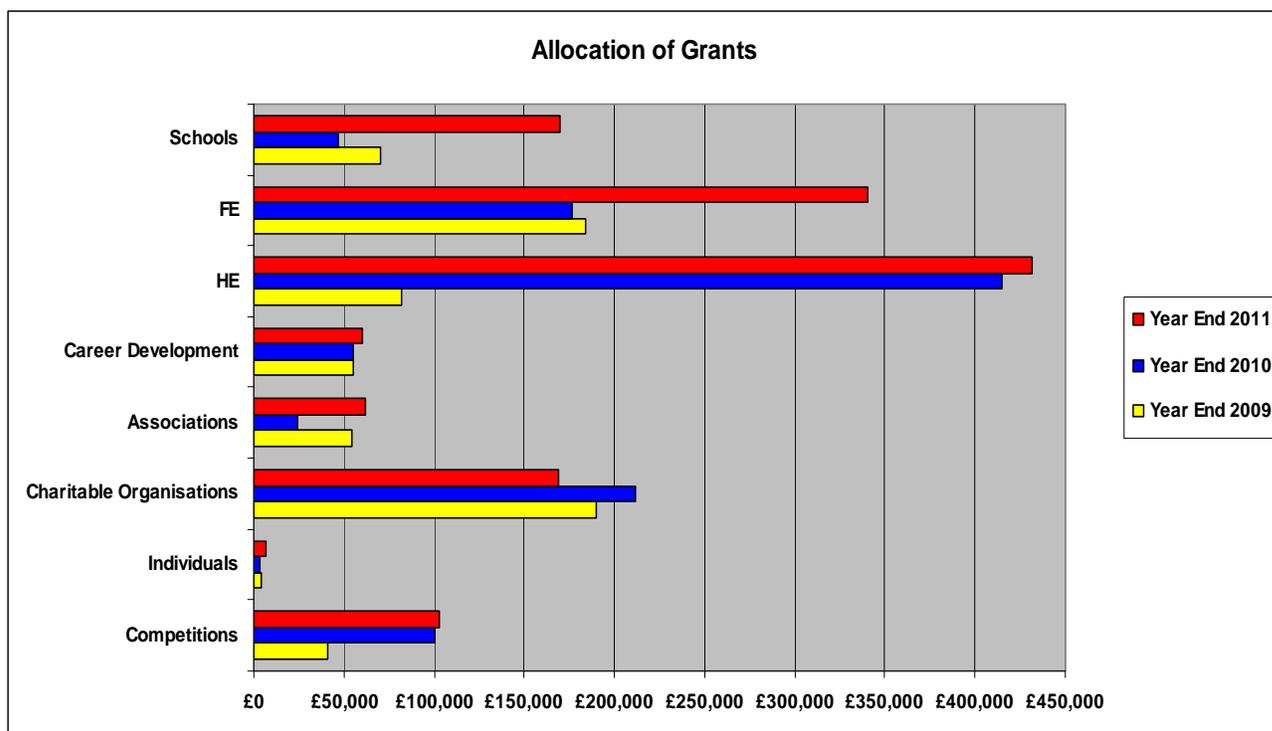


Table 4

## EVALUATION PROCEDURE AND PROCESS

The Trustees consider that systematic evaluation of a project is important for a formal analysis of what has been achieved, for a chance to reflect on the experience, and to inform future work that might be undertaken. The interim monitoring and end of grant reviews help to measure impact and performance and to identify whether the targets and outcomes outlined in the application for funding have been met.

The monitoring and evaluation programme includes attendance by Trust personnel at project meetings, site visits, completion of the Trust's evaluation form and written progress reports, photographs and CD Roms from grant recipients. It should also be stated that the Trustees will only consider repeat funding for a project/initiative where the recipient can demonstrate that the funds awarded have (a) been applied as intended; (b) met the specified objectives; and (c) have gone some way in making an impact or difference to the ultimate beneficiaries. Should it become evident during the evaluation process that a project funded by the Trust is unlikely to proceed the recipient is asked to return the grant.

Some grants are awarded on a multi-year basis. In the main these are for a period of three years and usually not more than five. All term grants are contingent on an annual review process. This reflects the obligations placed on the recipients of these grants to meet specific conditions in order for funding to be renewed each year.

When evaluating projects and measuring their impact, the Trustees acknowledge that in some cases their grant is one part of a funding mosaic and cannot therefore take sole credit for the project outcomes.

# FINANCIAL REVIEW AND RESULTS

## ***FINANCIAL ANALYSIS OF THE YEAR***

In last year's review the Trustees outlined the dramatic increase in the capital value of their investments owing to the very strong rebound in equity markets to 31<sup>st</sup> March 2010. In the year under review equity market returns have been reasonable, but more modest, with the FTSE All Share Index returning 8.7% to 31<sup>st</sup> March 2011. Overseas equity markets also generated steady, if unexciting returns with the MSCI World Index returning 7.9% despite a number of significant macro events. With continuing low interest rates and investors adding to risk assets throughout the year bond returns were again relatively subdued with the FTA Government All Stocks Index producing a total return of 5.2%. Emerging markets outperformed developed markets over the 12 months, despite weakness in the first quarter of 2011. There were, however, strong gains in US equities, while Japan lagged other major markets. High beta cyclical stocks made the strongest gains over the period, though banks lagged the wider index as a result of sovereign debt issues. From a sector perspective, economically sensitive sectors, such as energy, industrials, materials, and consumer discretionary performed well, while more defensive areas of the market, such as utilities and health care were among the worst performing sectors. In fixed income, corporate bonds were stronger than government bonds.

Against this background, the capital value of the Trust's investments increased, albeit at a relatively more modest rate than the previous year. The value of the Trust's total assets as at 31<sup>st</sup> March 2011 was **£42,396,535**, an increase of **2.43%** on the previous year where the Trust's total assets as at 31<sup>st</sup> March 2010 totalled £41,390,939. The Trustees are delighted to record that in the year under review there was a reversal of the last two year decline in the income the Trust received. Total incoming resources as at 31<sup>st</sup> March 2011 were **£1,017,434**, an increase of **6.01%** on the previous year where incoming resources totalled £959,720.

The Trustees confirm that for each fund held by the charity the charity's assets are available and adequate to enable it to fulfill its obligations.

## ***FUND MANAGEMENT***

All investments held by the charity have been acquired in accordance with the powers available to the Trustees.

For the year under review the Trust's portfolio was managed in equal proportions by Schroders Investment Management Limited and Lazard Asset Management.

Mindful of their obligation under the Trustee Act 2000 to conduct periodic independent reviews of their Fund Managers, the Investment Committee invited Portfolio Review Services (PRS) to conduct a follow-up review to the more extensive review carried out the previous year. The Committee requested that PRS specifically focus on performance, asset allocation and benchmarks. As a result of the review the Trust agreed to retain the services of the two incumbent Fund Managers for a further year. The reappointment was confirmed in June 2010.

The Committee also agreed to continue with the services of PRS in the ensuing year.

## ***INVESTMENT POLICY AND OBJECTIVES***

The Trust's investment objectives are ***"to provide for increases in annual grant giving while preserving the fund's capital base in real terms, using a total return approach"***. Funds are invested in such a way as to maximise total return while providing a level of income agreed annually by the Trustees. Research has shown that the ability to apply a total return approach balancing investment return and spending helps to mitigate the impact of any decrease in income.

For the year under review, the funds were invested within a bespoke benchmark recommended by each of the Fund Managers and approved by the Investment Committee and Trustees. The benchmarks aim to provide a yardstick for measuring the success of the investment managers whilst at the same time translating the charity's circumstances, objectives and willingness to bear risk, into a suitable asset allocation with appropriate diversification to provide protection against falling share prices and increased volatility.

## ***INVESTMENT PERFORMANCE***

As stated in the Financial Analysis section of this review, the performance for the year from both Fund Managers reflected the prevailing market conditions.

## ***SOCIALLY RESPONSIBLE INVESTMENTS***

Naturally the primary investment objective is to achieve optimal financial returns within the agreed risk parameters and constraints. Providing that this objective is not compromised in the process, the Fund Managers believe that it is also possible to develop a framework that allows a broader range of considerations, including environmental and social issues to be taken into account when selecting investments.

## ***RESERVES POLICY***

In July 1998 the Savoy Educational Trust realised £36,800,584 from the sale of their shareholding in the Savoy Group plc. This sum formed the capital assets of the Trust and since that date has been invested in a diversified portfolio of investments.

The investment of the capital is the only source of ongoing income and the funds are invested in such a way as to seek total return over the long term in order to provide for real increases in annual grant giving while preserving the fund's capital base in real terms. This objective helps to protect a core of investments and cash assets to generate income for future year's grant awards sufficient to meet the needs of present and future beneficiaries.

The Trust sets out an annual budget to ensure, as far as is reasonably possible, that the charity's annual expenditure objectives can be met, given certain assumptions about the yearly and future income streams. Within the budget there exists the capacity, should the need arise, to curtail activities specifically of those new applications presented at the quarterly meetings. At present the Trustees are able to maintain operating costs at a low level. They do, however, incorporate in their annual budget contingency plans for an increase in operating costs particularly with regard to further office relocation, rental and utilities.

The Trustees will review this policy annually in the light of changing circumstances and alter it as necessary.

## ***DESIGNATED FUNDS – ENDOWMENT FUND***

The Savoy Educational Trust received a legacy in year end 2001 of £30,000 from Olive Barnett, OBE who set up the Savoy Training Scheme and was also a former Trustee of the Savoy Educational Trust. It was requested by Miss Barnett that the funds be invested at the unfettered discretion of the Trustees to enable them to give an annual award. The Trustees agreed that they would match the sum received from the legacy and the capital would be ring fenced to provide an annual income to finance an award.

The income from this Fund is allocated to the Savoy Gastronomes for the 'Olive Barnett Award', details of which can be found on page 32.

## PLANS FOR THE FUTURE

The Savoy Educational Trust works within the very diverse and evolving sector of hospitality. The Trustees therefore need to take account of and be influenced by what is happening in the industry particularly with reference to the long term challenges it faces. At the same time the Trust operates in the world of education and therefore also needs to embrace current developments in that area. This is particularly pertinent at a time of large-scale funding constraints in both Higher and Further Education and the fact that from September 2012 Universities and Colleges in the public sector in England will be able to charge new full-time students up to £9,000 a year. At the same time it is widely acknowledged that globally countries have realised that education and skills are one of, or even the, most important lever they have to maintain the competitiveness of their economies. It is also the case that vocational courses, when delivered correctly, can engage, enthuse and educate young people.

The Trustees believe that by monitoring and considering the environment in which they operate and taking into account of external factors when developing and reviewing their strategic objectives, they can continue to help support those projects that should, in the long term, demonstrate considerable impact, create value, and make a difference to the advancement and development of education, training and qualifications within the hospitality industry.

At their 9<sup>th</sup> March 2011 meeting the Trustees agreed to award a grant of £600,000 to **Oxford Brookes University**. With government 2:1 matched funding the grant rises to £900,000. The funds will support the creation of a student learning space within a new building that will house the Oxford School of Hospitality Management. It will include a student board-room, areas for undertaking group-work, a 'learning-lounge', and café. Construction which will begin in 2013, forms part of a complete refurbishment of Oxford Brookes' main campus. The University's ambition is to create the best possible learning and research facilities that will enhance its international reputation. The grant from the Trust will be paid shortly after 1<sup>st</sup> April 2011 to ensure the University can benefit from the government's matched funding scheme which ends on the 31<sup>st</sup> July 2011.

### OXFORD SCHOOL OF HOSPITALITY MANAGEMENT FACULTY OF BUSINESS REDEVELOPMENT PROPOSAL



In the forthcoming year it is anticipated that the following changes may also be implemented:-

- The Trustees will continue to monitor developments with regard to the implementation of the legal form of Charitable Incorporated Organisation.
- As part of the process of incorporation the Trust Deed will be updated and rewritten and consideration will be given to increasing the Trustee number.
- The Trustees will review the Trust's positioning and future status.
- Consideration would be given to commissioning an independent impact report on the Trust's funding. The report would also help answer the question 'How does the Trust create value?'
- The Trustees will continue to give emphasis to projects that support one or more of the following areas: skills development, retention, continuous professional development, and those projects that demonstrate community involvement, long term sustainability and have due regard to the environment.

*Margaret Georgiou*

**Margaret Georgiou**  
**Trust Administrator and Secretary to Trustees**