

Project Specification

Tender details – the opportunity

Company name	Culinary Medicine UK CIC
Company address	71-75 Shelton Street, Covent Garden, London, United Kingdom, WC2H 9JQ
Description of company activity/SIC code	SIC code: 85590
Objective of the proposed innovation project– this MUST involve activity that results in the development of or introduction to the market of a new product or service (max 300 words)	<p>Curate, develop and disseminate an online package of resources to support the training and development of medical students and qualified healthcare professionals.</p> <p>This online “teaching” package will look to discuss nutrition, cooking and behaviour change in the context of clinical care and how these different disciplines can be used together to improve patient care.</p> <p>The package will also prepare participants for their practical workshops which in time will lead to entrustable formal certification. Content will include expert materials such as lectures, videoed tutorials, patient facing resources and infographics. It will require a targeted communication strategy to reach the intended audience, break through the current sea of misinformation and elevate the conversation around food in health.</p>
Company's current situation – existing project team and innovation project development stage (max 400 words)	<p>Culinary Medicine UK (CMUK) CIC is a social enterprise that, to date, has educated 400+ current and future doctors. The aim is to build their confidence so that they can start more conversations about food and lifestyle with their patients and are motivated to offer advice and specialist referral where appropriate.</p> <p>Using our bespoke kitchen as a classroom, the organisation currently teaches qualified doctors and medical students the foundations of clinical nutrition, cooking skills and how to apply these in clinical settings. Chefs, doctors and a dieticians make up the core teaching team. This multi-disciplinary approach</p>



	<p>to learning helps the healthcare professional better understand the wider role nutrition plays in clinical practice and appreciate the resources available to them.</p> <p>Our flipped classroom approach provides pre learning resources so we can spend more time focusing on practical application such as cooking, discussing clinical cases and practicing consultation skills. The kitchen provides a safe and supportive environment to develop confidence when discussing nutrition with patients. At present we are curating our flagship online course that will better prepare participants with the background knowledge so on the day we focus on how to put this knowledge into practice for the benefit of their patients.</p> <p>The long-term aim is to disseminate and demonstrate the role of food in preventing and treating medical conditions to patients, their families and communities.</p> <p>Culinary Medicine can be viewed as the turn key solution to the problem of poor nutrition training amongst health professionals in the UK. The ultimate aim is to elevate the conversation around food and to nurture a shift in population lifestyle, moving them away from illness and toward prevention and wellbeing.</p>
<p>Business need – what expertise and support is required to reach the objective(s) above? (max 400 words)</p>	<p>We require 2 streams of support; culinary and communication expertise.</p> <ol style="list-style-type: none">1. We are in a need of a classically trained chef who has a minimum of 10 years of industry experience and understands the importance of nutrition education and and pivotal role nutrition plays in maintaining health. <p>This consultant will need access to the culinary infrastructure required to curate teaching resources bespoke to the needs of our unique audience. Ideally, the consultant would also have access to the resources required to create artisan videoed and photo content</p> <ol style="list-style-type: none">2. We are also in need of a communications expert with experience working in the health and lifestyle space.

	<p>The consultant will be appointed to liaise with the original authors to refine our existing content into a robust, consistent and comprehensive e-learning package.</p> <p>We also envision the consultant to help us develop an e-learning communications strategy and high impact resources that support this strategy</p>
Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.	Culinary, Nutrition, Communication, Education, Creative, Branding
Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date	Anticipated product launch February 2021
Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts	£12,499
Company Contact for further information	Dr Abhinav Bhansali: abhinav@culinarymedicineuk.org
Required tender response date	10 working days from posting of advert
Criteria for Decision making	<p>Assessment criteria are as follows</p> <ul style="list-style-type: none"> • Expertise fit • Timing & availability fit • Geographically local preferable
Date for Contract Decision	Minimum of 10 working days from date of advertisement
Tender response templates	Please approach the company for the exact format of your response.