Fat Macy’s Ltd Board Pack

About

The Fat Macy’s Ltd is a catering social enterprise, that works together with the Fat Macy’s Foundation to get young Londoners out of homelessness and into their own homes. We do this through food - we are a catering company committed to providing opportunities in catering and hospitality to unemployed homeless Londoners.

We are a catering and events company that provides a framework for trainees to overcome the financial barriers preventing them from moving into rented accommodation. We offer 200 hour work experience placements in our business for those who complete the Fat Macy Foundation Training Academy, and donate a percentage of our profits to the charity in return. This funding gradually accrues and trainees can apply for small grants to cover vital items and a housing deposit at the end of the programme.

Fat Macy’s combines excellent food with social enterprise expertise. It is a unique model which provides Londoners with the opportunities to enjoy delicious food whilst giving back to their community by constructed a much-needed pathway from hostel to home for our trainees. We have already been recognised by the Beyond Business programme in partnership with Investec bank, the Esmée Fairbairn Foundation, Paul Hamlyn Foundation, the Shackleton Leaders award and UnLt, and have been featured in mainstream press including the BBC, VICE magazine, Elle, The Time and The Evening Standard among others.

Founded in 2016, we are a small but growing team.

1. The food

We use British locally sourced produce where possible, adapting Middle Eastern and European recipes to match this.

Our menus are seasonal and based on recipes that are tried and tested with our wonderful trainees. We try to make everything ourselves where possible, whether it’s our own bread, cheese or pickles; by doing this we believe that we are offering a truly unique flavour and style of food, as well as creating the opportunity for our staff and trainees to increase their skills in the kitchen.

2. Catering business

Fat Macy’s aims to become ‘the’ social enterprise caterer in London. We have a range of clients across the capital and regularly deliver breakfasts, lunches, and dinners to offices and events.

3. Supper clubs
Fat Macy’s began as a supper club series. Since 2016, we have run hundreds supper clubs, serving thousands of diners. Our pop up supper clubs are still central to our work, but we’re considering whether they are scalable and whether we should move to a restaurant and catering model.

4. Milestone Programme

Fat Macy’s provides 200-hour work experience placement for trainees who have completed the Fat Macy’s Training Academy. This is split into four 50 hour periods, and covers a range of on-the-job training including kitchen prep, kitchen porter, front of house, bar, and service. We also work on a range of confidence and ‘softer’ skills including time management, budgeting, team work and public speaking.

5. 210 Rye Lane and housing

Fat Macy’s needs to scale to a permanent home if it is to continue pursuing its social mission. In 2017, the strategic decision was made to scale from a pop-up model to a more permanent restaurant/catering model. We successfully crowdfunded for £55k on October 2017 to begin working on the plans for a new venue.

In March 2019, we were awarded planning permission to convert a laundrette at 210 Rye Lane into Fat Macy’s first home. We are working with Modulor Studios on the designs for this premises, which we aim to open in late 2019. This venue will consist of a commercial kitchen, restaurant space and deli, which will be leased to Fat Macy’s Ltd to run a permanent restaurant, deli and catering business.

This venue, 210 Rye Lane, also consists of a four bed residential flat. Our Foundation received a grant from the Paul Hamlyn Ideas and Pioneers fund in late 2018 to complete a research project into the feasibility of turning this space into a ‘microhostel’/halfway house for our trainees. We believe the research shows that incorporated housing and employment models are the future in homelessness services, and we are hoping to open this flat as a private flat with options of a short term tenancy for trainees who have completed the 200 hour Milestone Programme and are looking for a stepping stone between hostel life and independent living. You can read the full report here.

In the future, we’re keen to explore whether we could use this example flat to pilot a social letting agency in London. We believe that securing more affordable rent in London for those who are vulnerably housed is essential in tackling the housing and homelessness crisis.

Fat Macy’s Foundation staffing and governance

The Fat Macy’s Ltd has a close working relationship with the team at Fat Macy’s Foundation, who have a golden share in the business. Meg (Founder, Non-Executive Director of Fat Macy’s Ltd, and Chief Executive of the Fat Macy’s Foundation) and one rotating trustee of the Fat Macy’s Foundation sits on the board of Fat Macy’s Ltd.

Nathalie Moukarzel, Culinary Director

Growing up with a British mother and Lebanese father, Nathalie was surrounded by an exciting and dynamic mixture of the two very different cuisines throughout her childhood.
Now, Nathalie uses seasonal British ingredients with traditional Lebanese recipes to bring these culinary worlds together again. Prior to Fat Macy’s, Nathalie cheffed in restaurants in London and Berlin including Moro, Morito, Little Otitk and Katz Orange, ran her own supper and events club, The Owling Club, and acted as Head of Food Operations for Kitchenette Karts.

In the years since Nathalie joined Fat Macy’s, she has found new ways to expand the food offering, and currently oversees the events and catering business. From her travels to the Middle East throughout her life, Nathalie has constantly been inspired and excited by the colours, smells, flavours and textures there, as well as the huge amount of warmth and love that goes into every dish; Fat Macy’s allows Nathalie the space to share the warmth and flavours she knows so well, with each person that comes through the training programme.

Meg Doherty, Non-Executive Director

Meg is the founder of Fat Macy’s and a Non-Executive Director of Fat Macy’s Ltd. She is currently also the Chief Executive of the Fat Macy’s Foundation.

Meg set up Fat Macy’s while completing the Year Here programme in social innovation. While there, she worked at the YMCA North London as a keyworker. Understanding how difficult it was for people to move out of temporary accommodation and into their own homes due to the benefits trap and other financial pressures, she set up Fat Macy’s as a social enterprise to directly tackle this issue. She has won a Shackleton Young Leaders Award, a WeWork Incubate award and a Natwest WISE100 award for this work.

Meg also works part time at Nesta as an Assistant Programme Manager in the Innovation Growth Lab, where she leads on their events and communications.

Dixie Fingal-Rock Innes, Head Chef

Dixie Fingal-Rock Innes was born in Abergavenny, South Wales, into a family of food lovers. She grew up in the beautiful town of Monmouth where her family owned a deli and lived in the flat above it. As you can imagine food was always a topic of conversation as they literally lived ‘in’ the shop. At the tender age of 4 years old, she was getting stuck into cooking by experimenting with the local and exotic surplus from the shop.

Dixie, a Professional Cookery graduate of Westminster Kingsway College, has been a finalist on Channel 4’s The Taste where she was lucky enough to have been mentored by the brilliant Anthony Bourdain.

In 2015 she launched Aphrodite’s, a stunningly tart and fragrant spiced Pomegranate Ketchup, which you can find at Selfridges, in small independent delis around the UK and here on her website. It hasn’t just been about jarred products but catering too, the really fun bit! During the past few years the company has been serving up street food all around London, at weddings and events (think soft stuffed pitas filled with halloumi, homemade pickles, sauces and seasonal salads) as well as putting on some rather special supper clubs.

She has also recently been lucky enough to work at Padella, the famous pasta restaurant at Borough Market in the bakery kitchen. Here she learned to make ravioli to perfection, crusty sourdough loaves, ice creams and mouthwatering desserts.

Dixie’s food style is quirky, inventive, colourful and completely packed with flavour.
Ellie Brawn, Development and Sous Chef

Ellie started her career in policy, working in various roles across the civil service before deciding to follow her passion in food. She then spent 6 months travelling and eating her way around the world, including spending 2 months in Sweden working in a charcuterie and rare-breed pig farm, learning about farm-to-plate processing. On returning to London she worked in Honey & Smoke restaurant where she developed her knowledge of Middle Eastern and mediterranean flavours and cooking over an open fire. She started working with Fat Macy’s during some of their early Christmas supper clubs, before recently joining as full time Sous and Development chef, helping Nathalie develop and run the catering business and prepare for the Fat Macy’s restaurant in Peckham.

We work with a series of freelance chefs and general managers who assist with larger events.

The board
The Fat Macy’s board will be formed in 2020 and seeks the following founding board members:

Chair, Treasurer, Secretary, Legal, Food experts, Social enterprise experts

The board meets quarterly for board meetings, and more regularly in smaller teams for specific projects.

Board Responsibilities

The directors and board are legally responsible for running the company and making sure information is sent to Companies House on time.

This includes:

- the confirmation statement
- the annual accounts
- any changes to company officers or personal details
- any changes to your company’s registered office
- allotment of shares
- registration of charges (mortgage)
- any change in your company’s people with significant control (PSC) details

You can hire other people to manage some of these things day-to-day (for example, an accountant) but you’re still legally responsible for your company’s records, accounts and performance.

Director duties (read more on Companies House)

- Company’s constitution
- Promote the success of the company
Company objects (Fat Macy's articles)
The company's primary social object is to carry out such business operations and related activities as will in the opinion of the directors by:

(1) advancing the education and employment opportunities for the benefit of young people living in temporary accommodation and homeless hostels by providing work experience opportunities to develop employability skills, build professional networks, and to gain confidence to re-enter the workplace (the “Social Purpose”) and result in a material positive impact on society and the environment, taken as a whole.

(2) A minimum of 50% of the Company's aggregate distributable profits (after deduction of any applicable tax) shall be:

(a) reinvested in the Company's business;
(b) applied in the advancement of the Social Purpose; or
(c) distributed or donated to other social sector organisations.

The company's secondary and subsidiary object is, as a result of the advancement by the company of its primary social object, to promote the success of the company for the benefit of its members as a whole.

Key information

Company number 10176379
Date of registration 12 May 2016
Legal structure Company Limited by Shares (CLS)
Reports Companies House

Shareholders

Fat Macy's works in partnership with its shareholders:

Meg Doherty, Founder, Non-Exec Director
100 shares

The Bromley by Bow Centre
5 shares
UnLtd

15 shares + Fat Macy’s Ltd board member

Fat Macy’s Foundation

Golden share in Fat Macy’s Ltd

Grants

The Fat Macy’s has been generously supported by a range of grants from wonderful organisations, who have encouraged us to grow.

- Beyond Business/Investec with the Bromley by Bow Centre
- The Mercers Society
- O2 Think Big
- UnLtd
- WeWork
- Social Investment Business