

INDIVIDUAL ASSESSED ASSIGNMENT:

ASSESSMENT

Assessment is by one piece of individual in-course work which is 100% weighted.

This assignment will take the form of an individual 4,500 word essay, which is weighted at 100%. **At the end of the assignment remember to include two pages of self-reflection relating to your class contribution.** The self-reflection and your bibliography are not included in the word-count.



Dinner by Heston

Following the success of the 3 Michelin-star The Fat Duck, Heston Blumenthal opened “Dinner by Heston Blumenthal” at the Mandarin Oriental Hotel in Central London.



Heston Blumenthal’s culinary quests led him to ‘The Forme of Cury’ – one of England’s oldest recipe books – and it is from this and other historical works that dishes such as ‘rice and flesh’ and ‘frumenty’ (c.1390) come – although the latter’s ‘grilled octopus with spelt, smoked sea broth and pickled dulse’ wouldn’t sound out of place in any twenty-first century restaurant. Obsessed

with consistency, the kitchen works with intelligence, efficiency and attention to detail to produce dishes that look deceptively simple but taste sublime.

As with most restaurants Dinner by Heston uses the French system of Brigade de Cuisine (see image below). The brigade system was designed to ensure the smooth running of busy high quality restaurants. At Dinner by Heston there are typically a 150 covers (customers) both at lunch and evening meal. At anyone time there are 25-30 chefs in the kitchen ranging from Chef de Cuisine (Head Chef) Sous Chef Deputy Head Chef) then the Chef de Partie (or station chefs).

- **Sauté Chef/Saucier** (Sauce chef) – This chef is responsible for sautéing foods and creating sauces and gravies that accompany other dishes. They report directly to the head chef or sous chef.
- **Boucher** (Butcher Chef) – They prepare meat and poultry before they are delivered to their respective stations.
- **Poissonnier** (Fish Chef) – They prepare fish and seafood
- **Rotisseur** (Roast Chef) – They are responsible for roast meats and appropriate sauces.
- **Friturier** (Fry Chef) – This member of staff prepares, and specialises in, fried food items.
- **Grillardin** (Grill Chef) – They are the king or queen of all things grilled.
- **Garde Manger** (Pantry Chef) – This person is in charge of the preparation of cold dishes, such as salads.
- **Pâtisier** (Pastry Chef) – The master of all things pastry, baked goods, and desserts.

In most cases a chef de partie (station chief) has a couple of chefs in their team- for example the Pâtisier (Pastry Chef-making all the desserts and baked bread) has a baker and a confectioner. The most junior chefs- often straight out of catering school are the Commis chefs. Most great chefs start as a Commis chef (exceptions are people such as Heston Blumenthal and Raymond Blanc who were entirely self-taught and able to start their own restaurant at

an

early

age).



The current Head Chef at Dinner by Heston is Jon Bowring who started as a Commis Chef at Dinner by Heston Blumenthal in 2013 and having mastered all areas of the kitchen progressed through the ranks to his current position as Head Chef. From most junior chef position to Head Chef in 8 years.

To run a kitchen with 25 -30 chefs working at any one time means employing 40 chefs. This is because the restaurant is open for lunch and dinner every day of the year (and chefs like everyone else have annual leave, work 5 days a week, and will likely have some days of absence due to sickness).

Each year there is around 30% labour turnover in the Brigade: so typically the restaurant needs 12 or so new chefs each year. London is full of Michelin restaurants and it has never been easy to find the exceptional talent Heston demands. The CIPD Report on Employee Resourcing and Talent Planning 2021 found the 45% of companies found it more difficult to find talent in 2021 than the previous year and this applies to finding great chef talent at Dinner By Heston- the war for talented chefs is fiercer than ever before.

There are many top cookery schools in London. Grouped in a tight bunch on the map around Mayfair (and within a few hundred feet of the Mandarin Hotel (where Dinner by Heston is located):

L' atelier des chefs;

Chef Academy of London;

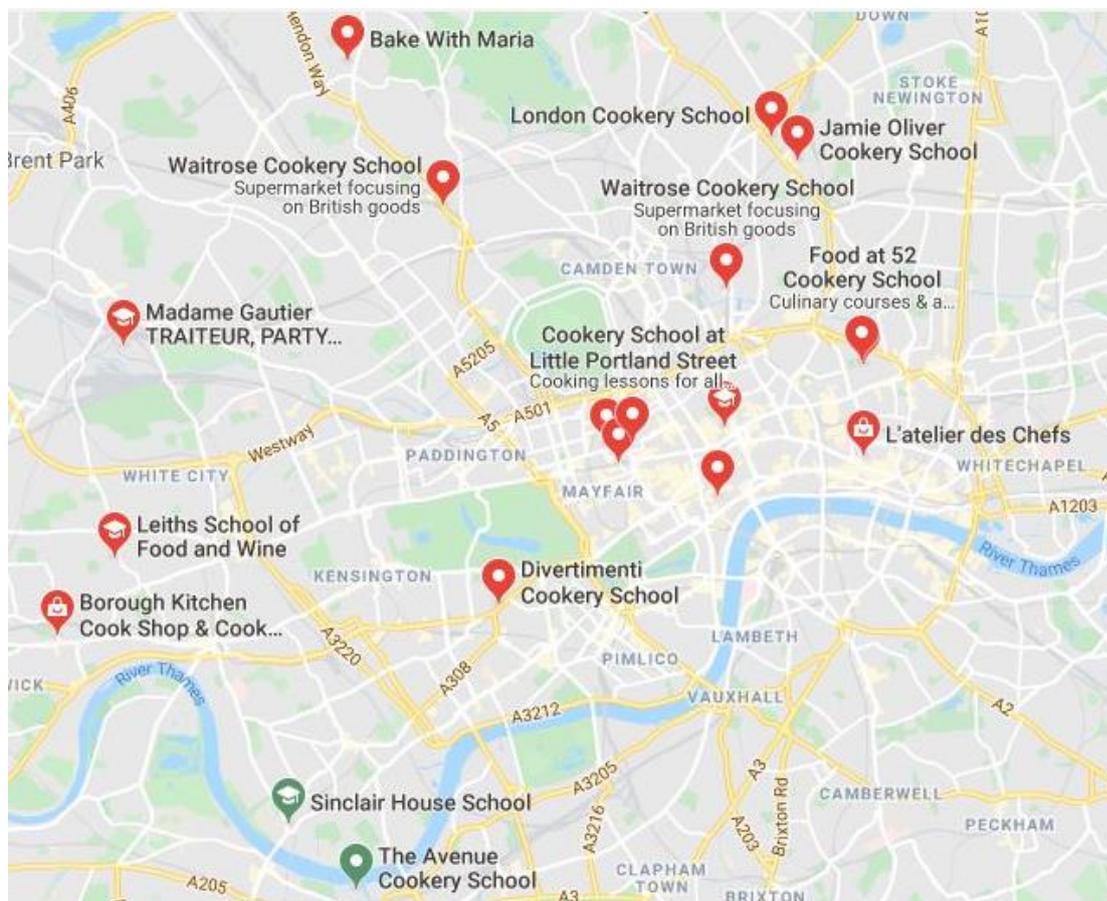
Cookery School at Portland Street;

and within a half mile or so are also:

Le Corden Bleu;

Leiths School of Cookery.

See map below:



Assignment Question:

Drawing on your expertise gained from the HRP module advise Heston Blumenthal how he can best attract [employer branding], recruit, and select great talent to work as chefs at Dinner by Heston restaurant and what is the importance in getting the very best chef talent?)

At the end of the assignment remember to include two pages of self-reflection relating to your class contribution.

At least 70% of the literature you use should be from the course.

The majority of your answer should make use of material from the module (in addition to your own literature search). You are also required to write a two page self-reflection on your class.

NOTE: The word count is 4,500 words. Your essay can be plus or minus 10% so 4050-4950 words (the bibliography and the two page self- reflection are not included).

The marksheet / rubric is on Blackboard.

Here are 4 pieces of advice from me based on 27 years lecturing and marking assignments:

BE INFORMED IN YOUR THINKING

- ✓ display capacity for objective thinking
- ✓ make use of sources from the course reading-list
- ✓ alongside sources from the course find some additional academic sources.
- ✓ demonstrate original thinking
- ✓ apply thoughtfully theory/literature to the question
- ✓ INFORMED THINKING demands wide reading

READ WIDELY AND DO JUSTICE TO THAT WIDE READING

- ✓ meaningful and relevant literature references in text of response
- ✓ it is essential that you read widely- make use of sources from the module reading-list AND some additional references through students own literature search but not at expense of ignoring the module literature.
- ✓ detail beyond lecture-your voice informed by the literature is required.
- ✓ ensure you reference your sources clearly in the text of your answers and not just in the bibliography.

DEVELOP A COHERENT ARGUMENT

- ✓ strong attention grabbing
- ✓ articulate continuous prose developing relevant points
- ✓ incisive and without waffle
- ✓ comprehensiveness/relevant/punchy

PRESENTATION:

- ✓ clear unambiguous English
 - ✓ essay format
 - ✓ reader friendly
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- ✓ make a big effort to contribute in class: for this assignment you are required to add two pages of self-reflection on your contribution in seminars.