



**Address:** The Bread Maker  
50/52 Rosemount Viaduct  
Aberdeen. AB25 1NT

**Telephone:** 01224 641520

**E mail:** [thebreadmaker@btconnect.com](mailto:thebreadmaker@btconnect.com)

**Business Manager:** Donald Anderson

## Issues addressed:

- ❖ A brief history
- ❖ A sources of funding creating opportunities
- ❖ A supportive working environment
- ❖ Learning and development
- ❖ Communication and involvement

## A brief history

The bread maker, an emerging Social Firm, is a specialist bakery and café, in the Rosemount area of Aberdeen, providing training and employment opportunities for people with learning disabilities. The bread maker started trading on 1<sup>st</sup> December 2006 after nearly 6 years of work to identify appropriate start up funding, working with stakeholders, finding the right premises, recruiting the right manager, and setting up the business. After only 9 months trading, the bread maker will achieve 60% of its income from sales in its first year.

Social Firms seek to create good quality jobs for severely disadvantaged people within supportive and successful enterprises

For more information on Social Firms and how to join us please go to our website or get in touch by email [sfs@socialfirms.org.uk](mailto:sfs@socialfirms.org.uk) or call us on 0131 225 4178.

[www.socialfirms.org.uk](http://www.socialfirms.org.uk)

## Evidence of success

- ❖ Business performing well
- ❖ A number of apprentices on work placements in open employment
- ❖ Plan to employ some apprentices over the next 2 (?) years

### Source of funding

The bread maker is funded by various Charities and Foundations, including Communities Scotland, Big Lottery Fund, Rank Foundation, Esmee Fairbairn, Lankelly Chase, the Robertson Trust and Lloyds TSB. The bread maker also has a Service Level Agreement with Aberdeen City Council, Aberdeenshire Council and Angus Council. This enables the bread maker to offer training, and arrange work placements, to their 23 apprentices, all who have a learning disability.

### Creating opportunities

The bread maker employs a General Manager, Bakery Manager, CPD (Continuous Personal Development) Manager, a full time coffee house assistant, 2 part time coffee house assistants, a full time Baker, and a full time Administrator. The bread maker offers the opportunity for training placements to 23 people with learning disabilities who work in a voluntary capacity. Everyone who is on a training placement chose to be called an Apprentice.

The apprentices work in the bakery and in the café for between 4 and 16 hours a week, and are supported to develop work skills as well as life skills.

The CPD manager's role is to work with the apprentices to encourage personal and vocational development, and identify opportunities for work placements in mainstream employment.

The bread maker aims to employ 2/3 apprentices once fully trained in the bakery and/or coffee house. This will happen over the next 2 years (??).

### A supportive working environment

The bread maker has a number of volunteers who work alongside the apprentices to support them in their tasks when working at the bread maker. Volunteers also support apprentices to attend appointments and other therapeutic activities. The team work closely together with the CPD manager in offering support to the apprentices. Where possible the bread maker tries to meet the individual needs of the apprentices in a person centred manner.

There is an emphasis on peer support and working as a team. The bread maker staff work closely with support staff and the family of the apprentices ensuring that they are fully supported when working at the bread maker.



## Key Learning Points

- ❖ Start up with little or no borrowing
- ❖ Perseverance
- ❖ Find a level between social inclusion and profit
- ❖ Networking

## Top tips

- ⋮ Think big.
- ⋮ Compete with commercial business
- ⋮ Include your client group in everything you do
- ⋮ Encourage ownership within the team
- ⋮ Have confidence in the end product

### Learning and Development

Apprentices are supported to attend college and to take on work placements in open employment, with a view to them finding paid employment. Apprentices are also encouraged to attend a range of other therapeutic activities through the Camphill Medical Practice, Milltimber, which enhances their speech, development and social skills.

All the staff have regular appraisals to encourage personal development, and the apprentices have regular monthly appraisals and a training plan. Much of the training is done on the job, with the staff team and volunteers supporting the apprentices to learn the skills of the job. The bread maker offers disability awareness training for all the staff, and is currently looking to identify a local user group who could deliver the training.

There are many opportunities for ongoing personal development within the bread maker and continue to identify opportunities as they arise.

There are opportunities for the team to take part in different events. The bread maker took part in S2S Trade Fair with 2 apprentices selling samples of their bread to the many conference attendees.

### Communicating and Involving people

Staff, Volunteers, apprentices are all involved in decision making and everyone works very closely as a team. Staff and apprentices are involved in decision making through different forums. Two apprentices and a volunteer attend the management committee meetings,

and there is an apprentices' forum for apprentices to get together to discuss issues. The team are developing a "daily huddle" to encourage good daily planning and communication.

The bread maker uses the communication tool, Boardmaker, to enable good communication with the apprentices.

The Board is very committed and supportive of the bread makers' development, and there is a shared vision across the whole team.



## Next Steps

- ⋮ To employ 2 Full Time Equivalent apprentices as staff
- ⋮ To continue to seek other work placement opportunities
- ⋮ To become financially sustainable by continuing to grow sales
- ⋮ To become a fully fledged Social Firm