

HOME 
KITCHEN

BIG
ISSUE 
CHANGE
MAKER
2023 
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#BIGChangemaker2023

In association with  CITROËN



Lots of people are
~~talking about us~~

~~Press coverage~~



W E ' R E B R O A D C A S T N E W S

BBC
NEWS

Reach: 56,660,000
Broadcast news [link](#)
Online [link](#)



London restaurant helping to tackle homelessness

A restaurant staffed almost entirely by homeless people has opened in north London.

Home Kitchen in Primrose Hill not only pays the London Living Wage and funds a travel card to get staff to and from work, but also helps them achieve a catering qualification.

Workers at Home Kitchen are being taught by a Michelin-starred chef.

Video by Anna O'Neill and David Perella

Follow BBC London on [Facebook](#), [Twitter](#) and [Instagram](#). Send your story ideas to hellobbc london@bbc.co.uk.

W E ' R E B R O A D C A S T N E W S



Reach: 3,500,000
Broadcast news [link](#)

A screenshot from a news broadcast. In the top left corner, the 'GBNI' logo is visible. The main content area shows a man with glasses and a colorful sweater on the left, and a smiling woman on the right. A large blue text box on the left side of the frame contains the text: 'Benjamin's Greatest Briton nominee: HOME KITCHEN'. At the bottom of the frame, a white banner with a red border contains the text: 'GREATEST BRITON, UNION JACKASS' and 'Who will be crowned from tonight's nominees?'. The website 'GBNEWS.COM' is displayed in the bottom right corner.

W E ' R E B R O A D S H E E T N E W S



Reach: 76,760,000
Online and full page
print feature: [link](#)

Michelin-starred chef opens London restaurant staffed by homeless people

Adam Simmonds hopes Home Kitchen will offer jobs, change public perceptions and answer an industry need



Home Kitchen in London's Primrose Hill. "We've given it a new identity and a purpose," says Adam Simmonds. Photograph: Joseph Thompson/vince.co.uk



W E ' R E B R O A D S H E E T N E W S

The Telegraph

Reach: 23,000,000
Saturday Magazine

"Sweet and sensible with buckets of warm conviviality."



W E ' R E B R O A D S H E E T N E W S



Reach: 55,770,00
Online: [link](#)
Film: [link](#)

Lifestyle > Food and Drink > Features

Inside the world's first fine-dining restaurant staffed entirely by homeless people

One Michelin-starred chef is giving those experiencing homelessness the opportunity to train under him and kickstart their careers in the wildly understaffed hospitality industry – all after facing his own struggles

Sophie Thompson • Monday 23 September 2024 08:17 BST • [Comment](#)



World's first fine-dining restaurant staffed by homeless community opens



T H E Y ' R E S A Y I N G L O V E L Y T H I N G S A B O U T U S

THE
SPECTATOR

Reach: 5,439,443

Online and print: [link](#)

"The food is faultless but warm-hearted: loving somehow. The roast lunch is perfectly balanced and pretty as day:. The barley is vegetarian food as it is intended: doughy, fragrant and from the earth. The crumble is from God."

"... this is a great restaurant. I hope there are queues outside this winter. In darkness, light a candle. Here is one."

Tanya Gold

A light in the darkness: Home Kitchen reviewed

📅 From magazine issue: 16 November 2024



T H E Y ' R E S A Y I N G L O V E L Y T H I N G S A B O U T U S

indy100

Reach: 55,770,00

Online and print: [link](#)

"Our first main plate was brill with mussels, kohlrabi, and smoked butter, and could've served as an entire meal by itself. While such a fish-dominated menu wouldn't be a lot of people's first choice (including my own), this dish really stole the show for me."

"Then it was onto a juicy chicken breast and thigh combination, with white onion and thyme - skin-on, of course - and its own jug of gravy, sufficient enough for my inner-Northerner. Fine, I'll admit it, I wasn't expecting something seemingly so basic to blow me away, but this was some of the most succulent chicken I've ever eaten."



We visited the world's first fine-dining restaurant staffed by homeless people



Sophie Thompson

Nov 01, 2024



Vote



I N A L L T H E R I G H T P L A C E S



Reach: 570,630

3 page feature in print and online: [link](#)



EMPLOYMENT

Home Kitchen: Inside the world's first fine-dining restaurant staffed by homeless chefs

As Big Issue visits on the week of its opening, can the restaurant fight poverty while delivering first-class food?

OBEO BARRADALE | 29 Sep 2024



W E ' R E A H O T T A B L E F O R S O M E

THE STANDARD

Reach: 12,750,000

Online: [link](#)

GOING OUT | EVENTS AND THINGS TO DO

Things to do in

this
from
ch to
eds



The very best of what to get up to, whether you're heading out or staying in

Hot table: Home Kitchen

Primrose Hill, homekitchendon.org



HOME KITCHEN

Let's look at the food first, which is put together by Adam Simmonds (Ynyshir, Le Manoir et al). In what used to be Odette's, Simmons is promising fine dining as befits his two-star experience, though it's keenly-priced, with six courses of modern British cooking at £65. But Home Kitchen is about something else: Simmons aside, it will be staffed by the homeless, who will be paid above the London Living Wage, receive full training, and have travel expenses covered. Something to raise a glass to.

Microsoft Start

Reach: 9,456,000

Online: [link](#)

Hot table: Home Kitchen

Primrose Hill, homekitchendon.org



HOME KITCHEN

W E ' V E G O N E G L O B A L

The New York Times
The Boston Globe

Reach: 133,330,000

Online and print: [link](#)

A Fancy New Restaurant in London, Staffed by the Recently Homeless

In London's upmarket Primrose Hill, a Michelin-starred chef is employing people on the edge of homelessness as chefs, wait staff and cocktail makers.



It's been three weeks since the restaurant, [Home Kitchen](#), opened its doors and Mimi Mohamed is pretty sure she knows the lemon tart recipe by heart. But just in case, a small notebook where she has carefully written out the ingredients is propped up at the back of the steel counter: 18 lemons; 420 grams of butter; 900 grams of sugar; 24 eggs.

The recipe is from [Adam Simmonds](#), a celebrated Michelin star-winning chef. Novices like Ms. Mohamed are not usually found in his kitchens, but this new, upscale dining venture is not usual. Almost every member of the 19-person team has been homeless.

"The crew downstairs in the kitchen, they make so many mistakes, but that's OK," Mr. Simmonds said with a laugh. "We accept that and we learn from it."

He is sitting upstairs in the front dining room. A large window overlooks the main commercial street in Primrose Hill, a neighborhood in north London that oozes British charm.

The idea was hatched four years ago by Alex Brown, director of Soup Kitchen London, where Mr. Simmonds took a turn cooking at the start of the pandemic. The most common question from those who lined up for food was "Do you know of any jobs?"

W E ' V E G O N E G L O B A L



Reach: 81,000,000

Broadcast News Feature: [link](#)



THE UPSIDE LONDON RESTAURANT SERVING UP SECOND CHANCES



MEAGAN FITZGERALD | **NBC NEWS** INTERNATIONAL CORRESPONDENT



W E ' R E E V E N B I G I N G E R M A N Y



DWTV are a German Public Broadcaster

Link: [Watch Clip](#)

Broadcaster website: Link: [Focus on Europe — Spotlight on People](#)



ARD 1 are Germany's second Public Broadcaster



W E ' R E E V E R Y W H E R E !

Inside the world's first fine-dining restaurant staffed entirely by homeless people

Sophie Thompson
23 September 2024 · 4 min read



yahoo!news

Reach: 3,700,000

[Link to story](#)

Inside London's first fine-dining restaurant staffed entirely by homeless people – UK Times



UK TIMES

Reach: 457,756

[Link to story](#)

How This Incredible Restaurant In Primrose Hill Is Fighting Homelessness Through Food

There's a kitchen. Handy support and more to follow will that's trying to make up a better future for London's homeless population, with a social impact program to help marginalized groups transform their lives.



*** SECRET LONDON**

Reach: 808,400

[Link to story](#)

T H E T R A D E P R E S S L O V E U S

SQUAREMEAL

Adam Simmonds on Home Kitchen: 'This is the biggest challenge of my career'

The Michelin-starred chef shares the motivation and meaning behind opening Home Kitchen in Primrose Hill, a fine dining restaurant staffed by homeless people.

Updated on 23 September 2024 • Written by Ella Denwell



Reach: 96,000

[Link to story](#)

HOTDINNERS

Home Kitchen taking over from Odette's in Primrose Hill will be a restaurant staffed by the homeless

ENTREPRENEUR | 16 SEPTEMBER 2024



Reach: 137,000

[Link to story](#)

restaurant

Home Kitchen, a fine dining restaurant staffed by homeless people, is opening in London

By Restaurant

09-Jun-2024 • Last updated on 06-Jun-2024 at 08:52 GMT



Reach: 84,000

Link: [Link to story](#)

L O N D O N L O V E S U S

loti!

London on the Inside

Online: [link](#)

LOTI Heroes 2024



*** SECRET LONDON**

10 Popular Things To Do In Primrose Hill For The Perfect Day Out

Famed for being the more peaceful (and pricier) side to punk-rock Camden, Primrose Hill is a beloved neighbourhood with picture-perfect houses and a plethora of fantastic things to do.



Reach: 320,450

[Link to story](#)

WHAT'S ON NEWS

10 Of The Best Things To Do In Primrose Hill

6. Dine at the charitable restaurant Home Kitchen

L O N D O N L O V E S U S

NWLondoner

Camden restaurant changing lives by tackling homelessness opens



North West Londoner

Reach: 23,230

Link: [Camden restaurant changing lives by tackling homelessness opens](#)

COUNTRY & TOWN
HOUSE

How This Primrose Hill Restaurant Is Tackling Homelessness

By Alex Smith
2 months ago

Home Kitchen is a fine dining restaurant with a difference



Country & Townhouse

Reach: 339,010

Link: [How This Primrose Hill Restaurant Is Tackling Homelessness](#)

CamdenNewJournal

Top chef hopes to change lives with homeless restaurant project

Michelin star expert is behind Home Kitchen in Primrose Hill

Thursday, 5th September - 6y



Camden New Journal

Reach: 41,000

Link: [Top chef hopes to change lives with homeless restaurant project](#)

C O M I N G S O O N



Xmas special on Home Kitchen: Fred Siriex paying a visit to find out what we are all about is to be shown on Dec 13th 2024



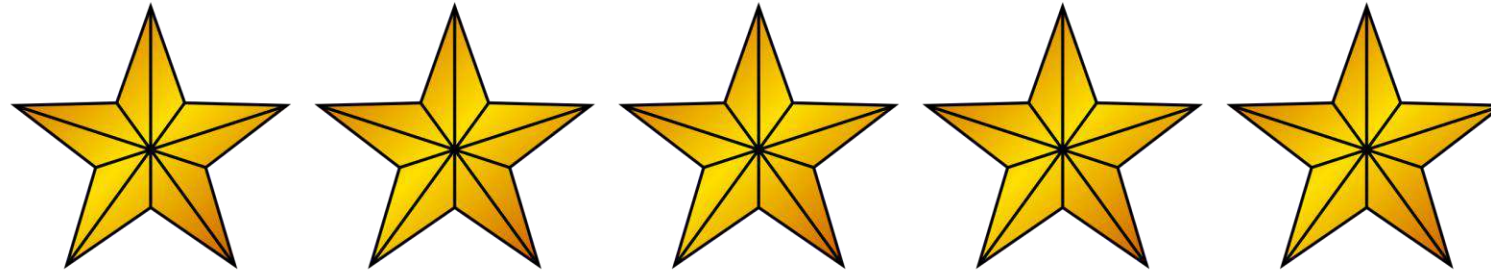
Big Issue 2024 Xmas Special double page feature on progress of our recruits since launch.



Positive News 2025 new year edition – double page feature due in January 2025.

A N D O U R C U S T O M E R S L O V E U S T O O

Google



Current average review rating on google

INDEPENDENT

London • Food and Drink • Features

Inside the world's first fine-dining restaurant staffed entirely by homeless people

One Michelin-starred chef is giving those experiencing homelessness the opportunity to train under him and kickstart their careers in the wildly understaffed hospitality industry - all after facing his own struggles

Sophie Thompson • Monday 23 September 2024 08:17 BST • [Comment](#)



Home Kitchen is the world's first fine-dining restaurant staffed by homeless community spirit

The New York Times

A Fancy New Restaurant in London, Staffed by the Recently Homeless

In London's upmarket Primrose Hill, a Michelin-starred chef is employing people on the edge of homelessness as chefs, wait staff and cocktail makers.



*** SECRET LONDON**

How This Incredible Restaurant In Primrose Hill Is Fighting Homelessness Through Food

There's a Michelin, newly-opened restaurant in Primrose Hill that's trying to cook up a better future for London's homeless population, with a social impact program to help marginalized groups transform their lives.



Midweek



Changing the menu: Michelin chef opens restaurant staffed by homeless people

Adam Simmonds, a Michelin-starred chef, has opened a restaurant in London's Primrose Hill that is staffed entirely by homeless people. The restaurant, called Home Kitchen, is a social enterprise that aims to help homeless people gain employment and improve their lives. Simmonds, who has a Michelin star for his restaurant, Home Kitchen, is a social entrepreneur who has been working with homeless people for many years. He has been inspired by the success of other social enterprises and wants to create a similar model in the hospitality industry. Home Kitchen is a fine-dining restaurant that serves high-quality food and drink. The staff consists of homeless people who have been trained by Simmonds and his team. The restaurant is a success story, and it has helped many homeless people gain employment and improve their lives. Simmonds is proud of the work that Home Kitchen is doing, and he hopes that it will inspire other social enterprises to do similar work.

The Guardian UK

Michelin-starred chef opens London restaurant staffed by homeless people

Adam Simmonds hopes Home Kitchen will offer jobs, change public perceptions and answer an industry need



Home Kitchen in London's Primrose Hill. "We've given it a new identity and a purpose," says Adam Simmonds. Photograph: Joseph Thompson/Invision

BIG ISSUE

Home Kitchen


Home Kitchen: Inside the world's first fine-dining restaurant staffed by homeless chefs

A Big Issue photo on the eve of its opening, with the restaurant right poverty while debarring 300+ days food!

NEWS BARRIAGE | 20 Sep 2024



BBC NEWS



London restaurant helping to tackle homelessness

A restaurant staffed almost entirely by homeless people has opened in north London. Home Kitchen in Primrose Hill, not only gives the London's unhoused a place to eat but also helps them achieve a better quality of life. The restaurant is a success story, and it has helped many homeless people gain employment and improve their lives. Simmonds is proud of the work that Home Kitchen is doing, and he hopes that it will inspire other social enterprises to do similar work.

Video by Anna O'Hara and David Arnold
Follow BBC London on Facebook, Twitter and Instagram. Get your story closer to home on the BBC News app.

indy100

We visited the world's first fine-dining restaurant staffed by homeless people

Sophie Thompson • Nov 13, 2024



HOME  KITCHEN

THANK YOU



Cooking up  plans
for a better future.*