

WHO'S WHO AT FIFTEEN CORNWALL?

HENRY AND WILL ASHWORTH

Brothers Henry and Will Ashworth were pivotal in attracting Fifteen to Cornwall. Will is a director of Fifteen Cornwall Ltd and Managing Director of the Hotel & Extreme Academy, Watergate Bay, while Henry is the Chair of Trustees for the Cornwall Foundation of Promise.

Henry studied Hotel Management at Oxford Polytechnic before changing direction to begin a marketing career managing international trade shows in London. In 1996 he moved to South Africa to help develop and manage trade shows reflecting the exciting new democracy of President Mandela. Henry returned to Cornwall with his wife Sophie in 1999 to establish the Extreme Academy at Watergate Bay, which he developed from what was then a single storey beach shack into the legendary destination that it is now.

Will studied Hotel and Restaurant Management at Oxford Brookes University then worked within the hospitality industry overseas for a number of years before returning to Cornwall in 2001 to take over the running of the family hotel. Under Will's management, the hotel has undergone an extensive refurbishment programme and been developed to include a new wing of contemporary accommodation and a stylish new café/bar, the Living Space.

The Extreme Academy and the Watergate Bay Hotel merged in 2005 to create one business, The Hotel & Extreme Academy, Watergate Bay, which offers a contemporary beach holiday unlike any other destination.

Both the Ashworth brothers are young, dynamic and passionate about driving the local economy forward and want to get other young people inspired and engaged in creating a great future for Cornwall.

DAVE MENEER

Dave joined Fifteen Cornwall as CEO in September 07. Previous to this, he was the Marketing Director at the Eden Project from April 1999 to September 2007 and was responsible for all marketing and advertising activity for the Project.

Born in Redruth in 1951 David left to take a degree on Geography at University College London where he also found time to appear on University Challenge and become the youngest President of the Union in 1973.

Following this he embarked on a 25 year career in advertising at many of the top agencies in the UK, Germany and France working with such giants as Sony, Cadbury and Birds Eye and such household names as Flora margarine, Cornetto ice cream and Directline Insurance. He left agency life as a European vice president of Mc Cann Erickson

- the world's largest agency - where he had been in charge of advertising for General Motors (Vauxhall/Opel) in 23 countries across Europe throughout much of the nineties.

Tired of jumping on aeroplanes and with two children aged one and three the Eden Project gave him the opportunity to return to his native Cornwall and still "play in the first division."

In 1990 David took a sabbatical year which quickly grew into two years when he had two exhibitions of paintings in London...something he'd like to return to when time permits.

KARL JONES

Karl has been the Training and Development Chef for the Cornwall Foundation of Promise (the charity that supports the apprentices through the Fifteen programme, and to whom all of the profits from the restaurant go) since December 06. He took the position following 6 months as Sous Chef in the Fifteen Cornwall kitchen. Karl has over 20 years experience as a chef and including some time spent in the army catering core.

He works closely with the trainees throughout their college training and in the Fifteen Cornwall kitchen. Karl will deliver the in-house training programme to bring the trainees up to the high standards demanded by Fifteen as well as providing support towards gaining their GNVQ qualifications.

MATT THOMAS

Matt Thomas is the Welfare Officer for Fifteen Cornwall's charity, the Cornwall Foundation of Promise and supports the apprentices by providing personal development advice to help them reach their potential.

Matt initially began his career as an Outdoor activity instructor and soon began utilising the outdoors to promote personal development with disadvantaged groups. He then worked as Senior Coach and Head of Outdoor education at the Centre for adolescent rehabilitation (C-Far) and as Tutor for NCFE Personal development courses with groups sailing an 80 ft yacht. He then went on to work with the Cornwall Youth Offending Team before joining The Cornwall Foundation of Promise at Fifteen Cornwall.

His skills include promoting positive attitudes and personal development along with delivering 1-2-1 sessions around such issues as anger management, drug and alcohol, thinking skills and assertiveness training.

The support that Matt provides is entirely led by the individual needs of each apprentice and includes helping them to face up to any issues that they may have and offering support for learning difficulties and emotional problems.

POLLY DENT

The front of house and running of the restaurant at Fifteen Cornwall will be under the experienced leadership of General Manager Polly Dent, who joined the team at

Watergate Bay from Rick Stein's Seafood Restaurant in Padstow where she spent the past 7 years as Deputy General Manager. Polly (a mother of two), began her career in the restaurant industry working for Jeremy Mogford, the founder of restaurant chains Browns and Quad, helping to set up new branches around the country. She has also spent time as a Dive Master in Brighton and worked as a volunteer diver in Belize, charting the coral reefs and helping to create an underwater conservation area.

NEIL HAYDOCK

Internationally experienced chef Neil Haydock is Fifteen Cornwall's Executive Chef. His responsibilities include managing a brigade of around 35 staff of both, professional and apprentice chefs, as well as all of the other responsibilities that come with running a busy kitchen in a high profile restaurant.

Before joining the Fifteen Cornwall at Watergate Bay, Neil had spent the previous few years in the Caribbean, working as the Chef de Cuisine at the famous Sandy Lane Hotel in Barbados. Prior to Sandy Lane, Neil had cooked at many top London restaurants, including Bluebird, the high profile restaurant belonging to the legendary Terence Conran.