

# **NORTH AYRSHIRE COUNCIL**

## **DRAGON'S DEN SECONDARY SCHOOL CATERING PROJECT**



**North Ayrshire Council**  
Comhairle Siorrachd Àir a Tuath

THE PLACE TO MEET AND EAT

Rendezvous

DINER

# Introduction

- 2002 'Rendezvous' brand created
- Developed into 'Café Rendezvous' and 'Deli Rendezvous'.
- Last 13 years things have changed a lot in the high street
- Feedback steered us towards create a new concept based on 'Street Food'
- The initial idea was for it to sit alongside the Rendezvous brand
- We wanted it to be a business challenge for the pupils. How in 2015 would they set up the school catering service?

# What we asked schools to do

- Encourage pupils to get involved
- Ensure pupils involved had longevity in school.
- Allow time and resources to support.
- Provide mentor support but not stifle imagination.
- Every high school to be involved.



# What we wanted the pupils to do

- Create a new sub brand
- Create a vision and mission for the brand
- Create a value proposition – what the brand stands for?
- Create a mood board to show the style of the brand
- Create a list of key products/services

# Results

- All 9 High schools got involved
- Schools had to short-list their own entries
- 17 final presentations
- Fantastic range of ideas
- Although one clear winner, at least three other golden nuggets for development







# LARGS ACADEMY

Street Food Re-Branding Project

James Fishwick

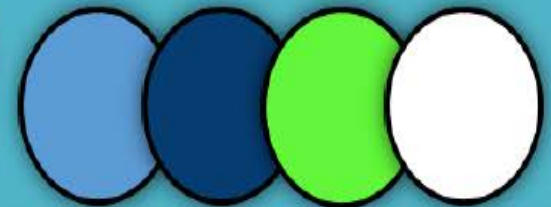
Eilidh MacLaren

Leanne Mallet

Heather Maxwell

Natasha Moore

Jack Wallace





# RESEARCH Conducted ...



Survey – School Pupils.



Focus Group – Teachers.



Interviews – Kitchen Staff.



Existing Competitors.

Existing Legislation.





# Our BRAND ...



## LOGO VARIATIONS:



# Our Products & Services . . .

From our research, we have decided upon the following concept:

A QUICK SERVICE – HEALTHY – AFFORDABLE – VARIETY OF CHOICE - FOOD BAR.

## PRODUCTS AVAILABLE - STARTERS:



**Chicken Noodle Soup**



**Vegetable Spring Rolls**



**Duck Spring Rolls**



# Our Products & Services . . .

## PRODUCTS AVAILABLE - MAIN COURSE:

CHOICE 1:



**PASTA:**



**NOODLES:**



**RICE:**

CHOICE 2:



**CHICKEN WITH VEGETABLES:**



**BEEF WITH VEGETABLES:**

CHOICE 3:



**CURRY SAUCE:**



**TERIYAKI SAUCE:**



**SWEET & SOUR SAUCE:**



**ARRABIATA SAUCE:**

CHOICE 4:



**GARLIC BREAD:**



**NAAN BREAD:**



**PRAWN CRACKERS:**



# Our Products & Services ...

## PRODUCTS AVAILABLE - MAIN COURSE:

### POSSIBLE DISHES:



# Our Products & Services . . .

## PRODUCTS AVAILABLE - DESSERTS:



**Chocolate Drizzled Fruit Skewers.**



**Frozen Yogurt with Fruit / Sauce.**

**Frozen Yogurt Summer Cones.**



# Our Products & Services ...

## PRODUCTS AVAILABLE – DRINKS / ADDITIONAL PRODUCTS:



**FLAVOURED WATER.**



**FRUIT SMOOTHIES.**



**CARROT STICKS.**



**FLAVOURED MILK.**



**BOTTLED WATER.**



**BAGS OF FRUIT.**





How much does it cost?



# Strategy . . .



PRODUCT	COST PRICE	SELLING PRICE	(£)	PROFIT (%)
CHICKEN NOODLE SOUP	£0.25 per portion.	£0.60 per portion	£0.35	58%
MINI SPRING ROLLS (3 = 1 Portion)	£0.32 per portion	£0.60 per portion	£0.28	46%

PRODUCT	COST PRICE	SELLING PRICE	(£)	PROFIT (%)
CHICKEN CURRY, RICE & NAAN BREAD	£0.66 per portion.	£1.50 per portion	£0.84	56%
TERIYAKI BEEF, NOODLES & PRAWN CRACKERS	£1.28 per portion	£1.50 per portion	£0.22	15%
CHICKEN ARRIBIATA, PASTA & GARLIC BREAD	£0.60 per portion	£1.50 per portion	£0.90	60%



# PRODUCT Packaging . . .



## Soup:

12oz Paper Soup Container  
1000 containers = £72.67  
1 container = £0.07

Vented Paper Lid for 12oz Paper Soup Container  
1000 lids = £63.96  
1 lid = £0.06



## Frozen Yoqurt:

Small White Container  
1000 containers = £48.46  
1 container = £0.05



## Smoothies:

Clear Domed Lid (12oz Smoothie Cup)  
1250 lids = £34.85  
1 lid = £0.03

12oz Clear Plastic Smoothie Cup  
1250 cups = £51.51  
1 cup = £0.04



## Spring Roll Bags:

Zip lock Plastic Bag  
1000 bags = £20.85  
1 bag = £0.02



## Meal Deal Box:

TBC.



## Fruit / Carrot Bags:

Film Fronted Paper Bag  
1000 bags = £20.23  
1 bag = £0.02

## Mains Container:

Large White Multi-Food Take-Away Box  
450 boxes = £44.45  
1 box = £0.09



## Fruit Skewers:

Wooden Multi-Purpose Skewers  
100 skewers = £1.00  
1 skewer = £0.01

White Polystyrene Tray  
500 trays = £11.29  
1 tray = £0.02







# Our Concept **SWOT** Analysis . . .

## Strengths:

- It will encourage more pupils to eat at the canteen.
- It will provide much more variety of food for the pupils and teachers – much of which is healthy.
- It's unique, portable and appealing to school pupils.
- It's practical for when it is wet, cold or windy outside. It gives the students a warm place to eat with friends.
- We have listened to what people want and have offered this.
- We will reduce queue times and serve more people.
- More people using the canteen means more profit to allow our brand to keep developing further.



## Weaknesses:

- It may be expensive to provide ingredients for the variety of items we are proposing.
- It may be time consuming to prep the variety of foods we have.
- Some canteens may become a little more crowded.
- The amount of litter may increase if there is no recycling scheme.



## Opportunities:

- A small shack could be built outside in the playground so pupils don't have to over crowd the canteen and to lower the congestion inside.
- An app/widget that makes it quick and easy to check what's on today's menu in the canteen and to pre-order your lunch without all the queues.
- Free WIFI installed in all lunch areas to encourage pupils to spend time in the canteen.
- We would like to create a Facebook and Twitter page to receive feedback and announce special promotions etc.



## Threats:

- Other food providers and stores may cause competition.
- Parents are giving children packed lunches to be healthy.
- There is sometimes a negative stigma associated with the canteen.





# Our Product



# Analysis . . .

## Political:

- High quality meat, poultry or oily fish.
- At least 2 portions of fruit and vegetables with every meal.
- Bread, other cereals and potatoes.

## Social:

- Due to some culture's food policies we have made sure to not use any kinds of food that may be harmful or offensive to some religions such as; pork, crab etc. We also have a vegetarian option.

## Environmental:

- Recyclable packaging to keep our eco-friendly standard going.
- Apply more bins outside that appeal to kids to reduce litter and make the playgrounds a fun environment for everyone.

## Legal:

- Some of our meals may contain ingredients that people are allergic to, so appropriate labelling is necessary to warn anyone who may have allergic reactions to our products.

## Economical:

- Prices have to be suitable for anyone to buy.
- They can't be too expensive due to some people receiving low income.

## Technological:

- App/widget that can be used to check what food is on in the canteen and to pre-order your lunch instead of having to wait in the queues.
- Added free wifi to encourage kids to come to the canteen so they have something to do if it is raining outside.
- From our point of view wifi is an amazing idea and it's what everyone is using now since technology is advancing so quickly
- School Meal Icon on Intranet homepage to enable pupils to view menu beforehand and possibly pre order.

- We ensure that all of our meals are healthy, nutritious and beneficial for the students at any school.



# Prize

- Winning school team work with design agency to realise the brand
- £100 each in Amazon vouchers.
- School wins catering equipment of their choice to the value of £200
- Trip to Borough Market and Brakes HQ in London

# Learning outcomes for pupils

- Presented to Stirling pupils
- Cad Design and Marketing
- Self confidence in presenting to groups
- Developing team work and understanding the individual role in a team project.

# Menu – Build a box deal

#Rendezvous would like to advertise our build a box deal which would be packaged very similar to KFC's famous 'Big Daddy Meal'. This deal could be used within our sandwich deli counter but also within the canteen where they sold products like burgers and chips and even fish, with the options of fish, vegetarian alternatives (quorn/tofu), chicken burgers, salads with vegetarian





# Our Food

- Our idea
- can work anywhere



# What next?

- Design of the catering hall area and service delivery areas
- Creation of the product mix and pricing strategy
- Marketing and Promotion for the brand
- Finalise brand name and style.
- Work with CAD design team to create counter area
- Finalise the product mix and promotional campaign.

**STREET** **EAT**



The word "SAVOUR" is written in a grey, uppercase, sans-serif font. The letter "O" is replaced by a colorful, three-dimensional circular graphic with segments in pink, blue, and green, giving it a dynamic, swirling appearance.



North Ayrshire Council  
Comhairle Siorrachd Àir a Tuath



SAVOUR

STREET



FOOD



North Ayrshire Council  
Comhairle Siorrachd Àir a Tuath

# StrEAT Food Project : Advertising -

We would like the walkway to the canteen to contain wall mounted A3+ display units housing the following Advertising posters. We would also like a set of these for both canteens.

## What we want :

### Queuing -

We would like a queuing system in place with a personalised barrier in our street food colours with Lego.



We would require several metres of these.

### Canopy -

We like the idea of placing a small canopy over each service area as this builds on our theme and makes it look more like a 'Street' stall.



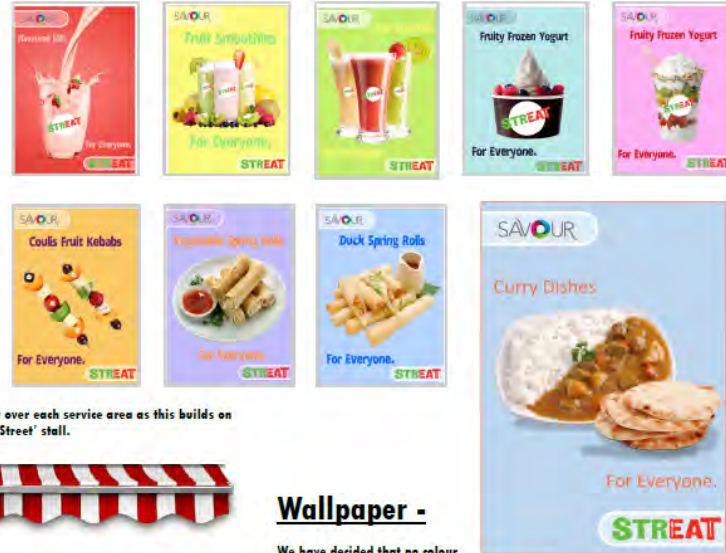
### Cutlery & Condiments Area -

We would like a dedicated build in Cutlery & Condiments area which looks much tidier than what we have just now.



### Menu -

We would like to introduce visual menus & holders which can be displayed on each table. Again, these should be personalised.



### Wallpaper -

We have decided that no colour we have tried really matches the blue floor and shutters already in place. Therefore we have decided to create a feature wall from a grey bricked wall paper which we think compliments the red and white of the canopy.



### Stickers -

Red, Green and White Floor stickers to show queues and exit.



# StrEAT Food Project :

## What we want :

### Packaging

We would like all of our packaging branded with the StrEAT food logo and could look something like the ones below. We could use a colour system for Starter / Main / Desserts for clarity.



### Video Advertisement -

We would like to create a short advertising video to highlight our products and what we are trying to sell. We would like to show this video at our launch.

### Pick Up Point -

We would like a new area for the pick up point and pre-orders. We will require a new sign to highlight where this new area will be. We will also need new Pre Order Slips like the ones below ;



### Visual Look -

We would like to consider turning each hatch into the stereotypical street carts you would see in a market. By adding cart wheels and wooden panels this could create the desired effect. Street hunting would again add visual appeal and highlight our colour scheme throughout the canteen. It could be an idea to make the 3 different hatches all the same design OR 3 different designs.



### Lighting & Display -

We would like our bricked wallpaper to expose an area above our three hatches in which our brand logo would be displayed. We would like the sign to be well lit with spotlights or even lit from behind.



# StrEAT Food Project :

## What we want :

### The Launch -

In order to promote our brand and have a successful launch we would like the following :

### Helium Balloons -

Different coloured strEAT food balloon display To create a buzz.



### Ribbon -

Get StrEAT Food ribbon and scissors for our celebrity guest to open our new canteen.



### Social Media Accounts -

We plan on setting up a StrEAT food twitter and facebook account to promote our launch and get people talking about our products.



### Launch Posters -

We would like a variety of Launch Posters printed and displayed all around the school to ensure pupils know where and when the grand opening is. We could have posters like the follow below ;



### Tasters -

We would like to give out free small samples of some products such as Smoothies, Frozen yogurt and spring rolls.



### T-Shirts -

We would like branded T-shirts to wear on our launch day... similar designs to that of our packaging.



### Information Flier -

We would like to issue all pupils and staff within the school with a printed flier outlining the new changes which are being made and how they can go about buying our strEAT food.



### Music -

Borrow P.E Department Speakers & Set up playlists in Junior Canteen.



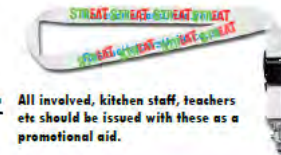
### Mystery Guest -

We would like to incorporate a special guest into opening our StrEAT Project. This could be someone with links to food, the area or education etc. We will be contacting various people to ensure we create a buzz on which celeb will be at the grand opening.



### Lanyards -

All involved, kitchen staff, teachers etc should be issued with these as a promotional aid.





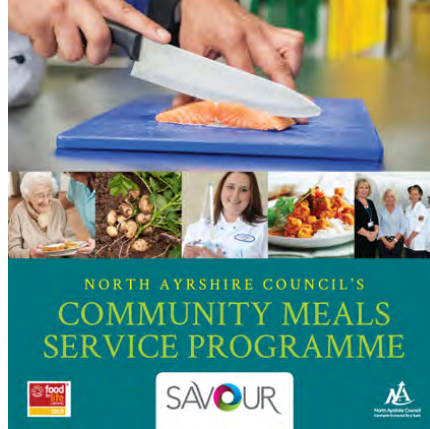
# StrEAT Food Project :

Possible Visuals 1:





North Ayrshire Council  
Comhairle Siorrachd Àir a Tuath



North Ayrshire Council  
Comhairle Siorrachd Àir a Tuath



The background of the slide features a white central area framed by blue wavy lines at the top and bottom. The text is centered in the white area.

**Thank you for listening  
Questions?**