

CULINARY ARTS CENTRE

H. LAVITY STOUTT COMMUNITY COLLEGE

DESCRIPTION AND SCOPE:

The project entails the construction and equipping of a international Culinary Arts Centre to produce qualified professionals in food preparation and service in the British Virgin Islands and the Caribbean.

BACKGROUND:

Presently, the major training facilities for culinary studies within the English speaking Caribbean are located in the Bahamas and Barbados. These two centers cater to their own nationals and to a lesser extent to regional students. The proposed Culinary Arts Centre would cater to residents of the BVI as well as those from the Leeward Islands such as Antigua, Montserrat, St. Kitts, Nevis, Anguilla, St. Martin / St. Maarten and other Eastern Caribbean countries. The absence of training facilities has contributed to the lack of qualified skilled personnel in food and beverage operations at all levels in the tourism industry in the British Virgin Islands and Eastern Caribbean states. There is also a gap between labour demand and local supply, as the demand for hospitality workers such as chefs, food and beverage managers, bartenders etc. exceeds the supply. Employers in the hospitality industry continue to experience problems when trying to recruit personnel with the appropriate skills, at the right time to fill job vacancies.

Other problems also include some restaurants not serving local / Caribbean cuisine, lack of healthy foods served in restaurants and the need for general improvements to service quality. Service levels are adversely affected by staff shortages, and this in addition to the other problems mentioned above, will reduce the probability that visitors will leave the British Virgin Islands and the Eastern Caribbean countries committed to returning, and committed to encouraging others to visit also. This will eventually lead to a reduction in revenues and profits from tourism. In the absence of its own culinary facilities, the College has been utilizing, by arrangement, the kitchen of a popular restaurant, however this restricts the practice component of learning and the supervision of students has also been very poor. Food service is the most critical function in the hospitality industry and having world-class quality is essential if the sub-region is to move forward in this area. For this reason the construction and operation of the Culinary Arts Centre is imperative if the Eastern Caribbean States are to continue to depend on tourism as a major source of revenue.

PROJECT RATIONALE

The establishment of a Culinary Arts Centre in the BVI and the sub-region as a whole will positively impact the development of tourism industry and it's human resources component. The project is expected to benefit:

1. Those persons (local and regional) currently employed in food preparation and service such as cooks, chefs, bakers, bartenders, waiters etc;
2. Persons with no prior training or experience;
3. Tourists whose perceived value of the their dining experience will be increased;

The project is a private sector initiative led by the hotel industry and supported by the BVI Hotel and Commerce Association (HCA) and friends of both the academic institution and the hospitality industry. Other members of the hospitality industry have pledged financial support to the development of the institution and to their employees when attending during the operational phase and has already received the support of regional and international institutions such as the Carribbean Hotel Association (CHA), the Caribbean Hospitality Training Institute and the World Association of Cooks Societies and the New England Culinary Institute (NECI). The project will be financed by the Government of the British Virgin Islands with assistance from the European Development Fund. Additionally since the Government of the BVI promotes industry participation, it will actively promote private sector financial, technical and human resource contributions to the Centre's establishment and operation. This project is regarded as one of the key components in the development of superior food service quality in the sub-region. And this in turn will increase the BVI's competitiveness in Tourism on the global market.

SUMMARY OF RELATED STUDIES:

In the initial stages, the concept of a Culinary Institute in the BVI, was the subject of much dialogue between local restaurateurs, Government, HLSCC and other regional and international organizations. In October 1997, the Permanent Secretary in the Chief Minister's Office, accompanied by the Manager of Prospect Reef Resort visited the New England Culinary Institute (NECI) in Vermont, USA to tour the facilities and investigate the possibility of establishing a working relationship with the institution as it relates to the development of a Culinary Arts Centre and programme in the BVI and the sub-region. The Institute is an internationally recognized private institution, with an enrollment of some 700 students and is renowned for having trained and placed chefs internationally. In May 1998, NECI in collaboration with the HLSCC developed a Marketing Plan Outline: For the Creation of a Regional Culinary Arts Centre. This document outlined the characteristics and objectives of the proposed institute in the BVI:

Objectives:

1. To provide an upper end state of the art Culinary Arts Facility to train executive chefs in all areas of culinary art for related professions nationally, regionally and internationally;
2. To provide a definitive Caribbean Cuisine of choice with related international cuisine balanced with attractive, tasty, nutritious and wholesome food for all students, faculty/staff and guests;
3. To maintain a safe and sanitary environment that compliments the tourism and financial services of the Territory;
4. To provide a pleasant atmosphere with attractive surroundings that will offer a relaxing experience and enchanting ambience;
5. To provide a meaningful work experience for faculty/staff, student trainees and those who have chosen related services as a career;
6. To develop a database of properties for internship opportunities nationally, regionally and internationally; and
7. To respond to the national and regional requests of hospitality properties to provide short, medium and long-term training for employed faculty/staff;

The report also provided an analysis of the product market and its growth potential in the region and produced preliminary project timeline and cost estimates and it was utilized in the preparation of the project's financial proposal to the European Development Fund Committee (8th EDF). Another meeting with NECI is envisaged for the purpose of drafting a framework for affiliation between the two institutions.

EXPECTED OUTPUT:

The project entails the construction and equipping of a culinary arts center with a total floor area of 18,500 sq. ft. comprising a gazebo restaurant and serving area, gazebo fast food kitchen, dry storage, general storage production kitchen, culinary lab, office, classroom, bakery, etc. The facility will train 30 students per year. It is proposed that the facility contain two kitchens and a dining room. One kitchen would be designed for production as found in operating food and beverage establishments and the other designed for instruction, demonstration and practice. The dining room facility will afford students the opportunity to hone production and presentation skills, develop dining service skills and perhaps most importantly, allow for some recovery of cost by offering services to the public.

ASSOCIATED RISKS:

The major risk in this project is that the cost of training may not be affordable to potential students. The College will have to ensure that tuition fees are not formidable so that the programme attracts sufficient number of students every year.

LOGICAL FRAMEWORK

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NARRATIVE SUMMARY	OBJECTIVELY VERIFIABLE INDICATORS	SOURCES OF VERIFICATION	PLANNING ASSUMPTIONS
<p>Goal: To increase the productivity and competitiveness of the BVI economy through improved tertiary level human resource development.</p>	<p>Gross Domestic Product</p> <p>Per Capita Income</p> <p>Employment growth rate</p>	<p>Tourism and Balance of Payment Statistics;</p> <p>Statistical publication of results of visitor surveys</p>	<p>Political stability in the BVI, absence of prolonged recessions in Europe, and North America</p>
<p>Purpose: To create an international Culinary Arts Centre with programs designed to produce qualified professionals in food preparation and service in the BVI and the Caribbean.</p>	<p>30 Hospitality Studies graduates per year absorbed by local and regional tourism industries, growing employers' satisfaction with skills and attitudes.</p>	<p>H.L. Stoutt Community College graduation records.</p> <p>Feedback from local and regional Hotel and Commerce Associations</p>	<p>Relevance of curriculum; Continuous consultation with local and regional hotel and restaurant owners. Quality of staff recruited.</p>
<p>Project: The project entails the construction and equipping of a culinary arts center with a total floor area of 18,500 sq. ft. comprising a gazebo restaurant and serving area, grand ball room, gazebo fast food kitchen, dry storage, general storage production kitchen, culinary lab, office, classroom, bakery etc. The facility will train 30 students per year.</p>	<p>Construction of Culinary Arts Centre, provision of equipment and furniture, appropriate curriculum.</p>	<p>Supervising engineering reports</p> <p>H.L. Stoutt Community College operational and maintenance budget</p>	<p>Response of labour market to training opportunity, cooperation of hotels to facilitate retraining of staff, timely strengthening of Hospitality division qualified staff, continued Government subsidies of operations. The programme is numerically sustainable, and economically feasible. The BVI enjoys a comparative advantage in this type of training.</p>

Inputs: Project activities include architectural and engineering designs, preparation of the tender documents for supervision, construction, evaluation of tenders, supervision of works, installation of equipment, commissioning, curriculum development and recruitment of lecturers.	Means: 8th EDF (\$US) Govt. (\$US)_ Total (\$US)	Adequate contractual performance of engineers, contractors and suppliers, Timely provision of utilities to site by Government, Timely availability of Government financial contributions.
Site development	60,000 60,000	
Building	2,187,800 815,200 3,003,000	
Furniture &Equipment	625,000 625,000	
External works	124,000 124,000	
Parking & Landscaping	70,000 70,000	
Professional Fees (7.5%)	249,775 239,775	
Contingencies (5%)	206,000 206,000	
Total	2,187,000 2,139,975 4,327,775	

