

BOOST

A CASE STUDY FROM THE PILOTING PHASE IN UNITED KINGDOM

The customers' view of the bar



Case Study: CopperboxCo

CopperboxCo is an events service provider comprising 3 partners, Adam Myers, Vanessa Mastache and Paul Readman. The partners have extensive experiences between them, including setting up and managing bars and providing large complex Marquees for events such as weddings and grand parties.

The CopperboxCo started out as a different small business called 'Raising The Bar', run by Vanessa and Adam. This business provided mobile bars for diverse events including community centre comedy nights, Summer Fayers, weddings Christenings etc. Raising the Bar's USP was to provide an authentic pulled beer real ale service complete with chillers, gas and beer engines. The partners found this to be a very labour intensive service, where a complete 'pub cellar' would be set up and dismantled for each event. Most events would last one day.

They met the third partner Paul, who also who runs a Marquee company called 'Shades of India'. Together they decided to develop the mobile bar service as a fully kitted trailer. This would reduce the set up time . They would also develop a Cuban food offer in a second trailer (one of the partners is Cuban heritage). Various conventional food trailers were considered, but prices were prohibitive and the partners did not feel inspired by any of the designs they saw. They decided instead to buy and convert 2 vintage horse trailers – one as a mobile bar and the other a food truck. The bar trailer serves 'real ale' and the food trailer cuban cuisine including specialities such as cuban sandwiches and pulled chicken in citrus sauce. They are still developing their menu but have had lots of interest as Cuban food is quite uncommon in the UK.

Skill gaps and training

The partners recognised a number of skill gaps and with the BOOST consultant, they worked through the IOSM process and identified the key skills that were business critical. They then looked at each partner and the skill sets they had. All partners were competent IT users. Paul developed the Web site and Vanessa was responsible for marketing and administration, along with cooking and serving food in the trailer. Adam was responsible for cellar and bar management. Although they felt that they had most of the major skills to run the practical side of the bar and catering business, they were concerned about Food Safety. They were also aware that the fines for food suppliers who do not adhere to Food safety were unlimited and in some cases could lead to prison sentences. It was agreed that Food Safety was **business critical**.

Under the counter!



An event flyer



How BOOST helped

The BOOST process started for CopperBoxCo on 5th May 2015 with an initial contact and discussion about the potential business benefits of this approach with the BOOST consultant. A further meeting took place on the 14th May where more in-depth discussions revealed business critical skill gaps and the information was fed into the BOOST platform. Towards the end of May a more extended meeting explored ways of meeting skill gaps with discussions around different learning approaches and a search of the Internet for potential resources, courses, and content.

It was agreed that Vanessa and Adam would follow self study courses and that the BOOST consultant would meet up with them for brief periods over the next couple of months. In July, Vanessa and Adam achieved Level 2 Food Safety with 2 different awarding bodies. They found the experience to be positive, and the search for resources actually became a major contributor to their learning.

Some of the learning resources used by The CopperboxCo

Jamie Oliver – What not to do in a kitchen - <https://youtu.be/5kPGYYuQSnA>

Bacteria and food Bourne illnesses - <https://youtu.be/5kPGYYuQSnA>

Virtual College Certificate - <http://www.food-hygiene-certificate.co.uk/food-hygiene-level-2.aspx>

Food Safety UK course - <http://food-safety.org.uk/index.php?route=common/home>

The vintage horse trailer bar



Conclusion

In the past, when partners needed to learn new skills they used a variety of approaches. The Boost consultant assisted them in identifying a wide range of online learning content that included videos, legislation documents, training films and online courses. They agreed timescales that were realistic in relation to their other commitments and the time they were prepared to spend studying. Both Adam and Vanessa achieved certificates in food safety. They pooled knowledge and chose to sit 2 different exam boards to get as experience as possible. They said that it was “**practical and cheap way to gain the**

knowledge and skills that were essential for their business to survive.”