



Fightback!

Combating aggressive competitor pricing approaches to schools

April 2015

Rob Bailey, Principal Advisor, APSE



- Examples from across the UK of aggressive school meal pricing
- The legalities and ensuring schools realise their responsibilities
- Combatting a low price meal offer.

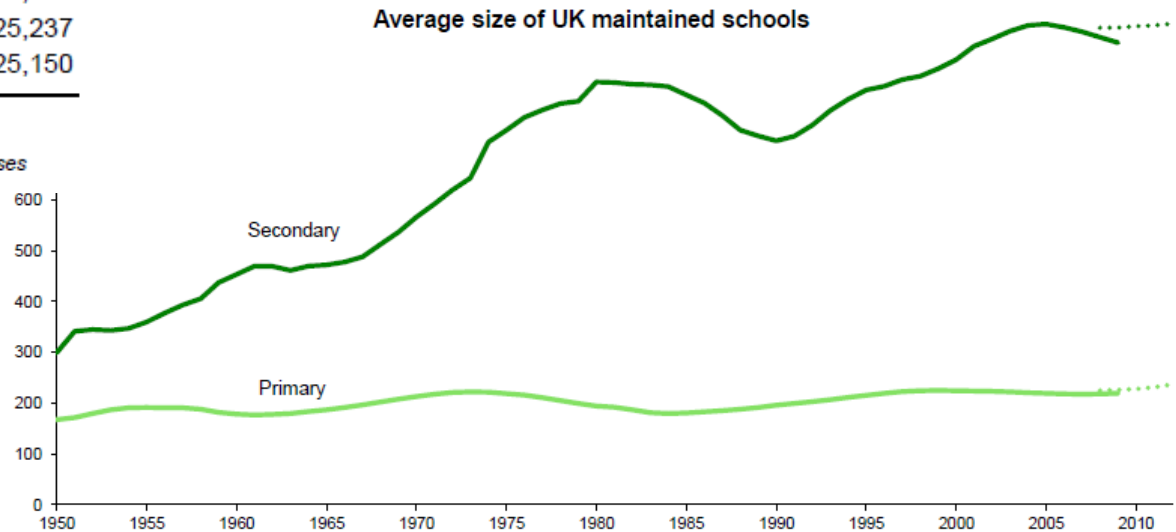


Public sector primary and secondary schools
UK, academic years

	Primary	Secondary	Total
1970/71	26,799	6,010	32,809
1980/81	26,504	5,542	32,046
1990/91	24,135	4,790	28,925
2000/01	22,902	4,337	27,239
2008/09	21,568	4,183	25,751
2009/10	21,427	4,149	25,576
2010/11	21,281	4,121	25,402
2011/12	21,165	4,072	25,237
2012/13	21,073	4,077	25,150

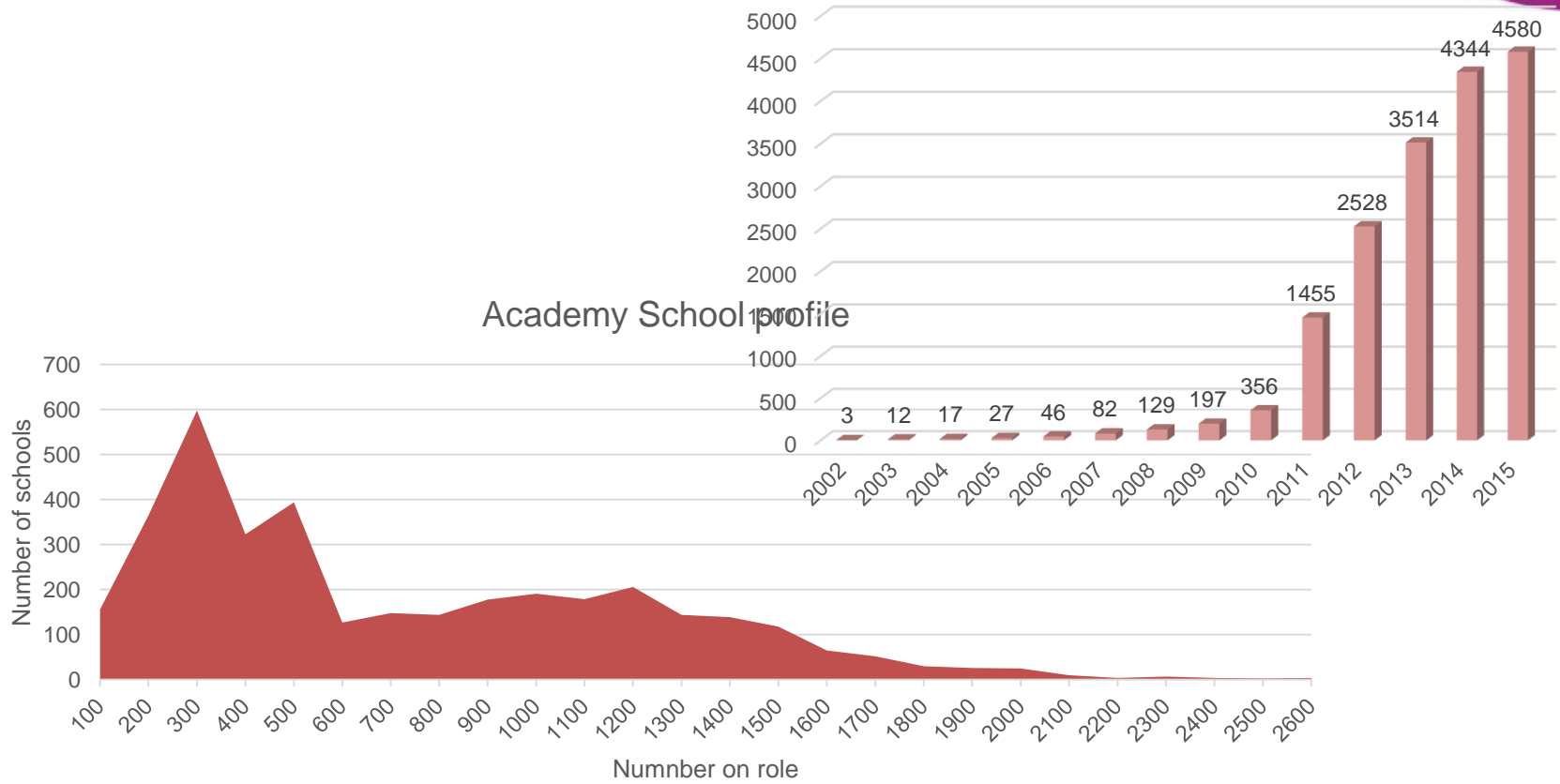
Source: ONS, *Annual Abstract of Statistics*, various

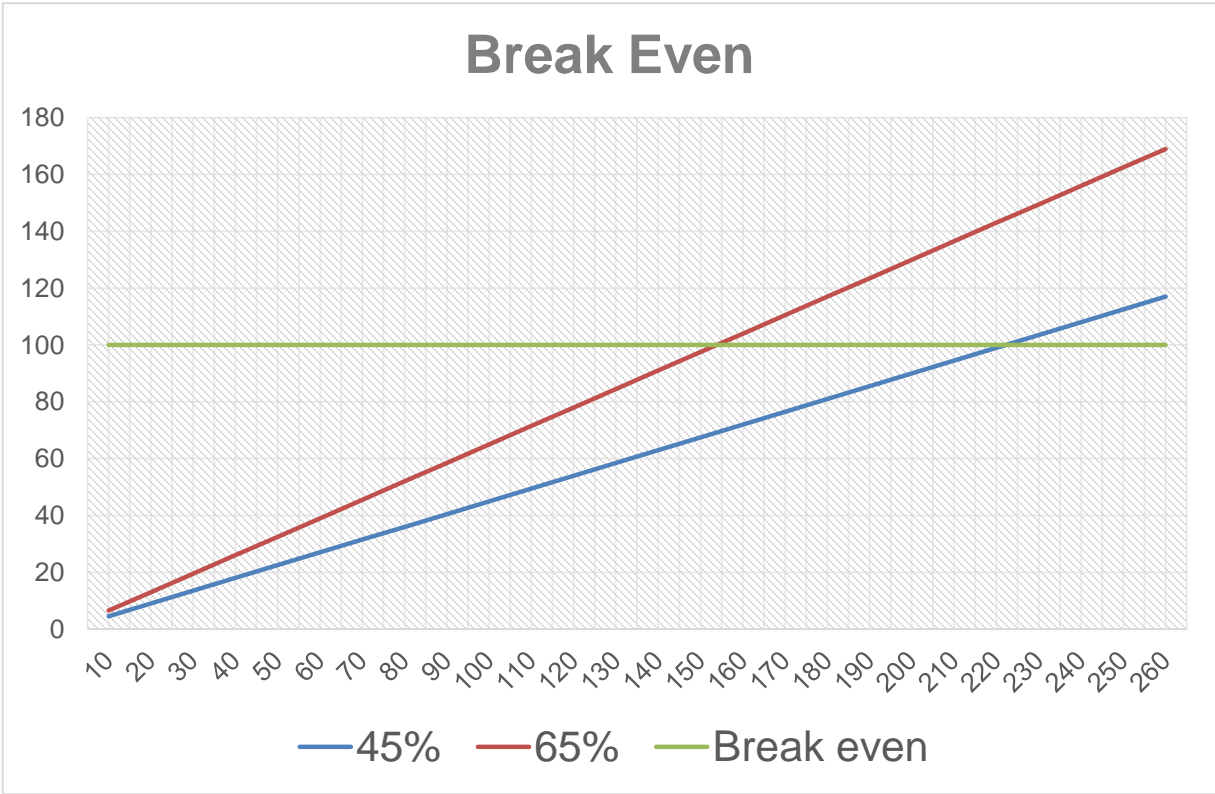
Education departments' reports of school/pupil censuses





Open Academies England





WELCOME
TO ANOTHER WAY
OF SEEING FOOD
Passion, integrity
and teamwork



Passion, integrity and teamwork underpins everything that we do

At Taylor Shaw, we honestly do see food differently. We are a specialist to the Education market with over 20 years experience of providing great food to primary schools, secondary schools and colleges.

With our extensive knowledge of the needs and preferences of students we are making some dramatic changes to the way food is provided and served in schools - carefully tailoring our offers to every need, providing bespoke, creative concepts as well as the latest high street brands.

Our focus is fresh and we carefully select our ingredients and source them as locally as possible to provide truly varied and exciting menus that all of our diners really enjoy.

But our real difference is that we want to be **more than just your caterer**. To us, a successful partnership is one where we are not just the provider of great food but one where we are an integral and valued support to the whole school.

Take a moment to explore our site to learn more about our philosophy, our dining rooms, our menus and how not all contract caterers are the same.

Taylor Shaw... more than just your caterer

Caring about
Tomorrow,
Today!

Taylor Shaw are the proud
winners of the prestigious
2014 Educating Award for
Corporate Social Responsibility





catering

cleaning

maintenance

news

jobs

about

contact

Search the site

01942 602338



latest menus



parents pre-order



food procurement & standards



contact us

Maintenance

Your property in safe hands



Welcome

With head offices in Greater Manchester and Yorkshire, we provide catering, cleaning and maintenance services to Educational establishments, local authorities and private businesses across the UK, from Inverness to Plymouth.

Latest news

Beach Theme Day

14th Jul 2014



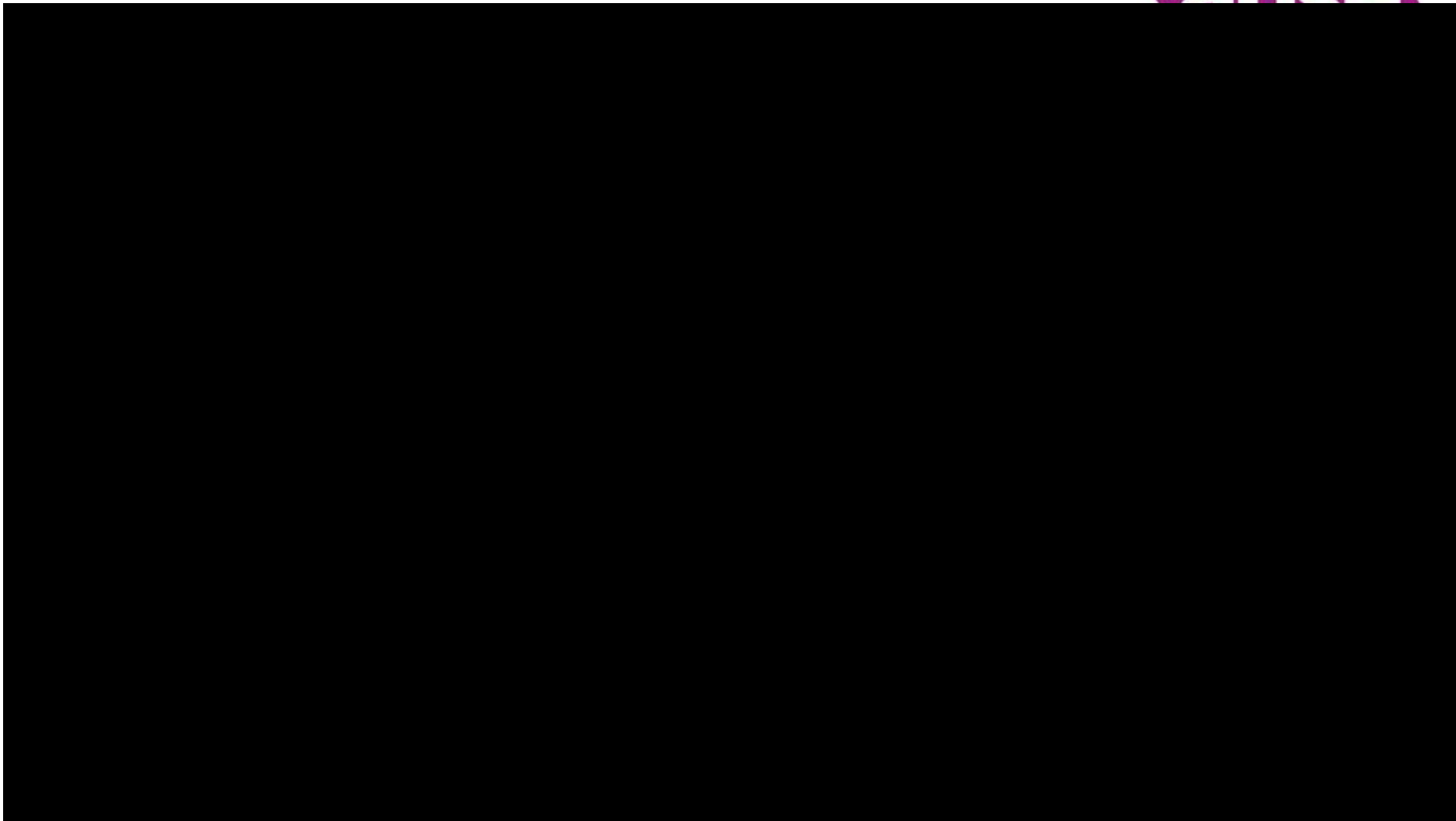
Gearing up for the Summer!

[Read more](#)



Facilities management specialists

With head offices in Greater Manchester and Yorkshire, we provide catering, cleaning and maintenance services to Educational establishments, local authorities and private businesses across the UK, from Inverness to Plymouth.





→ Homepage → Sectors → Education

Education

- » Eat, Learn, Live
- » Independent schools
- » Primary schools and Local Authorities
- » Secondary schools and academies
- » Colleges and universities

Chartwells

Chartwells is the leading provider of catering and support services to schools, colleges and universities in the UK.

Welcome to the Chartwells website. We are the leading provider of contract catering and support services to the education sector in the UK.

Contact us



T: 01932 575776

[Email Chartwells](#)

Eat, Learn, Live



Chartwells is dedicated to nurturing a happy, safe and healthy lifestyle contributing to a sustainable world.

» [More about Eat, Learn, Live](#)

Independent schools



We work in partnership with 110 independent schools to create tempting menus as well as offer a range of support services.

» [Independent schools](#)

Primary schools and Local Authorities



Secondary schools and academies





Dear Headteacher,

Opting out of the North Tyneside Schools Catering Contract

As you are aware the majority of school meals in North Tyneside are supplied through the local authority catering contract.


However, there is an alternative to the local authority school meals contract; you can choose to independently appoint a school meals caterer or go in house with your school meals but receive management services from a school catering company. We supply both options to schools around the county. With a contract term of only one year with a terms notice thereafter lengthy tendering exercises are avoidable and the you are able to choose what catering is provided in your school.

Dolce is an established family firm specialising in schools services nationally. We are not owned or run by shareholders and have high standards in our procurement, nutritional standards and delivery of our lunchtime service.

As a multi-award winning school meals caterer we provide:

As a multi-award winning school meals caterer we provide:

- A choice of 2 menus: **Traditional** (3 hot main courses with 3 puddings) or **Choice** (2 hot mains with jacket potato option and 3 puddings)
- Each menu has 3 or more main and pudding options, all cooked from fresh ingredients
- Live Kitchen: our multi-award winning pre-order and cashless system. No more registers!
- Full cash and Direct Debit collection and debt management, freeing up valuable office time
- TUPE of staff with full training, monitoring and regular kitchen inspections
- Assistance and consultation with kitchen upkeep including procurement and procedure
- All for a parent friendly meal price of £2.10; there is no charge to the school


Adam Curtis
Sales Director



Meals Prices	Primary	Secondary
England	£2.07	£2.08
Northern Ireland	£2.40	£2.60
Scotland	£1.92	£2.06
Wales	£2.06	£2.21
UK Average	£2.01	£2.12

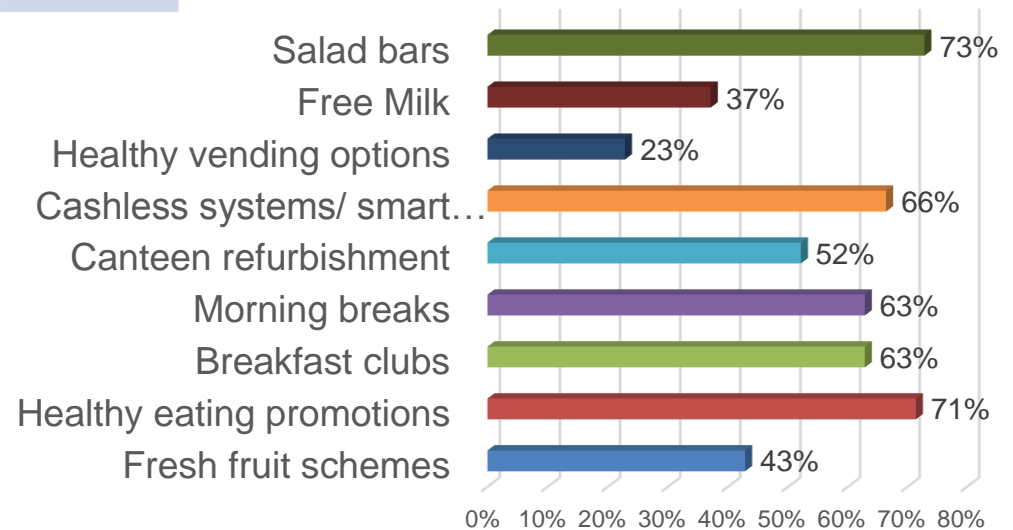
APSE PN meal costs	
Primary cost (incl Premises & CEC)	£2.70
Food Cost	£0.80
Direct Costs	£2.29
Total costs (excl Premises & CEC)	£2.48
Average subsidy	£1.04

Contractor meal charges	
Dolce	£2.00 / £2.10
Taylor Shaw	£1.90 / £1.75 (Leeds)



Academy Caterer	Total	%
Contract Caterer	1291	33%
Local Authority	1001	25%
Declined	42	1%
No Catering	55	1%
Self-Operated	1168	30%
Transported in	392	10%
Total	3949	100%

Food Initiatives





Combatting low price

- Like for like
 - No heavy equipment
 - No maintenance
 - No heating/lighting/utilities contribution
 - No canteen setup time
 - Strict menu
 - No cash collection (unless online)
 - Strict meal numbers and banding
 - Productivity



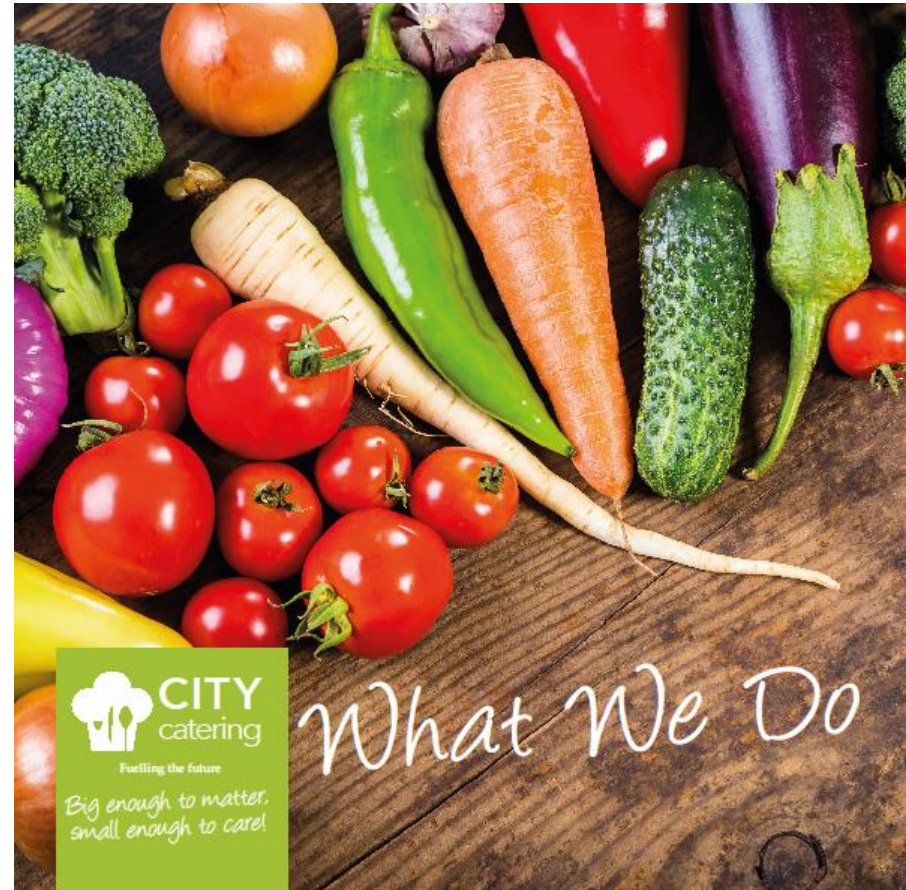
Local authority offer

- Community owned via the Council
- Living wage employer
- Local 'fresh' produce
- Financially secure
- Fully compliant with hygiene & H&S legislation
- Full staff cover to cover absence
- Investment for longer commitment
- Legally able to procure directly for the LA
- Help with Cooking in the Curriculum
- Profit share

Managing the Tangibles



- Tender documentation
- Literature
- Area managers
- Promotions





Procurement law changes

The Public Contracts Regulations 2015



- Implements the EU Public Procurement Directive 2014/24
- UK wide applicability (except Scotland)
- In force since 26th February 2015
- Applies to all new procurements from that date

The Public Contracts Regulations 2015



- Which services are covered?
 - Parts A and B abolished
 - All services are subject to the regime unless expressly excluded in Schedule 3
 - Schedule 3 services are subject to a ‘light touch regime’
 - Reserving certain contracts to staff mutuals

The Public Contracts Regulations 2015



- Thresholds for applicability
 - £172,514 for all sub central contracting authorities unless services are in Schedule 3
 - £625,050 for Schedule 3 services
- Contract Award criteria
 - Lowest Price abandoned
 - MEAT only applies

The Public Contracts Regulations 2015



- Toolbox approach to procedures
 - Open Procedure
 - Restricted Procedure
 - Competitive Procedure with Negotiation
 - Competitive Dialogue
 - the Innovation Partnership

The Public Contracts Regulations 2015



- Better access to market for SMEs and Start-ups
 - Simplification of information obligations
 - Division into lots
 - Limitations on participation

The Public Contracts Regulations 2015



- Help for SMEs Lord Young's reforms
 - Below threshold PQQs abolished
 - Above threshold PQQs standardised
 - All public sector contracts to be advertised on Contracts Finder
 - 30 day payment terms in all public contracts and sub contracts

LOCAL SERVICES

LOCAL SOLUTIONS



Contact details

Rob Bailey, Principal Advisor

Email: rbailey@apse.org.uk

Association for Public Service Excellence

2nd floor Washbrook House, Lancastrian Office Centre, Talbot Road,
Old Trafford, Manchester M32 0FP.

telephone: 0161 772 1810

fax: 0161 772 1811

web: www.apse.org.uk



INVESTOR IN PEOPLE



ISO 14001
REGISTERED FIRM

GB 11409



ISO 9001
REGISTERED FIRM

GB 11132



ISO 27001
REGISTERED FIRM

GB 14074