



# THE SAVOY EDUCATIONAL TRUST

## ANNUAL REVIEW

**FOR THE YEAR 1<sup>ST</sup> APRIL 2009-31<sup>ST</sup> MARCH 2010**



**CHARITY NUMBER 313763**

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*Photographs on front cover, clockwise: Worshipful Company of Innholders/Savoy Educational Trust Cranfield/Cornell/Lausanne Scholarship recipients and sponsors; Kitchen at New College Nottingham; Future chef finalists; Julia Sibley with Catey Award for Education and Training 2009; Winners of Young Chef Young Waiter 2009; 2 x Thames Valley University – Savoy Educational Trust ‘Leadership Development Suite’*



# THE SAVOY EDUCATIONAL TRUST

## CHARITY INFORMATION

**Trustees:** Dick Turpin, FIH (*Chairman*)  
Cllr Robert Davis, DL, MA (Cantab)  
Stuart May, FIH  
Ramon Pajares, OBE, FIH  
Michael Parker, LVO (*retired 10<sup>th</sup> June 2009*)  
Michael Stapleton (*appointed 9<sup>th</sup> December 2009*)

**Secretary to Trustees:** Margaret Georgiou

**Chief Executive:** Julia Sibley

**Trust Accountants:** SRJ Accounting Services Limited

**Charity Registration Number:** 313763

**Place of Registration:** England and Wales

**Principal Office:** Queens House, 55-56 Lincoln's Inn Fields,  
London WC2A 3BH.  
Telephone: 020 7269 9692  
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**Auditors:** 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 a 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 Parker, LVO  
Mike 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 the year under review, after serving on the Board for 17 years, 9 of which as Chairman, Michael Parker retired on the 10<sup>th</sup> June 2009 in order to relocate to Singapore. The Trustees wish to take this opportunity to record their grateful thanks to Michael Parker for his significant contribution and dedication to the work of the Trust. Mr. Parker was replaced on the Board by Mike Stapleton whose knowledge and expertise in the education, training and skills arena strengthens the Trustee skills set surrounding the area of further and higher hospitality education.

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.

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 report 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 £114bn. The industry, unlike many others, remains very labour intensive 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 two years 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.

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.



***Catey Award***

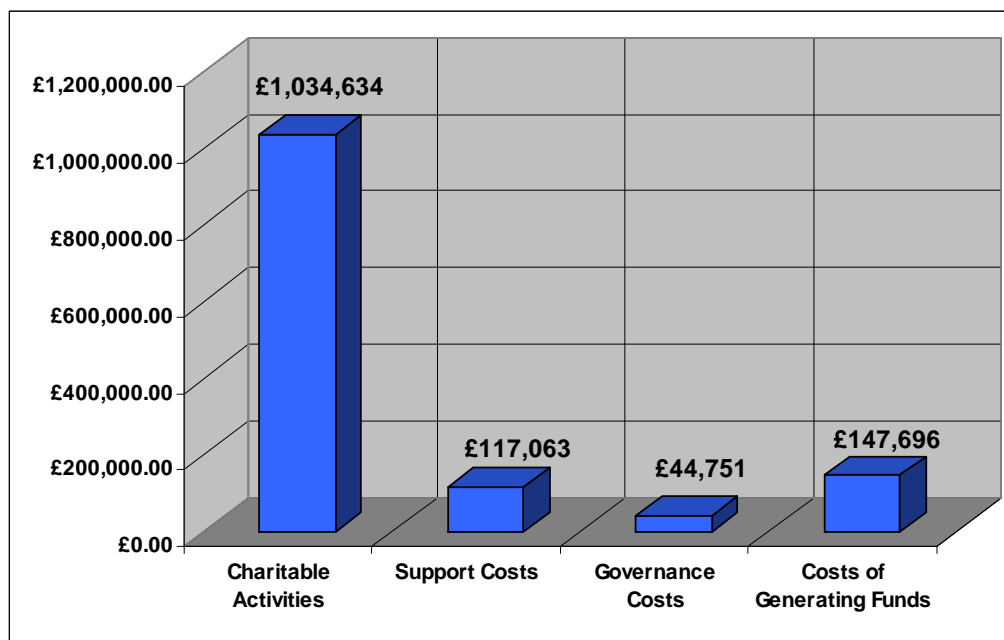
In the year under review Julia Sibley, the Trust's CEO, received the Caterer & Hotelkeeper 'Education and Training' Catey. Over quarter of a century, the Cateys have become a byword for quality, class and achievement, the awards that everybody wants to win. No wonder then that the industry refers to them as its Oscars Night.

Why does winning a Catey mean so much? Because recipients are nominated, selected and rewarded by their industry peers. A Catey statue on your mantelpiece symbolises Caterer readers' collective desire to recognise your efforts in supporting and developing the UK's hospitality scene.

For the year under review the total incoming resources for the Savoy Educational Trust amounted to **£959,720** (30.59% decrease on 2009: £1,382,625) with total resources expended amounting to **£1,344,144** (40.46% increase on 2009: £956,936). Resources expended for the year under review are broken down as shown below (*see also Table 1*):-

<i>The amount expended on <b>charitable activities</b> amounted to <b>£1,034,634</b>. This was a 52.07% increase on 2009 where the amount expended on charitable activities was £680,366.</i>
<i><b>Support costs</b> totalled <b>£117,063</b>, a 23.61% increase on the 2009 total where support costs amounted to £94,701.</i>
<i><b>Governance costs</b> for the year totalled <b>£44,751</b>, a 1.59% increase on 2009 where costs totalled £44,050.</i>
<i><b>Fund Management fees</b>, namely the costs of generating funds, amounted to <b>£147,696</b> a 7.17% increase on 2009 where costs of generating funds amounted to £137,819.</i>

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.



*Table 1*

## **APPLICATION PROCEDURE**

The majority of applications for assistance are considered by the Trustees four times a year in March, June, September and December.

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 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.

In 2002 the Trustees developed a strategic plan for achieving the Trust's main aim. They defined those objectives that would meet this aim and would enable the Trust to continue to be a major influence in education, training and development for the hospitality industry. Since its implementation the strategy 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 training so that they play a leading role in providing the vocational and professional skills required by the industry.
- ✚ The Trustees would award grants to FE and HE establishments to reward excellence and alleviate hardship by offering student scholarships and bursary schemes.
- ✚ The Trustees would promote and provide scholarships by supporting projects involving career and continual professional development.
- ✚ The Trustees would maintain their support of industry associations requiring funding for specific educational projects.
- ✚ The Trustees would 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.

## **ACTIVITIES, ACHIEVEMENTS AND PERFORMANCE**

In the year under review the amount expended on charitable activities amounted to **£1,034,634** (52.07% increase on 2009: £680,366). This included a good mix of reactive and proactive projects which identified the key deliverables that would lead to the achievement of the strategic objectives, and went some way to meeting the challenges of the global skills agenda outlined in the 'review of the year' section.

As anticipated there was an increase in the amount of funding awarded and at the time of writing this trend would appear to be continuing. The Trustees consider this is partly due

to the budget cuts in general education and particularly for those subjects such as hospitality which have high initiation and running costs.

In the year under review 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.

<b>STRATEGIC AREA</b>	<b>Educational Establishments/ Associations/Charitable Organisations</b>
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The Trustees consider that projects supported under this strategic area are at the very core of the Trust's main aim. Grants totaling **£929,982** were awarded for this strategic area (46.36% increase on 2009: £635,421).

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 £67,000 to **4 schools**. A refund of £20,000 from a grant awarded to Manchester Academy in the year ended 31<sup>st</sup> March 2008 reduced this figure to **£47,000**. Details of the grants appear below and overleaf:-

***Kesgrave High School, Ipswich, Suffolk*** **£25,000**

Kesgrave High School was re-designated as a Technology College in September 2007 by the Specialist Schools and Academies Trust. As a result of this, they were given the opportunity to apply for matched funding of £25,000. This opportunity allowed them to develop their long awaited vision of providing the School and its local community with a fantastic "state of the art" commercial catering facility which will endeavour to enhance the education and well-being of all those involved. The Trust's grant will help fund a Food Technology room as part of their 'Transformational Food Through Technology' project.

***King Charles 1<sup>st</sup> and 6<sup>th</sup> Form, Kidderminster, Worcestershire*** **£ 2,000**

- £1,530 to be used to purchase a selection of equipment and also crockery hire.
- £ 470 to be used to help purchase produce from local suppliers for the fine dining experience the school is planning for their GCSE Catering students to organise and run. This event will enable the students to plan, prepare, cook and formally serve at the event helping them to gain a realistic experience in the catering industry and will also improve links with the school and local community.

***Madeley Academy, Telford, Shropshire*** **£25,000**

Madeley received Academy status in April 2007 in recognition of the work they do for their 800 pupils aged 11-16 and their capacity to further improve. Academy status allowed the School to obtain capital to build a new School alongside of which would be a new Vocational Training Centre. The grant from the Trust will be used towards the cost of purchasing extra facilities for the training kitchen that will be built within the new Vocational Training Centre. It is envisaged the extra facilities will help the kitchen meet industry training standards. Madeley Academy presently have 72 students studying hospitality and are planning to extend the facility to 16+ students from September 2011.



*Madeley Academy*

***William Hulme Grammar School, Manchester, Lancashire***

***£15,000***

The School was an independent school from 1887-2007 priding itself on ensuring all of its pupils reached their potential. The School was and is very proud of its multicultural population. It is because of the School's dedication to the care of its pupils that it was invited to become an Academy in September 2007. The Trustees awarded funding towards the cost of developing a fit for purpose food technology suite. The facility would enable pupils to prepare and cook food and partake in theory lessons and enjoy lectures and demonstrations by industry representatives and chefs.

The Trustees awarded funding totalling £203,824 to **12 FE Colleges**. A refund of £32,142 from a grant awarded to Loughborough College in the previous year end reduced this figure to **£171,682**. Details of the grants awarded appear below and overleaf:-

***Blackpool and the Fylde College***

***£38,600***



***Blackpool and the Fylde College - Overseas exchange visit to Czech Republic***

Funding was awarded to the College to cover a large array of projects, namely for: bursary awards to support those students suffering hardship with the purchase of equipment and uniforms; to cover half the cost of a specialist Additional Learning Support post due to a reduction in the level of funding available to the College for such a post; exam costs for Hygiene courses and registration costs for NVQs; overseas exchange programme to the Czech Republic and France; 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.

### ***Bournemouth & Poole College***

***£19,500***

This year the Faculty saw a record number of students applying for a place on the Specialised Chef course. This meant that 22 1<sup>st</sup> year apprentices required support to cover the cost of accommodation for 52 weeks whilst training in London. The Trust's grant will enable the apprentices to 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.

### ***Cambridge Regional College***

***£16,363***



The grant from the Trust was used to help purchase cameras and plasma screens for three of the College kitchens. This will not only enhance the learner experience, improve teaching methods across the department but will also help the department become a venue for both regional and national competitions. It will also enhance the dining experience by bringing the kitchen live to the Restaurant.

*"Just a short note to express my sincere thanks to the Trust for agreeing to support our request for funding, enabling our kitchens to go "live" to benefit not only our Learners but our Guests and Clients also".* **Head of Commercial Activity, Cambridge Regional College**

***Cambridge Regional College***

### ***Chichester College***

***£ 1,130***

A grant was awarded to enable the College to purchase Personal Protective Equipment (PPE) for 6 students which would include chef whites, front of house uniform and equipment.

### ***City of Bath College***

***£11,856***



***Epos System in use***

City of Bath's Hospitality and Catering provision has grown in the last 2 years and is predicted to grow again in the next academic year. The grant from the Trust helped the College purchase an electronic point of sale system (EPOS) for their training restaurant – The Shrubbery. The system will give learners an insight into the equipment they will use when they enter the industry.

### **Halton Borough Council/Riverside College**

**£11,600**

A grant was awarded to Halton Borough Council for a scheme run in partnership with Riverside College to support the training and development of adult apprenticeships (19-24) at NVQ levels 2/3 in Hospitality (Professional Cookery).

At the time of writing this report it is unclear whether this project will proceed owing to funding restrictions at Riverside College.

### **New College Nottingham**

**£50,000**



**Sat Bains with Margaret Georgiou and Julia Sibley and Professional Chefs' Diploma students Poppy Wilkinson and Harry Webster**

The College was awarded funding to help with the development of a specialised skills kitchen at Clarendon Campus. This will be a state of the art environmentally friendly kitchen with a low carbon footprint extraction system supporting the education and training of at least 200 further, higher and work based learning students year on year. Outlining their

objectives the College stated that the new kitchen would (a) support growth in the number of students accessing Catering and Hospitality practical skills training; (b) create an environmentally and energy efficient training environment for students; and (c) provide an industry standard learning environment that prepares students for the world of work. Renovations began in July 2009 and it took just 12 weeks until the kitchen opened to the students at the beginning of the new term in September. *"The existing kitchen was extremely outdated and didn't meet the necessary guidelines for equipment and wasn't environmentally friendly. We moved away from turning a switch on in the morning – with the equipment firing up and being on throughout the day – to an environment that provided better working conditions for the students, and a long term energy efficiency gain for the College. This new facility has always been seen as an investment for both the College and students."* **Head of School of Hospitality – New College Nottingham**

### **South Devon College**

**£15,000**

The College successfully applied for a grant for academic year 2009/10 to build on the work for which funding was awarded by the Trust in the previous academic year, namely to:-

- 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.
- Develop enrichment activities for full time students outside the normal curriculum, that will enthuse, inspire, provide additional skills, enhance knowledge and give students confidence in preparation for competition work.
- Enable staff and students to engage in local and national cookery and food service competitions and thus contribute to raising the profile of Catering and Hospitality as a career whilst continuing to support the Tourism industry locally.

*"We are delighted to have hosted the South West heat of the Major Culinary Challenge series and welcomed all participants particularly our own students from full time and day release courses who have been working so hard to prepare their entries for what was a very competitive day. We have been fortunate to secure funding from the Savoy Educational Trust to support the competition programme as well as our Junior Chef Academy, and both initiatives have been highly successful in raising aspiration, achievement and generating a real passion for skills and food."* **Section Head for Catering, Hospitality and Tourism, South Devon College**



**South Devon College - Junior Chefs' Academy Students and Students at Major International Culinary Challenge**

***Stockport College***

***£ 4,020***

A grant was awarded to the College to help fund an educational trip to Calella in Spain in March 2010 for 30 students within the Hospitality and Catering department to experience Spanish food and culture. Liaising with a Spanish catering school for integrated culinary sessions, the College considers this a much valued experience and skills update for students entering the hospitality industry after completing their NVQ's.

***West Cheshire College***

***£ 2,000***

Funding was awarded to help the College continue with the luncheon club for the local community at Blacon. Half the grant was used to 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 with 3 members of the College catering staff. The remainder will be used for a residential trip to London so students can visit restaurants and hotels in the Capital and enhance their experience of busy kitchens in action. *"I have had a very difficult group for this project, many with challenging behaviour. However working at the Luncheon Club has turned them around and they have 100% attendance and love coming. This would not have been possible without your kind financial support."* **Vocational Director, Visitor Economy, West Cheshire College**

***Westminster Kingsway College***

***£27,000***

The grant to the College was awarded for two projects: (1) £12,000 to enable up to 8 end of year prizewinners from the Foundation degree and Hospitality Management degree programmes to attend the Summer School at Ecole Hôtelière de Lausanne. The students will be chosen after having satisfied a broad range of criteria including their outstanding work during the course programme. The College consider that the Summer School programme acts as an inspirational end of year activity which encourages students to perform at the highest levels; (2) £15,000 for support for uniform and equipment costs for full time students who are suffering hardship and are unable to pay for all their mandatory kit. The individuals will be means tested to assess their ability to pay or the possibility for them to earn the funds to pay for the required uniform and equipment during the first half of the full time courses. The induction course and programme tutors who have experience in this area will assess and manage the process.

***Weymouth College***

***£ 6,755***

The College is striving to deliver the priority skills needed to meet future demands of the hospitality industry in Dorset, nationally and beyond. Their overall aim is to provide a flexible hospitality training environment that will inspire their students and provide them with every opportunity to maximise their potential so that they will leave College armed with skills that will enable them to

compete effectively in tomorrow's labour market. To this end funding was awarded by the Trust to be used in a variety of ways, namely to:

- install upgraded communication technologies including the provision of 10 laptops;
- replace obsolete and worn out equipment in the Hospitality department;
- develop and pilot a new programme for a Junior Chefs' Academy at the College.

The Trustees awarded **£414,945** to **3 HE establishments** for the following projects:-

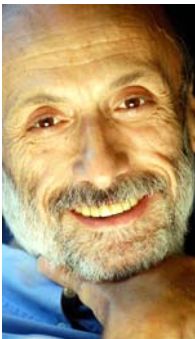
### ***Oxford Brookes University***

**£15,445**

Oxford Brookes University received funding for the following initiatives:-

£10,000 for the Martin Radcliffe Fellowship which was established at the School of Hospitality, Leisure and Tourism Management at the University in memory of the late Martin Radcliffe, a former Chairman and Secretary of the Trust to support research and scholarship in the area of food and gastronomy. The current Martin Radcliffe Fellow is Dr. Rebecca Hawkins. An annual lecture is also hosted by the University in conjunction with the Fellowship with the last lecture being delivered by Carlo Petrini on the 6<sup>th</sup> May 2010. The Trustees have agreed to fund the Fellowship for a term of five years with each year's grant being dependent on a satisfactory annual evaluation of activities and therefore entirely at the discretion of the Trustees. The year under review marks the final payment.

#### **Annual Martin Radcliffe Lecture**



Delivered by **Carlo Petrini**  
*(Founder of the International Slow Food Movement)*  
**Terra Madre**

**'Forging a New Global Network of Sustainable Food Communities'**

£ 5,445 to support 6 students in their final year of undergraduate studies on hospitality programmes to undertake a period of exchange at a partner university; and for the Bacchus mentoring Programme that provides all final year undergraduate students with mentors, all of whom are senior figures from the hospitality industry.

### ***Thames Valley University***

**£375,000**

The Trustees agreed to award funding of £750,000 following an application and presentation from the Vice Chancellor; Associate Dean and Head of Hospitality School; and Director of Development of Thames Valley University (TVU). The funding will be awarded to TVU over a two year period for the development of the 'Savoy Educational Trust Leadership and Management Development Suite' at their St. Mary's Road Campus in Ealing. The grant from the Trust would enable TVU to claim for matched funds under the government's matched funding scheme.



***Lecture Theatre - TVU***

The application to the Trustees forms part of the TVU 'Building for the Future' Campaign which aims to: Concentrate all of TVU's Ealing provision on one site; New library; Multi-functional atrium; A leadership and management suite in the School of Hospitality; Improved facilities for students including gym, café and communal areas.

The new world class 'Leadership and Management' facility is for Tomorrow's Leaders in Hospitality. It has been developed because:-

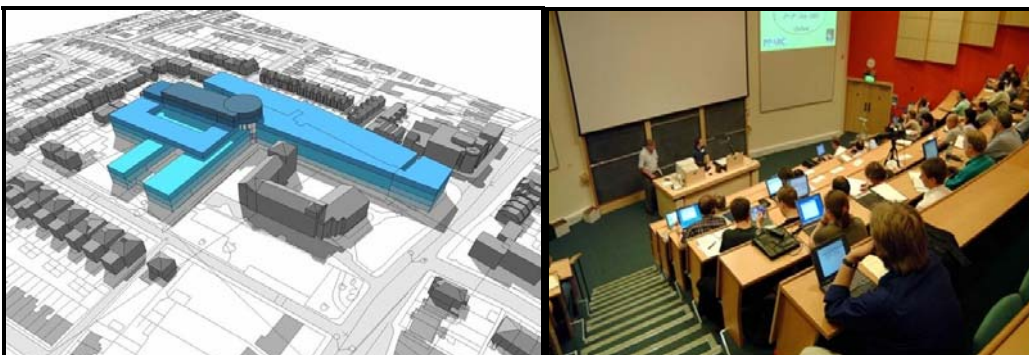
- Rising number of postgraduate students in Hospitality
- Lack of suitable space on campus for postgraduate students
- West London is a hub for Hospitality and Tourism companies
- No suitable facility for hosting industry representatives
- No facility that rivals provision at peer institutions such as Cornell and Lausanne so that TVU's programmes and students can compete on the world stage

The School commenced executive level education for the industry in 1997, through the introduction of a Postgraduate Diploma in Hospitality, subsequently upgrading this to a Master of Arts in Hospitality. Since then the portfolio of executive awards has slowly expanded but TVU's ability to deliver in this important area is severely constrained by their physical environment. Growing executive education to support tomorrow's leaders in the hospitality industry is a strategic priority for the School. Key to this growth will be the development of a dedicated Leader Development Suite. TVU need to develop a world class facility to ensure that the graduates from this expanded range of programmes can compete on the world stage. The suite will be for the primary, though not exclusive, use of postgraduate and executive students. It will have a separate entrance or access to the suite for the use of industry/external partners and will comprise 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. Presently TVU work with Johnson & Wales University and are able to log into their lectures
- A multi-functional area that can be converted into one large space suitable for group work or two seminar rooms
- An informal breakout area

To enable TVU to claim for matched funds, it was agreed that the Trustees would make the first stage payment by the 31<sup>st</sup> March 2010 and the second by July 2011. The second payment would be made following satisfactory completion of the designated targets for the first year's grant and therefore entirely at the discretion of the Trustees who would be kept fully informed and be able to check progress at each stage of the project. In this respect a Gift Agreement was drafted and signed by representatives of TVU and the Trust.

*"The industry needs to look at sustainable development of future leaders, at every level of business"* **CEO People 1<sup>st</sup>, Sector Skills Council for Hospitality**



*Plan of TVU and tiered lecture theatre for 'Leadership Development Suite'*

## **University of Surrey**

**£24,500**



The grant from the Trust was awarded to the School of Management at the University of Surrey to support Hospitality Management programmes in a variety of ways, namely:

- Contribution towards the Savoy Educational Trust Senior lecturer post currently held by Dr. Angela Roper;
- Student and lecturer travel costs;
- Student bursaries and prizes for students on undergraduate and postgraduate programmes.

*Savoy Educational Trust Senior lecturer with two postgraduate students who achieved the highest results in the first semester and were awarded a Trust scholarship*

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 2009/10.

## **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 to students of hospitality whether from Scotland or beyond. The purpose of the project is to support individual hospitality industry students in cases of hardship both financially and with equipment, which they otherwise could not afford to purchase. The bursaries help prevent a situation where individuals have to give up their studies for financial reasons and therefore be a loss to the industry.

Demand from colleges and universities increases year on year. For those educational establishments who receive money from HIT different levels of funding are applied: £5,000 is usually the maximum (for both finance and credit for the purchase of basic equipment for their students). Each establishment is asked to administer the provision of financial awards themselves as they know the people who really need and deserve the financial help.

The Trust's grant, together with funds from other sources, enabled HIT to award grants to 28 FE and HE establishments 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		
	2009/10	2008/9	2007/8	2009/10	2008/9	2007/8
London	2	4	4	£402,000	£100,000	£52,661
East	2	1	1	£ 41,363	£ 16,418	£20,000
South East	3	3	2	£ 41,075	£ 20,700	£35,206
South West	4	5	3	£ 53,111	£ 53,378	£34,560
Midlands	3	3	2	£ 77,000	£ 49,642	£17,500
North West	5	3	4	£ 71,220	£ 45,112	£56,245
Scotland	-	1	2	-	£ 21,000	£40,000
<b>TOTAL</b>	<b>19</b>	<b>20</b>	<b>18</b>	<b>£685,769</b>	<b>£306,250</b>	<b>£256,172</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. The Trustees have agreed to fund the Scholarship scheme for a term of three years and the year under review marks the final payment for this term although it is anticipated that there will be a further application to support this Scheme in the forthcoming financial year.

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

**£55,000**

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 2009, **16 Scholarships** were awarded (2008: 16). Scholarship winners will undertake the following courses:-

**Eleven candidates** were awarded a Scholarship to attend a course at Cranfield University in March, June or October 2010 entitled "**Developing General Management Potential Programme**"

**Two candidates** were awarded a Scholarship to attend a course at Cranfield University entitled "**Business Leaders Programme**"

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

**One candidate** was awarded a Scholarship to attend the '**Ecole Hôtelière de Lausanne new Winter Programme**'.

*"My greatest thanks and appreciation to the Master Innholders and the Savoy Educational Trust for affording me this once in a lifetime experience. The ability to learn from a multitude of industries experiences in a challenging and demanding environment has been hugely rewarding."* **2009 Cranfield Scholar**

*"Being at Lausanne has also got me thinking more about education and what we can do within our establishment to help and progress the younger members of our team. I know what a difference the two weeks have made to me and what I have managed to take away from this opportunity. I am now more committed to getting my managers to realise the importance of training and actually start to invest some money into great individuals we have working for us."* **2009 Lausanne Scholar**

*"It's very hard to put into words what I have taken from the course, as there was simply so much. "Life changing" is a phrase often used, but I can hand on heart say this was a "Life Changing" experience for me. It reminded me why I came into this wonderful industry and will help me plan my future career. It's now clear what I want to do and where I want my journey to go."* **2009 Cornell Scholar**

In the year under review the Trust awarded funding of **£24,500** to **2 industry associations** who successfully applied for funding for specific educational projects. Details appear below.

***Academy of Food and Wine***

***£20,000***

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. One of their 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 and mapped currently against NVQ level 2/3 qualifications. These are in the areas of Food Service, Wine Service, Bar Service and Meetings & Events/Banqueting. Funding from the Trust would be used to update two of the training packs, namely Food Service and Wine Service to reflect both current trends and legislation and also to impart knowledge. The update will consist of rewriting and updating the content, remapping, together with redesign of ancillary activities, worksheets and quizzes.

AFW also received funding for the UK Restaurant Manager of the Year competition and their Annual Awards, details of which appear on pages 25 & 26.

***Institute of Hospitality***

***£ 4,500***

The Trust supports the Institute of Hospitality (IoH) through their Company Patron Scheme. For the year under review the Trust's funds enabled IoH to install the latest technology on their website so their members could access resources through their home or work computers. For example they purchased a software licence so that an electronic version of their quarterly publication "Hospitality" could be produced.

The Trustees awarded funding of **£184,855** to the following **8 charitable organisations** for a wide range of initiatives focusing on the hospitality industry.

***Academy of Culinary Arts***

***£50,000***



***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 25.

Chefs Adopt a School (CAAS) is ACA's educational charity which teaches children across the country about food, food provenance, nutrition, hygiene and cookery. Through food education and practical cookery workshops, CAAS aims to change children's lives for the better, educating them about the food they eat and in turn enabling them to make better food choices and lead healthier, more socially responsible lives. The project enables a network of over 200 Academy Chefs to adopt at least one school and deliver 2-3 annual sessions to children in their 'adopted' schools. The CAAS programme is structured around workshop sessions suitable for children from 7 to 11 and has been designed to integrate well with Key Stages 1 & 2 of the national schools curriculum. A slightly adapted programme is also delivered to a number of special needs schools, whose students enjoy the sessions enormously.

In the year CAAS have engaged with some 350 schools, delivering their unique cookery sessions to over 21,000 children. Their activities have been independently evaluated by both City University and Genecon for the North West RDA. The evaluation has proven that the sessions had a positive impact on confidence in cooking, increased food knowledge, and uptake of fruit and vegetables.

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. In the year under review, due to the sudden withdrawal of funding by a major sponsor, the Trustees agreed to offer a one-off additional grant for CAAS of £20,000.

*"The findings from this evaluation all point to the continued need for the CAAS Programme. There is evidence to suggest that the Programme is having an impact on children, families and schools and that it is valued by teachers and partner organisations alike. Furthermore, there appears to be no other organisation in the Northwest addressing the issue of food, cookery and healthy eating in such a creative way on a regional scale."* **Northwest Development Agency**

### **Crisis**

In 2004, Crisis opened its first Skylight Café in London. Following its success, in 2007 they opened a second Skylight Café in Newcastle. The Cafés are social enterprise ventures that provide homeless and vulnerable people with training in catering and hospitality as well as the opportunity to work towards accredited qualifications and ultimately employment. This year Crisis aim to explore the potential role of Vocational Related Qualifications so that trainees with lower levels of education acquire accredited qualifications.

The funding from the Trust would help fund the Crisis Skylight Newcastle Café and would be used specifically towards the salary and food costs associated with the training.



**£10,000**

*Crisis Skylight Newcastle*

### **Fifteen Foundation (now known as Jamie Oliver Foundation)**

**£18,500**

The main purpose of the Fifteen 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 16-24 and unemployed. They are recruited through partner organisations; namely homeless charities, probation services, youth charities and Job Centre Plus. They can also apply directly on line. The level of demand for places is possibly the greatest indication of need – every year 1,000 or so applications are received and from that 150 candidates are selected for a face-to-face chance to convince Fifteen they are right. They have a taste test but ultimately Fifteen are looking for a passion for food and a determination to get out of the situation the applicants are in. Of these, 30 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 who will take over the restaurant after graduation of the current cohort. The funds will cover the costs of sourcing trips to various food/producers/suppliers in Essex, Wales, Cumbria, the Isle of Wight and London and also for the purchase of new tents and sleeping bags for the trips.

*"My highlights have been the sourcing trips. To leave the city, be in a new place and experience new things. Everyone is relaxed and happy." "The course has been hard work but you can always see the benefit of the challenge. The sourcing trips have given us such a fantastic insight into the produce we use and I feel very lucky that I had the opportunity to go on them." "The course has been hard work. The hours are long and the pressure is on but it has been worth it. I've learnt a lot, made good friends and I've had once in a lifetime experiences through the sourcing trips." **Class of 2009** "When the apprentices visit Sillfield Farm they have an opportunity to see how pigs and wild boar are reared and the importance of using quality ingredients in their cooking." **Sillfield Farm, Cumbria***

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

***£40,000***

Funding was awarded to **Hospitality Action's Ark Foundation** to further develop and expand 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 220 Colleges in 2009. *"The most thought provoking talk I've ever been to – it truly made an impact."* **Westminster Kingsway College** *"It was very personal and made you realise it happens to real people."* **Guildford College**

### ***The Prince's Trust***

***£15,000***



***Michael Deane with previous participants of the Prince's Trust 'Get into Cooking Programme' Northern Ireland***

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 15 unemployed young people, aged 16-25, with the inspirations and opportunity to develop skills 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.

At the time of writing the Prince's Trust report that the 2010 programme is going really well and over 60 young people applied to take part. Final selection proved so difficult that 16 young people started rather than the usual 15. The programme is also receiving the support of Niall McKenna who is currently representing Northern Ireland in the Great British Menu competition.

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

***£10,000***

Funding was awarded to The Springboard Charity for the 'Room for Change' initiative – a careers and education programme designed ultimately to attract more talent into accommodation management opportunities through the industry. The project is multi-faceted and includes the production of 'Room with a View' careers materials, 'Room to learn' education resources, student placements linked to their INSPIRE initiative which the Trust previously supported, role models, ambassadors and 'Room at the Top' Into Work Student Management Development Programmes. The Trust's support would be specifically for the 'Room to Learn' Education materials.

The project is designed to benefit students, teachers and lecturers at establishments offering hospitality programmes and sectors of industry where accommodation management is important.

### ***Tower Hamlets Summer University (now known as Futureversity)***

***£16,355***

Tower Hamlets Summer University (THSU) actively encourages and welcomes any young person, regardless of personal circumstance to enroll for and attend courses and activities. THSU

requested funding for those 2009 summer courses relevant to the hotel, catering and tourism industry. This would enable them to provide eight courses consisting of 130 hours of tuition. Each course will comprise of up to 12 young people aged between 11 and 25.

THSU reported that the Trust's funds made a significant contribution towards the delivery of their Summer Programme. Courses were held in Tourism and Customer Care, Telephone Techniques, International Cookery, Curry Heaven, Chinese Cookery Thai Fruit Carving and Caribbean Flavour.

***Training for Life***

**£25,000**

*Dartmouth Apprentices Scott Connor & Chris Richardson with Prince Edward*

Training for Life are a charity that seeks to tackle the enduring issue of unemployment and poverty through an entrepreneurial approach. They work with the most vulnerable and excluded groups within society; people from diverse backgrounds, who, for a variety of reasons have faced barriers to work and, consequently, become trapped in poverty. Training for Life believes their clients want to work, and want to contribute to society and they help them achieve through a range of programmes suited to the individual.



The Trust's grant of £25,000 would support four apprentices with a contribution of £5,000 per trainee towards their costs whilst they are on the Dartmouth Apprentice training programme. The programme offers a combination of personal development, one-to-one support and mentoring with a traditional apprentice placement within the social enterprise restaurant, 'The Dartmouth Apprentice'. The total cost per trainee, that includes apprentice wages and a contribution towards their training and accreditation costs, is £9,631. Part of the cost of delivering the programme includes paying the apprentices at a minimum wage level. Training for Life considers that earning a living wage is an essential aspect of the client's personal development.

In the year under review the Trustees also gave a grant of **£2,000** to ***Public Concern at Work***, a registered charity, whose strategy is to publicise good practice in all sectors and conduct research into issues of public and corporate governance. The funds from the Trust are used for their helpline and public education work.

**STRATEGIC AREA** | **INDIVIDUALS**

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 **7** grants ranging from £250 to £500 were awarded to individuals studying at **7** different establishments culminating in a total of **£3,000**. This was a (27.54%) decrease on the previous year where grants totaling £4,140 were awarded to

12 individuals. The 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.

<b>STRATEGIC AREA</b>	<b>COMPETITIONS/PRIZES</b>
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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.

In the year under review, the Trust supported **12 industry competitions** and awarded **2 City & Guilds examination winners' prizes** with grants totaling **£101,652**. This represents an increase of 149.11% from the previous year where grants totaling £40,806 were awarded to 8 industry competitions and for 6 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 Langham Hotel, London on 14<sup>th</sup> July 2009 and pictured from left to right, were: Pastry – Alistair Birt from Tummies Bistro; Service – Celia Vaughns from Galvin at Windows; and

Kitchen - James Mitchell from The Royal Automobile Club. *“Good basic skills are the essential cement with which young, ambitious members of the catering industry can build a rewarding career, while more taxing tasks help to identify the best cooks and waiters of today who will become the leaders of tomorrow. In this time of skills shortages, when it is a challenge not only to attract talented young people but also to retain them within the industry, awards of this nature are increasingly important.”* **Chairman – Annual Awards of Excellence”**

**Academy of Food and Wine**

**£ 9,800**

The Trust's grant went towards the following initiatives:-

£3,000 formed part of the Academy of Food and Wine's (AFW) Annual Awards programme that take place in September each year. It enabled AFW to offer a **Sommelier Award** (£2,000) that went to Laura Rhys from Hotel Terra Vina in Southampton and the **Philip Thornton Award**

(£1,000) for the best college student that was awarded to Andrew Sargeant from University College Birmingham. Laura will visit Prosecco, Italy in 2010 and Andrew will undertake a work placement in London.

£6,800 for the **UK Restaurant Manager of the Year**. This is the second year that this competition has run and the first year the Trust has been involved. The grant from the Trust will enable AFW to award a prize to the competition runner up. This will take the form of a one week course at L'Ecole Hôtelière de Lausanne including help with travel and accommodation costs. The winner and runner up were announced at a Gala Dinner held on the 17<sup>th</sup> May 2010 at The Roof Gardens. The winner was David Hennigan, General Manager, The Crown at Whitebrook, Monmouth and the runner up, who received the prize from the Trust was Michele Caggianese, Restaurant Manager at Galvin at Windows, Hilton on Park Lane.

***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 Royal Garden Hotel in London on the 30<sup>th</sup> November 2009. The winner was Magdalena Zuchowicz (pictured far right) from the Sheraton Belgravia who then went on to become the 2<sup>nd</sup> Runner up at the International Receptionist of the Year competition held in Madrid from the 13<sup>th</sup>-17<sup>th</sup> January 2010.



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'*** **£500**

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. For the year under review **2** prizes were awarded at a ceremony which took place in London on the 6<sup>th</sup> April 2009. They were both for Level 3 NVQ in Professional Cookery and were awarded to David Jones and Oscar Holgado.

***Nestle Toque D'Or*** **£12,000**

The Toque D'Or competition founded in 1988 is a national competition. The format has changed over the years but the aims of Toque D'Or remain the same: to encourage young chefs and waiters to recognise their potential talent and encourage their personal pursuit of excellence. The competition seeks to (1) provide real life experience outside of the college environment for students and have this externally measured; (2) forge close practical working relationships between industry and education; and (3) extend the formal learning gained at college and demonstrate this at a high level.

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 have made it through to the 2010 final are Petroc (North Devon), The College of West Anglia, University College Birmingham, Warrington Collegiate, and York College. The winning college announced at The Dorchester Hotel in London on the 16<sup>th</sup> July 2010 was University College Birmingham.

### ***RAF Halton***

***£400***

The Trust supported the **Catering Training Squadron at Royal Air Force Halton 'Culinary Competitions and Awards Day'** by providing a trophy for the Junior and Senior Chef Competitions, Junior and Senior Steward Competitions, Field, Grand Prix, Cook and Serve and Open Restaurant Show Plate and Open Restaurant Canapés held on the 9<sup>th</sup> and 10<sup>th</sup> June 2010.

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

***£11,952***



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 26<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.

In the year under review, 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 (pictured above) to be used to further their education.
- The practical skills tests at the regional finals held at Darlington College and Thames Valley University in London.
- Prizes at each regional final to the four chefs and four waiters selected to go through to the National Final. For the winning chefs this consisted of a boxed set of Victorinox knives and for the winning waiters a Parker pen, a Laguiole corkscrew and Charlie Trotter's 'Lessons in Service'. The 3 runner up chefs were given Heston Blumenthal's 'The Big Fat Duck' cookbook and the 3 runner up waiters were given Hugh Johnson's Wine Dictionary, Charlie Trotter's 'Lessons in Service' and a voucher from Russums.

The final held at Westminster Kingsway College on the 6<sup>th</sup> October 2009 saw 8 chefs and 8 waiters competing for the coveted titles of Young Chef Young Waiter. The winner of the 2009 Young Chef title was Rose Greene of Le Champignon Sauvage and the 2009 Young Waiter title went to Sarah Cooper of The Ledbury.

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

***£4,000***

The Craft Guild of Chefs' **Graduate Awards** 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 2009 a student from Thames Valley University – Hyun You Im and a demi-chef de partie from Oxford's Le Manoir aux Quat'Saisons – Daniel Innis-Fitzhugh (both pictured) became the Craft Guild of Chefs graduates from the eight finalists who competed for an Award. To earn the Award the pair 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. Daniel was the highest achiever with 87%, one more point



than Hyun. Funding from the Trust is used to cover the practical skill tests and additional support material for the competition.

### ***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 26 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, Heston Blumenthal and Andrew Fairlie who was the first Roux Scholar.

Kenneth Culhane, 28, (pictured with finalists and judges) who works for contract caterer Baxter Storey won the 27<sup>th</sup> Roux Scholarship after a fiercely fought final cook-off at Westminster Kingsway College on the 29<sup>th</sup> March 2010. Speaking afterwards Kenneth said of his win: *"This is the top culinary competition in the UK and I'm absolutely delighted to have won it."* As part of his prize, Kenneth 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. The remaining five national finalists each received the sum of £1,000 from the Trust to be used towards furthering their career development. In addition the Trust provided all regional finalists with a Russums voucher to the value of £100 to be used for books, knives or jackets.

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

***£8,000***

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, runner-up and third placed competitors.

The 2010 final will be held at 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 are announced taking place on Monday 25<sup>th</sup> October.

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

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

***£35,000***

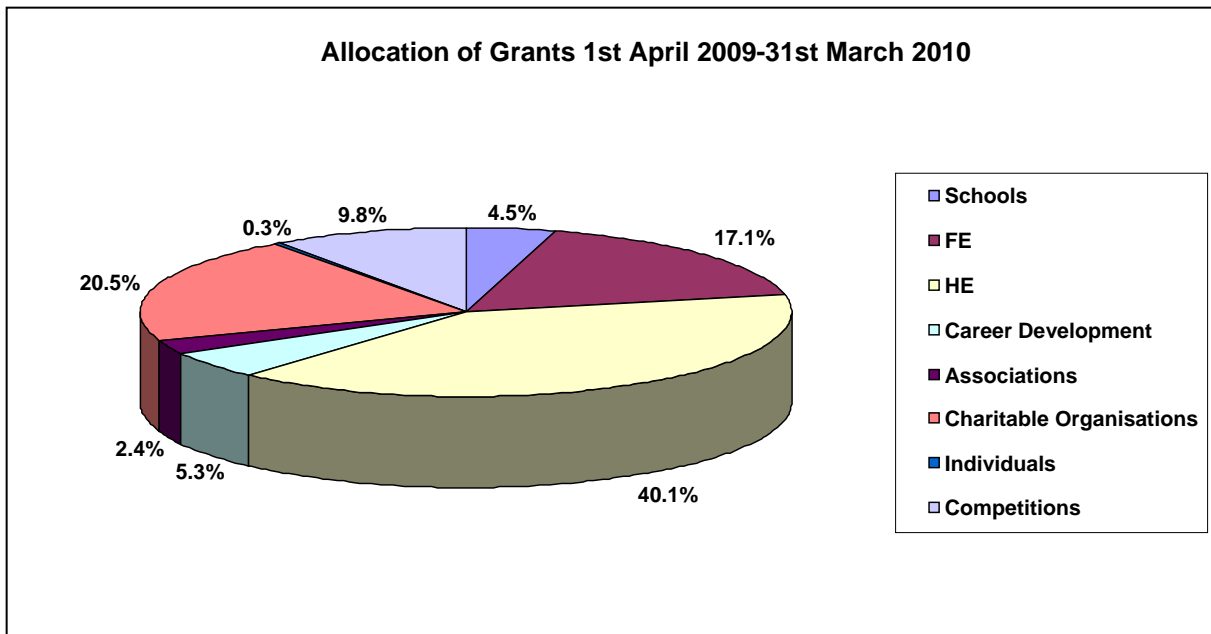
Futurechef is a four stage nationwide culinary programme helping young people aged 12-16 to learn to cook. It inspires them to explore food and cooking as a life skill, helps to develop their culinary talent and informs them about entry routes into the hospitality industry. The programme encourages the 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!

Funding from the Trust supported the redevelopment of the Futurechef competition into a robust programme that provides a greater degree of benefit to all of the 7,000+ candidates who take part and not just those who reach the later stages of the competition. The aim was 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, workshops and master classes designed to stimulate and nurture talent into the industry, along with advice on career options and entry routes available was put in place. 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.

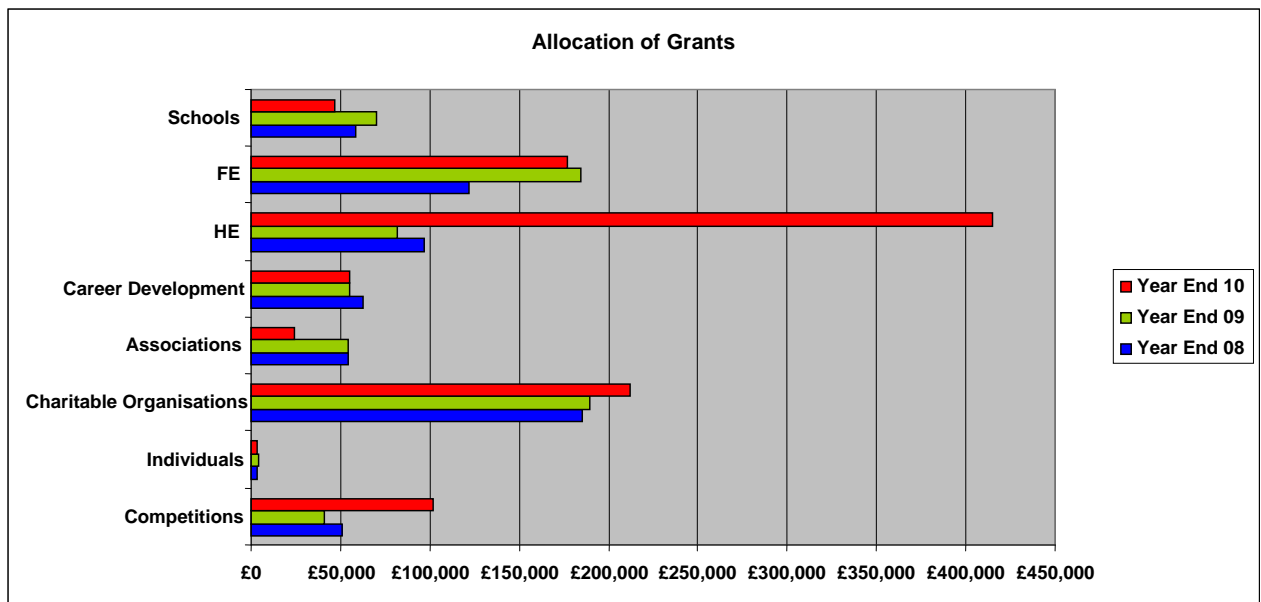


In 2010 Futurechef celebrated its 10<sup>th</sup> birthday with the involvement of a record number of schools, students and chefs. 694 schools and 7,862 participants took part in the competition and over 2,000 young people were involved in the newly introduced wider programme. The winner of Future chef 2010 was Kerry Johansen (pictured with judge Lesley Waters), aged 16, from St. Michael's Church of England School in the North West. Kerry fought off stiff competition from 11 other finalists, impressing a panel of high profile judges with her menu.

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 implementation of the strategy has resulted in a more focused grant giving process. This is operated from the time of grant application, assessment and approval through to a vigorous programme of grant monitoring and end of grant review.

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. Specifically grant monitoring is undertaken both to measure the impact the Trust's funds have made to a project and to review and determine the future funding of a project if the intention is for the Trust to support over a period of time. The interim and end of grant reviews also help to identify whether the targets outlined in the original application 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 stark contrast to the previous year where the FTSE All Share returned -29.3% to 31<sup>st</sup> March 2009, in the year under review the FTSE All Share demonstrated a remarkable turnaround producing a return of 52.3% to 31<sup>st</sup> March 2010. Global equities enjoyed an exceptionally strong 12 month period, as confidence grew in the economic recovery and the MSCI World Index rose by 45% in sterling terms. The rebound was initially fuelled by an injection of liquidity by governments and central banks as they undertook extraordinary measures to stimulate the global economy. In the latter half of 2009 and into 2010, strong growth in the developing economies, stabilisation of banks and some signs of recovery in the corporate environment sustained equity price momentum. It has not all been good news, however, with the worrisome public debt situation in Greece, uncertainty surrounding the US Government's regulatory programme, the UK election and fears over new asset bubbles arising, all concerning investors. This all led to increased market volatility as investors questioned the sustainability of the global rebound.

Against this improved market performance, the Trust saw a dramatic increase in the capital value of its investments. The value of the Trust's total assets as at 31<sup>st</sup> March 2010 was **£41,390,939**, an increase of **30.20%** on the previous year where the Trust's total assets as at 31<sup>st</sup> March 2009 totalled £31,791,163. Despite the sharp rebound in the capital value, income for the year continued its decline. Total incoming resources as at 31<sup>st</sup> March 2010 were **£959,720**, a decrease of **(30.59%)** on the previous year where incoming resources totalled £1,382,625.

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. Subject to satisfactory performance the Fund Managers are re-appointed on an annual basis.

The Investment Committee and Trustees are aware of their obligation under the Trustee Act 2000 to conduct periodic independent reviews of their Fund Managers. With this in mind, and as stated in last year's annual report, a review of the Trust's Fund Managers was undertaken by Portfolio Review Services. 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 July 2009.

Following completion of the review the Investment Committee agreed that they would invite Portfolio Review Services in the forthcoming year to monitor the performance of their Fund Managers specifically focusing on performance, asset allocation and benchmarks.

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

The Trust's investment objectives are *"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"*. 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 report, the performance for the year from both Fund Managers reflected the improved 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. Indeed they believe that over time, companies which act in an anti-social or unethical manner will find it increasingly difficult to produce above average returns, whereas quality companies that combine good governance and corporate responsibility by operating at an environmentally and socially sustainable level are far more likely to survive and deliver long term shareholder value.

## ***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 27.

## **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 relevant with a shifting emphasis on the role of vocational education and the fact that globally countries have realised that skills are one of, or even the, most important lever they have to maintain the competitiveness of their economies. The Trustees believe that by monitoring and considering external factors when developing 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.

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

### ***STRUCTURE, GOVERNANCE AND MANAGEMENT***

- ✚ The Trust will become a Charitable Incorporated Organisation. This will be dependent on the full implementation of the new legal form of incorporation as detailed in the Charities Act 2006. 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 to 6.

## **OBJECTIVES AND ACTIVITIES**

- ✚ The Trustees believe that the increase in grant funding will continue its upward trend. This is as much because (a) the Trust will continue with its proactive communications policy of raising awareness and publicising activities; (b) previous recessions have shown that demands on charities are inversely correlated to the health of the economy; and (c) there may be an impact from the funding crisis that will engulf public sector budgets.
- ✚ 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.
- ✚ In 2011 the Trust will be 50. Plans to mark this milestone in the Trust's history will gather pace.

*Margaret Georgiou*

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