

THE CHALLENGE – CHEFFING WITH ASH

Programme Title:

“Enterprise in Action: Creating Impact Through Innovation”

1. Overview

This proposal outlines a collaborative project between **Project Zero** and **Waltham Forest College** involving 50 Level 2 Business students. The initiative will provide students with a live employer-led brief, enabling them to develop commercially viable proposals, promotional strategies, and funding concepts that directly support Project Zero’s upcoming initiatives.

The collaboration will focus on two key project strands:

1. Developing promotional campaign materials for six workshops hosted by Project Zero, including “*Cheffing with Ash*” featuring Ash Juggessur (personal chef to Anthony Joshua).
2. Creating innovative fundraising proposals to support the purchase of an additional minibus to expand Project Zero’s community outreach and business operations.

This partnership will provide students with meaningful industry exposure while delivering tangible marketing and fundraising concepts to Project Zero.

2. Project Objectives

For Project Zero:

- Generate fresh, innovative promotional ideas for six upcoming workshops.
- Develop engaging video and marketing content for "Cheffing with Ash."
- Explore creative fundraising strategies for securing funding for an additional minibus.
- Identify high-quality promotional materials that can be used in real campaigns.

For Waltham Forest College Students:

- Work on a live business brief set by a real organisation.
 - Develop enterprise, marketing, and pitching skills.
 - Build professional portfolios with real-world project experience.
 - Gain insight into social enterprise, branding, and community engagement.
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3. Project Structure

Participants:

- 50 Level 2 Business students
- Students divided into small project teams

Timeline:

- Project launch briefing delivered by Project Zero
 - Research and development phase (College-led support sessions)
 - Final presentation and pitch event hosted at Waltham Forest College or Project Zero
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4. Project Strand One: Promotional Campaign – “Cheffing with Ash”

Students will:

- Develop a branding concept and promotional strategy for the six workshops.
- Create social media campaign ideas (Instagram, TikTok, community outreach).
- Design digital promotional materials (posters, flyers, reels concepts).
- Produce a short promotional video concept or storyboard.

Deliverables:

- Campaign presentation
- Sample promotional assets
- Video concept (or filmed promotional piece where possible)

The winning team's video and promotional concepts may be used by Project Zero for live marketing purposes (subject to agreement).

5. Project Strand Two: Fundraising for a New Minibus

Students will develop a business case and fundraising strategy to support the purchase of a new Project Zero minibus.

This will include:

- Identifying potential funding streams (grants, sponsorship, crowdfunding).
- Corporate sponsorship proposal ideas.
- Community fundraising campaign concepts.
- Budget outline and projected financial targets.

Deliverables:

- Professional pitch presentation
- Outline fundraising plan
- Marketing concept for fundraising campaign

The strongest and most viable ideas may be explored further by Project Zero.

6. Final Pitch Event

Students will present their proposals to a judging panel including representatives from Project Zero and Waltham Forest College.

Judging Criteria:

- Creativity and innovation
- Commercial viability
- Professionalism of presentation
- Alignment with Project Zero's mission and values
- Impact potential

Winners will:

- Have their promotional videos or campaign ideas used (where appropriate).
- Receive recognition certificates.
- Be able to include the project in their professional development portfolios.

7. Benefits of the Collaboration

For Project Zero:

- Access to fresh youth-driven marketing ideas.
- Increased community engagement.
- Potential long-term partnership with the College.
- Brand visibility within the College network.

For Waltham Forest College:

- Enhanced employer engagement.
- Real-world enterprise experience for students.
- Strengthened links with local social enterprises.

8. Conclusion

This collaboration represents a powerful opportunity to connect education with enterprise and community impact. By working together, Project Zero and Waltham Forest College can empower young business students to apply their learning in a meaningful way while directly contributing to the growth and sustainability of a local social enterprise.

I look forward to developing this partnership and creating a project that delivers value, creativity, and long-term impact for both organisations.

Kindest Regards