



## Food & Drink Chain

### Kate Mercy

Kate Mercy, a caterer based in Cambridgeshire, recognised that training could help expand her client base.

*“I’ve realised that as a sole trader, training is essential to keep up with the trends and provides me with the tools to deliver more variety to my customers. I have increased confidence in my abilities and I am motivated – I have a vision for the future”*

KATE MERCY



*The Beyond 2010 business support programme is delivered by Essex County Council and funded by the European Social Fund and East of England Development Agency.*



**European Union**  
**European Social Fund**  
Investing in jobs and skills

As a sole trader, Kate Mercy wanted to expand her catering repertoire to offer more variety to her customers. She decided that, in order to learn more intricate skills, training was the way ahead.

Through internet research on grants for training, Kate discovered the Beyond 2010 website and was able to find a specific course in desserts - an area in which she wanted to diversify.

The structure of the course enabled Kate to pick up hints and tips from catering professionals; learning valuable presentation

skills and how to reduce wastage and reduce costs by making a variety of desserts from the same ingredients.



## Allen & Page

Allen & Page, manufacturers of high quality animal feeds based in Norfolk, were introduced to the Beyond 2010 programme by the Food & Drink Chain sector specialist who supported them through the application process.

Allen & Page took the opportunity to identify the training needs of their employees, ensuring that

all departments and levels were represented, improving overall business performance and skills.

The result has been that staff morale has increased; employees are developing and applying transferable skills to their roles and there has been a noticeable improvement to efficiency and effectiveness.