

APSE Best Service Awards 2016 Catering & Cleaning - A summary



The APSE Service Awards

- APSE Annual Service Awards for Local Authority Best Service
- Have to 'be in it to win it'
- Recognise excellence in local government frontline services
- Entries requested December with deadline of April
- Awards this year will be given at Annual Seminar in Oxford in September.



Catering Best Service Award

Finalists included:

- City of Birmingham
- City of Bradford
- Dumfries and Galloway
- Gateshead
- City of Plymouth
- Stockton On Tees
- Stoke on Trent



Phoenix from the Flames

Birmingham City Council Best Service Award Winner 2016

- Facing major problems:

- Local Authority budget cuts
- Strong external competition
- Unsustainable deficits
- Low staff morale
- Facing out-sourcing

- Strategic Aims developed

- Service review leading to restructure
- Intensive relationship management
- Procurement and payroll
- Maximising quality in delivery, improving sales growth and market penetration.



Rebranding

Rebranding is the creation of a **new look and feel** for an established product or company. The usual goal of rebranding is to **influence a customer's perception** about a product or service or the company overall by **revitalizing the [brand](#)** and making it seem **more modern and relevant** to the **customer's needs**.

Rebranded

rolling out livery and signage through 2016:

Common aims of re-branding

- You need to compete at a higher level or in a new market.
- Your brand no longer reflects who you are.
- You need to simplify and focus your message.
- You have a new marketing team.
- You are launching a new service line.



Innovation

- Created a state of the art innovation, training and development kitchen in the heart of the City
- Recruited an **Executive Development Chef** to lead the charge toward **Food for Life SILVER** accreditation in *all* of our schools by the end of 2016.
- Engage a Birmingham **Michelin starred Chef** to further develop and endorse our cuisine.
- a vibrant reception for our customers – the City’s students, where they can learn about nutrition and create new menus. Rather than imposing menus, we involve them *‘what do you want to eat?’ -‘We can make it compliant’*.
- Annual conference for staff and employee of the month award



Key Account Management

- Bespoke relationships.
- Contract flexibility.
- Fixed fees/ price per meal.
- Cost plus.
- Surplus sharing.
- special offers free meals to all teachers on World Teachers Day.
- Shop-window web site.
- Consultancy services for schools taking service in-house.



Additional Improvements

- Reduced food costs
 - Reduced number of products/consolidation of vendors
 - Emphasis on ingredients which give high returns on amounts bought (rice/pasta)
- Reduced food wastage/improved stock control
- Developed better staff absentee controls
 - sickness patterns and absence triggers



Other Submissions

- ‘Naturally Dumfries and Galloway’ –
- Greater local food provenance within school meals
 - 70% locally sourced – Food For Life
 - Menu’s linked to local rivers and hills
 - Highlight local small-scale producers (eggs, milk, ice cream, meat)
 - Reduce road mileage/CO2 emissions
 - Involved local children in menu design
 - Increased uptake by 100,000.



Other Submissions

- Parent taster evenings
- Parent training days linked to healthier food at home
- Holiday opening
- Pre-ordering
 - Coloured wristbands denoting choice
 - Avoiding wastage
 - Advice on what to choose – healthy eating
 - Stock control



Cleaning Best Service Award 2016

Aberdeen City Council Best Service Award Winner

- Budget constraints + need to generate new
- Development and implementation of additional /additional income
- competitive services
 - Deep Kitchen cleaning
 - Infection Control aiming to reduce Norovirus outbreaks in schools and public buildings
 - Void property cleaning in partnership with the Housing Service
 - Deep cleaning
 - Needle sweep
 - Pigeon waste removal
 - Flood damage cleaning
 - Property Clearance and removals
- Achieved by -improving use of resources, improving customers experience and improving staff experience



Challenges, Barriers and Successes

- Recruitment
- Immediate training requirements
- Production of new Health & Safety documentation
- Transportation concerns
- Possible conflict with NHS on the use of new cleaning products



Solutions and Successes

- ❖ Newsletter – improved communication
- ❖ New Health and Safety Training and advice
- ❖ New working part of induction training
- ❖ New marketing materials
- ❖ Surveys/consultations/customer feedback
- ❖ Cleaning open days for staff and customers
- ❖ Improved staff retention

Facilities Management Open Morning
Tuesday 16th February 2016, 08:00 to 11:30
Marischal College, Room 4-W-01



Drop in and find out all about the many benefits that are available to you as an Aberdeen City Council employee. You'll be able to speak directly to:

- **Our Chief Executive, Angela Scott**
 - Join Angela from 08:00 to 08:30 where she will open the event and you'll hear about where we're going as a Council and the important part you play in this.
 - Angela will be available for questions between 08:30 and 09:30, so if you have any burning questions you'd like to put to her, this will be a great opportunity for you to do so.



Other Submissions

- Cleaning uninhabitable properties
- Physical and mental illness – unable to cope
- Deep clean of properties
- Tailored programmes including furniture cleaning
- Supported by plumbers, joiners and heating engineers
- Future monitoring programme of properties to maintain standards

