

# APSE Presentation

## Re-Branding the Catering Service

### Rochdale Council

Peter Gurney – Facilities Manager  
Keally George – Senior Area Manager



# Why Re-Brand?

- Out-dated
- To compete with the Private Sector
- Providing the “Right Environment”
- Investing in our Workforce
- Increase Business Base



# The Journey to Fresh Kitchen

- Professional support
- Staff buying into the concept
- Selling the concept to schools
- Overcoming obstacles
- Roll out of Fresh Kitchen



# Outcomes Achieved & Future Developments

- Positive response from the client
- Increase in uptake of school meals
- Adding value to the service
  - Catering for “Every Need”
  - Brochures, professional photographer
  - Allergen Boards
  - Theme Days
- The next step
  - Cashless System



# Examples of Rochdale School Kitchens prior to the re-branding



# Examples of completed Fresh Kitchen Projects within Rochdale Schools



# Fresh Kitchen Staff & Food



# Making Lunchtime Fun

Dippy the  
Dinosaur  
*is Going on Tour*



**FRESH KITCHEN**

One serving of peas contains as much as Vitamin C as two large apples, more fibre than a slice of wholemeal bread.

*Theme Day on the way*

**CHRISTMAS DINNER**  
**18 DECEMBER 2018**

- Roast Chicken & Yorkshire Pudding
- Roast Potatoes
- Mashed Potatoes
- Sprouts
- Roasted Winter Vegetables
- Christmas Pudding
- Ice Cream

**THEME DAY ON THE WAY**

**Halloween Menu**

- Eyeballs & Worms
- (Meatballs & Spaghetti)
- Witches Toes in a Bun
- (Hot Dogs)
- Curly Finger Nails
- (Curly Southern Fries)
- Bobbing Beams (Beans)
- Rice Crispie Cake
- Chocolate Surprise

**WEEK 1**

<p><b>Monday</b></p> <ul style="list-style-type: none"> <li>Home Made Crust Topped Chicken Pie</li> <li>Seafood &amp; Sweet Chilli Noodles</li> <li>Seasoned New Potatoes</li> <li>Candied Carrots</li> <li>Fruit Tart &amp; Chantilly Cream</li> </ul>	<p><b>Tuesday</b></p> <ul style="list-style-type: none"> <li>Beef Goulash, Wholemeal Rice &amp; Crusty Bread</li> <li>Toasted Panna Selection</li> <li>Potato Roast</li> <li>Sweetcorn</li> <li>Strawberry &amp; Fresh Cream Shortbread</li> </ul>
<p><b>Thursday</b></p> <ul style="list-style-type: none"> <li>Braised Beef &amp; Yorkshire Pudding</li> <li>Breaded Fish Fingers</li> <li>Bread &amp; Butter</li> <li>Roast &amp; Mashed Potatoes</li> <li>Broccoli &amp; Carrots</li> <li>Toffee &amp; Date Pudding &amp; Custard</li> </ul>	<p><b>Wednesday</b></p> <ul style="list-style-type: none"> <li>Locally Produced Sausage &amp; Rich Gravy</li> <li>Vegetarian Cone Bakes</li> <li>Creamed Potatoes</li> <li>Steamed Broccoli</li> <li>Rice Pudding &amp; Fruit</li> </ul>
<p><b>Friday</b></p> <ul style="list-style-type: none"> <li>Chicken Tikka Masala</li> <li>Biryani Rice &amp; Naan</li> <li>Cheese &amp; Tomato Pizza</li> <li>Hearty Diced Potatoes</li> <li>Indian Side &amp; Mint Dip</li> <li>Ice Strawberry Ripple</li> <li>Smashed Meringue</li> </ul>	





# Our Brand

**OUR COMMITMENT TO YOU**

**FRESH**  
Our food is freshly prepared on site, using seasonal, sustainable and healthy ingredients.

**QUALITY**  
We use high quality ingredients in our recipes, ensuring our dishes are produced to the highest standard.

**CHOICE**  
School meals are the best choice for your child's health, education and wellbeing.

**VALUE**  
Where else can you get a 2 course lunch for less than a coffee on the High Street?

**PEACE OF MIND**  
When children eat better at school, they do better at school, plus you can be reassured that your child will receive a safe and healthy balanced diet.

**PROFESSIONALISM**  
In all we do

**FUN**  
We hold theme days throughout the school year and have fun facts posters, all aimed at making lunchtimes a little different and to create more fun at what is after all, a relaxing part of the day

**For more details call 01706 925770**

**VALUE**  
You will always receive great value for money - that's our promise.

**CHOICE**  
Our variety of seasonal delicious dishes means you will always have something for everyone.

**FRESH**  
All of our food is freshly prepared using the highest quality ingredients.

**FUN**  
We show children who's boss when it comes to fun facts and promotions. There's always something happening at FRESH KITCHEN.

**QUALITY**  
We make food so good that it's hard to eat just one!

- The best purchase is always locally sourced.
- All our fresh produce are grown in Lancashire.
- All our chicken is produced by Donkey Chicks of Preston.
- Our milk is Red Tractor Farm Assured and sourced from local dairy farms.
- All our fresh yoghurt is low fat and is locally produced by Alston Dairy in Preston.
- Our eggs are Lion Quality Assured, Free Range and locally sourced from Kenyon's Farm, Preston.
- Where possible, our fish is sourced from sustainable fisheries accredited by the Marine Stewardship Council (MSC).
- There are no Genetically Modified (GM) ingredients in any of our lunches.
- All our fresh produce is top class as Class 1.



# What Our Customers Say

- *Our pupils have a great lunchtime experience. Lunch is a very important part of the day here and I was thrilled to be asked to be one of the first flagship/trial schools for the new 'Fresh Kitchen' menu and branding exercise. The new menus are modern, appealing and great value. The look and feel of the dining room is vibrant and I love the bright 'service values' which are displayed around the dining area as well as 'did you know' fun facts, which are often a topic of conversation for my pupils whilst they enjoy their meals. My catering team are enthused to be at the forefront of the new dining service resurgence and excited to play their part in rolling the initiative out to all schools in Rochdale*

*Mrs Suzanne Cassidy Head Teacher at Spotland Primary School Rochdale*

- *Keally I just wanted to keep in touch at the end of our first half term of being a cooking kitchen. Mary has been fantastic; she is encouraging the children to try new food as well as ensuring all children are being well fed with food they like. The massive change not only in quality but also in menus has been noticed by pupils, parents and staff alike. The number of pupils having a school meal has increased and we are very happy with this service. Although what sometimes seem "odd combinations" of food on the menu for a particular day the bigger picture across the week shows for a well-balanced and enjoyable menu with plenty of choice. Christmas dinner was an amazing success with record numbers of children enjoying a school meal and (at least from our side at least) all seemed to go smoothly. Thank you Kind regards, Richard.*

*Richard Walthall - Head Teacher*



Thank you

Any Questions?

