

# Press Kit



## FIFTEEN CORNWALL- THE FACTS

### **Why was Cornwall chosen as the location for the third Fifteen restaurant?**

- The team from Cornwall stood out to be exceptionally passionate about regenerating Cornwall and like-minded in their approach to the London team.
- To help Cornwall to become an essential UK tourist destination and address key regeneration challenges in the county.
- Cornwall's economy is the least productive in the UK and it contains some of the most deprived areas in the country. This project is seen as a step towards change.
- Cornwall also has a wealth of quality local food – fish, vegetables, meat and dairy - which the restaurant is using as much as possible.
- Henry and Will Ashworth are the owners of The Hotel and Extreme Academy at Watergate Bay. Henry is also the Chair of the Board of Trustees of the Cornwall Foundation of Promise while Will is a director of Fifteen Cornwall. The brothers were pivotal in attracting Fifteen to Cornwall:
  - They are young, dynamic, Cornish born
  - They are passionate about raising the profile of their county
  - They are focused on raising awareness of the great career opportunities in the catering and hospitality industry and creating a great future for Cornwall.

### **Why Watergate Bay?**

Watergate Bay is an ideal location because it is on the popular North Coast of Cornwall, a tourism hot spot and close to Newquay airport making it ideal for short breaks. Watergate Bay is one of the hippest beaches in the country with fantastic surfing, attracting lots of young visitors. Fifteen Cornwall will overlook the most fantastic views from the top floor of the Extreme Academy building, across a two mile stretch of beach.

### **What is the Cornwall Foundation of Promise?**

The foundation is a charity whose purpose is to inspire disadvantaged local young people by creating career opportunities for them and helping them every step of the way to achieve their potential. It aims to help people to believe in themselves, to know that they can achieve anything they want in their lives despite what setbacks they may already have experienced.

### **Where is the money coming from and how will it be spent?**

# Press Kit



Cornwall's economy has suffered setbacks in the past and so it has special European Status (Objective One) to fund projects that will help Cornwall's economy grow. Fifteen Cornwall has received over a million pounds in grants from the Objective One and the South West Regional Development Agency to convert the top floor of the Extreme Academy into a world class restaurant and training facility. Additional funding of around £400,000 has come from partners and sponsors to provide training for the 21 trainee chefs and a robust support network for the students to ensure they are in a position to succeed.

## **How can a restaurant help regenerate Cornwall?**

The programme offers education, training and career opportunities to disadvantaged young people from Cornwall and aims to help counter Cornwall's social and economic issues.

- Fifteen Cornwall will give local youngsters from disadvantaged backgrounds training and opportunities to turn their lives around, helping them become professional chefs with bright future careers. They will become ambassadors for the regeneration of the county.
- Fifteen Cornwall will support businesses from the local food and drink trade and will enhance Cornwall's reputation as a top class food destination.
- Fifteen Cornwall aims to boost visitor numbers to this already popular tourist area.
- All profits from the restaurant will go directly to the charity the Cornwall Foundation of Promise to support the trainees.

## **What effect will Fifteen Cornwall have on local businesses?**

Fifteen Cornwall is part of a funding plan that aims to boost Cornwall's economy by at least £60 million over the next 10 years. Fifteen Cornwall will provide a valuable boost to Cornish food producers as well as raising the profile of the quality of produce from the region as 80% of ingredients will be sourced from local suppliers. The new restaurant will also help to attract year-round visitors into the area, contributing to the local tourist industry. Each year Fifteen Cornwall will graduate up to 20 students and it is hoped that many will stay in Cornwall working in top hotels and restaurants, further helping to raise Cornwall's profile for its fantastic food.

## **How is Jamie Oliver involved in the project?**

The social enterprise Fifteen is the brainchild of Jamie Oliver and he passionately oversees the brand as a Trustee of the Fifteen Foundation. The highly qualified and experienced Fifteen team can now ensure that Fifteen restaurants can open across the globe without requiring Jamie's day to day involvement as a key factor in the project's success. It is his drive and ambition that has inspired the beginnings of what is hoped will be a very successful expansion programme.

## **Will Jamie Oliver benefit financially?**

No, Jamie Oliver will not benefit financially. As with the original Fifteen restaurant in London, Fifteen Cornwall will be an entirely non-profit organisation with all generated revenue going directly to the charity, The Cornwall Foundation of Promise, which trains the students.

# Press Kit



## **Will Jamie Oliver choose what is on the menu?**

Jamie's signature dishes from Fifteen London have inspired the menu at Fifteen Cornwall whilst making the best use of local Cornish produce. The menus have been compiled by Neil Haydock, the extremely capable and experienced head chef, working closely with the team in London. As with Fifteen in London, the emphasis is on top quality seasonal produce, simply prepared with care and passion to create the best in modern Mediterranean dishes.

## **How much time will Jamie Oliver spend with the students?**

Jamie Oliver has met the students in London and he will be at the launch on 18<sup>th</sup> May. He will spend time with all Fifteen trainees at the regular gatherings in London, as his busy diary permits.

## **Which local Cornish suppliers will be used?**

Quality local ingredients are at the heart of the Fifteen ethos and there is an abundance of fantastic food producers in Cornwall – from vegetables to meat, dairy products and, of course, the fruits of the sea. Around 80% of the ingredients used in the restaurant will be from Cornish suppliers (please see additional list in the media pack).

## **Who will be cooking in the kitchen?**

The kitchen team is led by head chef Neil Haydock. The trainee chefs will work in split shifts alongside up to 15 additional chefs, many of which have been recruited from the South West. In addition there are 23 front-of-house staff under the leadership of General Manager Polly Dent.

## **Where have the trainees been recruited from?**

The first year's intake of students has been recruited from across Cornwall. They are between the ages of 16 and 24, unemployed and not in full time education. The programme began with a 12-week intensive training course at Cornwall College to obtain a National Vocational Qualification (NVQ1) in Catering Studies before working in restaurant placements across Cornwall. The students will complete 12 months at Fifteen Cornwall including one day a week to study for the NVQ2. Fifteen Cornwall is a once in a lifetime opportunity. The trainees can put difficulties and disadvantages in their past behind them and enjoy a fresh start in a career with promise for an excellent future. Future intakes of students will follow the same criteria – recruitment for the second year starts in the autumn.

## **How similar is Fifteen Cornwall to Fifteen London?**

The principles of social enterprise are common to all Fifteen restaurants. Certain elements of the London restaurant's design have been used in Fifteen Cornwall such as a specially commissioned piece of "urban graffiti" art for the walls and a reception desk carved from a local tree. However, the sea is so dominant in the Cornish restaurant's design – from the massive windows affording spectacular views to the sounds of the lapping waves outside - that it has a totally unique feeling of its own. Fifteen Amsterdam has been open for two years and Fifteen Melbourne is due to open in September.

# Press Kit



## Will the restaurant be affordable?

Fifteen Cornwall uses top quality ingredients cooked by professional staff but nevertheless aims to offer a wide range of menus at different prices to appeal to a variety of tastes and budgets, from breakfasts, lunches, and “kids’ menus” to a more luxurious “six-course tasting menu” in the evening.

## Who else is involved in the project?

**Mark Scothern** is the Fifteen Cornwall Foundation Director and will be in charge of the running of the Cornwall Foundation of Promise - the not-for-profit organisation behind the restaurant and its training and student support programme

**Fiona Were** is the Training & Development Chef. She will be working closely with the trainees throughout their college training and in the Fifteen Cornwall kitchen. Fiona will deliver the in-house training programme to bring the trainees up to the high standards demanded by Fifteen as well as well as providing support towards gaining GNVQ qualifications.

**Jodi Redgrove** is the Support & Personal Development Advisor and will be responsible for making all the necessary arrangements to enable students to attend training at Cornwall College and from March to work in the Fifteen Cornwall kitchen. The support that Jodi will provide will be entirely led by the individual needs of each student and could include helping trainees to find accommodation, support to overcome addiction, or with learning difficulties and emotional problems.

**Neil Haydock** is the Head Chef of Fifteen Cornwall. He is an internationally experienced chef originally from Lancashire and will lead the kitchen team. His last job was as Chef De Cuisine at the world famous Sandy Lane Hotel in Barbados.

**Polly Dent** is the General Manager of Fifteen Cornwall and will be responsible for all aspects of the day to day running of Fifteen. She joins Fifteen from Rick Stein's Seafood Restaurant in Padstow where she has spent the past seven years as Deputy General Manager.

## Why is Fifteen Cornwall a franchise restaurant?

- It has allowed a partnership to be made with a team who really know their local market, making the restaurant part of the community.
- The board of Fifteen Cornwall live and work in the area and everyone involved has a real passion for the place and its future.
- Franchising allows Fifteen to be constantly refreshed with passionate, creative entrepreneurs who help us build the brand and understand the power of Fifteen.
- A franchise fee is paid to The Fifteen Foundation that covers the huge amount of managerial and operations support they get from London.