



CORNWALL
FOUNDATION of PROMISE
inspiring young people

Fifteen Cornwall
On The Beach
Watergate Bay
Cornwall
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THE BUSINESS OF FIFTEEN CORNWALL

- [Fifteen Cornwall](#) is wholly owned by the registered charity, The Cornwall Foundation of Promise, which supports and inspires disadvantaged young people in Cornwall. All restaurant profits from Fifteen Cornwall go straight to the charity to run the training programme for young chefs.
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- Fifteen Cornwall takes 20 or so apprentice chefs a year and puts them through an intensive 4 month course at Cornwall College before they join Executive Chef Neil Haydock and his team of 20 professional chefs in the restaurant kitchen. With their lives transformed, graduates have the opportunity to build exceptional careers in the restaurant industry.
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- It costs around £500,000 per annum to run the programme; the restaurant contributes much of this with the shortfall met through both grants and fund raising. European funding through Objective One was crucial to the project at the set up stage. This ESF funding has now effectively been replaced by Convergence and its Cornwall Works for Social Enterprise strand managed by *DWP* and *CCC (please spell out)*. Whilst the Fifteen programme in Cornwall will doubtless continue to receive grants from various public funders, there will probably always be a funding gap which is likely to grow over the next four years, particularly given the current economic scene. Fund raising will remain essential to the continued viability of Fifteen Cornwall and a series of fund raising events are organised at the restaurant throughout the year.
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- The social enterprise Fifteen is the brainchild of Jamie Oliver and he retains a strong interest in the brand as a Trustee of the Fifteen Foundation which is also represented by restaurants in London, Amsterdam and Melbourne. Whilst Jamie undoubtedly provides huge inspiration to the team at Fifteen Cornwall, the very successful operation of the restaurant, the daily changing menus and the training of the annual cohort of 20 apprentices are all very firmly in the hands of those on the ground at Watergate Bay.
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- It was a huge achievement for Cornwall in 2005 when Watergate Bay was selected as the new location by The Fifteen Foundation for the (then) third Fifteen restaurant. Cornwall's economy is the least productive in the UK and one of the most challenged in Europe, with some of the most deprived areas in the country. The arrival of Fifteen has provided a major boost to the county's regeneration work, employing 100 staff in total and sourcing over 80% of its ingredients from Cornwall. Working closely with local producers in development plans for their businesses, Fifteen Cornwall encourages the thriving and vibrant food culture for which Cornwall is increasingly renowned.

- The choice of the restaurant's stunning beachfront site, in the face of strong competition from many other locations which wanted a Fifteen on their patch, was largely due to the dynamism and passion of Cornish-born brothers Will and Henry Ashworth, owners of The Hotel and Extreme Academy at Watergate Bay.
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- Will and Henry recognised that Fifteen Cornwall provided a tangible means of generating strong career opportunities within the catering and hospitality business for the disadvantaged youth of Cornwall, whilst also helping to build Cornwall's reputation as an essential and high profile tourist destination.
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- Will Ashworth is a director of Fifteen Cornwall, whilst Henry Ashworth is Chair of the Board of Trustees of the Cornwall Foundation of Promise. In September 2007 Dave Meneer (also Cornish born and bred) joined Fifteen Cornwall as CEO following 9 years as Marketing Director at the Eden Project and prior to that as European vice president of advertising agency - McCann Erickson.

To book, call 01637 861000 or visit www.fifteencornwall.co.uk