

TAKE A FRESH LOOK!

Association for Public Service Excellence
Best Catering Service 2016



Let us show you what makes us the **UK's number one!**

www.cityserve.org.uk

- Birmingham's **ONLY** not-for-profit Education Caterer
- Trusted City Council Values – Commercial Agility
- We have Stakeholders – **not** Shareholders
- We're All About the Kids

“Phoenix from the Flames”

Brian Cape

Business & Service
Development Manager

Introduction

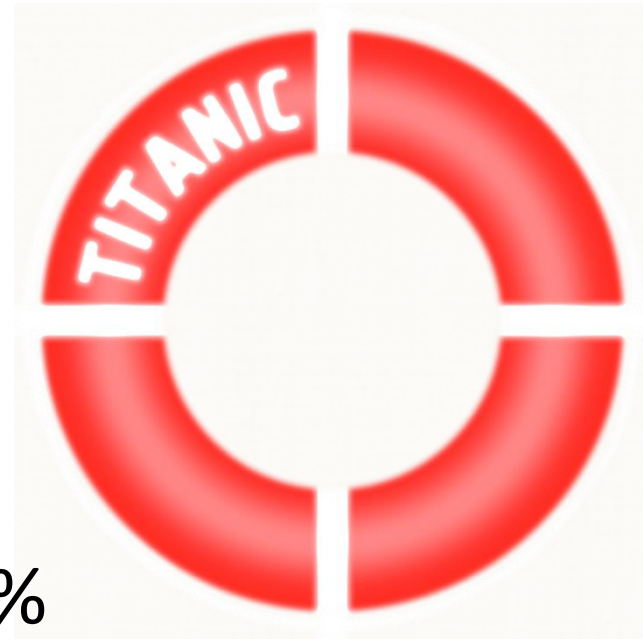
- Around 2,500 colleagues
- £41m Turnover
- 70,000 Meals Served Daily
- Half-a-Million Cleaning Hours p/a
- Full BSS peripatetic services to 400 schools

A compelling case for the provision and purchase of Civic Services

OUR THREE YEAR STORY.....

Background

- Dysfunctional Service
- Substantial Trading Deficits
- High Business Attrition Rates – c.15%
- Under-investment in Schools & Staff
- Low Morale / Confidence / Ability
- Redundancy Programme....leading to
- Alternatives – Decommission, Sell or Externalise





2016/17 Trading Position

**RETURNING SUBSTANTIAL TRADING
SURPLUSES FOR REINVESTMENT FOR
THE KIDS OF BIRMINGHAM – WHILST
BEING AN EXEMPLAR SERVICE**

Steadying the Ship

- New Senior Leadership Team Assembled
- Client Management Team
- Intensive Relationship Management
- Commercial Approach

The Challenges....

- Overcoming Empty Promises
- Legacy of Inactivity
- Retaining Business
- Uncertain Future
- Poor Communication
- Lack of Trust

A Unique Approach

It's ALL ABOUT THE KIDS
'STAKEHOLDERS NOT SHAREHOLDERS'
NO 'Profits' from Children for Investors



- Every School is Different – Bespoke Services
- Develop Quality Bespoke Menus
- Invest in Colleagues & Customer Service
- Contract Management – Key Accounts & SLA's
- Retain Business
- Invest in Loyalty – Don't Chase the Tenders



At the heart of what we do.....

CITYKITCHEN LIVE!



Rebranding & Investment



Engagement / Re-Engagement

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OUR FOOD Learn More >	ABOUT US Meet The Team >	NEWS Keep Up To Date >	SUBSCRIBE Stay In Touch >

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Key Account Management

- MAT Bespoke Contract Relationships
- Dedicated Account Manager
- Tailored Contracts
- Designed Menus
- Commercial Approach
- Winning MAT Business ‘Organically’
- There IS another way.....

Health & Community Leadership.....

- Seed to Plate
- Employment Partnership
- Public Health Strategies - Obesity
- Civic Collaboration
- Developing Lunch-Box Nutritional Standards
- APPG – School Food



Wilson Stuart
University College Birmingham
Partnership Trust



Investing in Our Major Assets

- Colleague Consultation Group
- Colleague Recognition Events
- Sharing Our Values
- Training & Development



We Don't Stand Still

- Training Suite
- 'Consultants to the Industry'
- Continued roll-out of Branding
- Nutritional Values and Mix/Match Food Offering
- Development of Key Relationships
- Attract new (old?) Business
- WMCA and beyond.....National Networks

WE ARE PROUD TO WORK FOR



Association for Public Service Excellence

National Award Winners Best Catering Service 2016

Winner



Best Service Team
Catering

APSE Service Awards 2016

Awarded for our dedication to great food, excellent service, continuous improvement and civic values

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City
Serve
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 Birmingham
City Council

“We have excellent partnership arrangements with Cityserve...the school regularly receives compliments on the standard of the meals from parents...Our Kitchen staff go above and beyond...with children being at the heart ...I can highly recommend the organisation; they listen to their customers (school & pupils)...”

Emma Samuel, SBM, Greet Primary Academy

“Cityserve have delivered 100% of their promised made during the tender process. An outstanding catering option in school, backed up by an outstanding and supportive head office team.

Just Brilliant !!”

Les Shields – SBM, Dame Elizabeth Technology Academy