

BM launches collaboration to support people in Salford into employment

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[BM Caterers](#) has launched a collaboration with Salford Loaves and Fishes and Elevate Salford to support people in the city into meaningful employment opportunities.

The partnership includes providing cookery classes in partnership with Salford Loaves and Fishes, which supports homeless, isolated and vulnerable people. The classes will take place once a month with six attendees.

Meanwhile, BM will provide candidates from Elevate Salford's skills programme with tours of its operations at a client site in Salford to give attendees an insight into work in the hospitality industry. Salford Loaves and Fishes will also be able to refer people they are working with in the community into the 'workplace safaris', placements and coffee training the support them into work. The tours will be open to four candidates every quarter.

Every few months, an attendee can then take up four one-day work experiences across different sections of BM's operations, guided by an assigned 'buddy'. Every other month, an attendee will also be offered the opportunity to receive barista training to achieve a foundation-level certificate. BM will support candidates into employment opportunities in the business where possible.

Budding food entrepreneurs, meanwhile, will be supported by BM's BLOOM start-up programme, equipping them with essential business knowledge, operational know-how and mentorship, to launch and run their own street food concept at BM Pop-Up Pioneers street food events, at BM client sites in and around Manchester.

One candidate will undertake the programme over an approximately six-month period, with around two

people undertaking the programme each year.

BM's BLOOM programme is structured with five modules to develop candidates' business skills: Business foundational skills such as budgeting and business planning; Leadership skills; Operational skills such as food safety, compliance and customer service; Opportunities for expansion and connecting with communities, suppliers and potential customers; and Mentorship and marketing guidance.

Once the programmes are running, BM hopes to replicate the initiatives across the wider business, including at other sites in Manchester, to offer more placements and training.

Michaela Mulvey, digital marketing manager at BM, said: "There are countless talented start-ups and small businesses across the north of the UK with incredible potential. With the right marketing guidance, they can grow and thrive, and I'm looking forward to offering that support."

Marianne Kelly, regional operations manager at BM, said: "Making a positive impact and supporting our local community is very important to us, developing the BLOOM programme will make a real difference and provide participants all of the tools, skills and development to start up their own business and make their dream a reality."

Sandrine Beaunol, learning, skills and work programme manager at Salford Community & Voluntary Services (Elevate), said: "We're thrilled to partner with BM to support and mentor our Elevate participants on their entrepreneurship journey. BLOOM offers a unique, expert-led opportunity for our community to develop skills and aspirations for sustainable food-based businesses. This collaboration is invaluable in our fight against poverty through income maximisation, and we're excited to see participants elevated through this programme."