




Putting the Spice Back Into Gateshead School Catering


Michael Lamb – Facilities & Catering Manager




Background



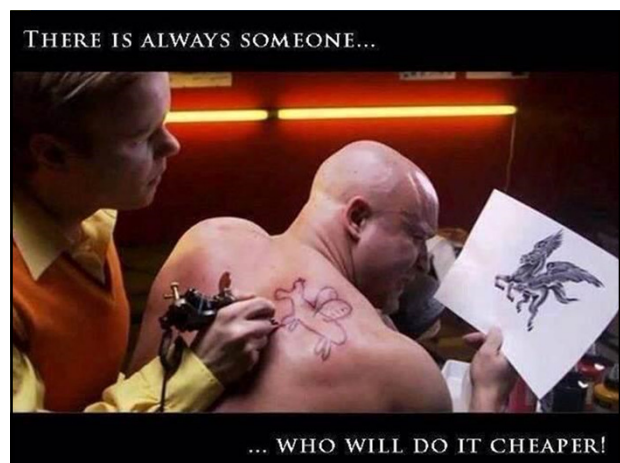

- Provide a service in 71 sites across the borough (68 primary schools & 3 comprehensives) + 1 contract in Sedgefield, County Durham
- 350 staff
- 68.0% of primary school pupils took a school meal in 2016/17
- We served over 2.3m meals last year
- Market becoming increasingly competitive
- Lost 3 Comprehensives & 4 primary schools in recent years to private sector



The Private Sector Caterers



- Competition is ultimately good it stops us being complacent
- Not always fair!
- We need to think about how we compete – what separates our services from theirs?
- How can we protect our business?
- Make it difficult for schools to move



Unfortunately, There is no Secret Formula.....



Perceptions



Development Chef



- Appointed in March 2016
- New perspective
- New ideas
- New knowledge
- Question everything we do
- Improve craft skills of staff
- Menu Planning
- Recipe Book
- Standardisation
- Salad Bar
- Ways of working



Marketing/Branding







Theme Days

90th Happy Birthday!

TRADITIONAL GREAT BRITISH ROAST DINNER

ROAST BONE BEEF
CRISPY ROAST POTATOES
CRAMBLE & SOUP
CARROTS & PEAS
DRESSING WITH GRAVY

STEAMED CHICKEN ON RICE
LEMON BUTTER SAUCE
OR
TOMATO AND ONION SOUP
OR
CHICKEN & BLACKBERRY SAUCE

OVERSEAS OPTION AVAILABLE ON REQUEST

Brandling Primary

Olympic Lunch

Wednesday 15 June 2016

Brazilian Meat Pizza (Pepperoni)
Olympic Turtles (Olives in a Cone)
Golden Rabbits (Mars Corn on Cobs)
Followed by
Olympic Medal Biscuit or Trolley of Fruit

Theme Days

Roald Dahl's Delicious Dinner

Thursday 3rd April 2014

MENU

Willy Wonkas Wheelie Wonderful Pizza
Charlie Buckets Curly Wurly Crispy Fries
Augustus Gloopy Loopy Baked Beans
Goompa Looompa Smartie Cookies

Golden ticket winner!

There are four Golden Tickets to find and eat with worth a £5 food (minus good luck)

SOUTH STREET SCHOOL

SPOOKTACULAR LUNCH

TUESDAY 31ST OCTOBER

MUMMY DOGS,
SPIDER WEBS (POTATOES)
AND BAKED BRAINS (BEANS)

FOLLOWED BY GOOBY EYE SCREAM (ICE CREAM)

Theme Days

BRANDLING Primary School

A PROPER GEORDIE DINNER!

MENU:

GEORDIE BANGERS
MASKED TATTIE
PEAS & GRAM
JAMMY DONUT

KINGSMEADOW COMPREHENSIVE

de national

FESTA

Taste of Spam!

PAELLA
TORTILLA DE PATATAS... SPANISH OMELETTE
PESTO... SPANISH RAITATOUILLE
MANTECADOS... SPANISH CRUMBLE CAKES





Consultation

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Consultation

TERM	DATE	FOOD/QUALITY	FOOD/PRESENTATION	SERVICE	COMMENTS
AUTUMN 2016	1- Sept-17	Very Good	Good	Good	
	16- Oct-17	Very Good	Good	Very Good	
	30- Oct-17	Satisfactory	Good	Satisfactory	
WINTER 2016	13- Nov-17	Very Good	Good	Very Good	
	27- Nov-17	Very Good	Good	Very Good	
	11- Dec-17	Satisfactory	Good	Satisfactory	
SPRING 2016	1- Jan-18	Very Good	Good	Very Good	
	15- Feb-18	Very Good	Good	Very Good	
	29- Feb-18	Satisfactory	Good	Satisfactory	
SUMMER 2016	13- Mar-18	Very Good	Good	Very Good	
	27- Mar-18	Very Good	Good	Very Good	
	10- Apr-18	Satisfactory	Good	Satisfactory	

Lets Talk About Food

- Showcase the new menu
- Talk about changes – whole-wheat pasta, vegetarian options, brown rice etc.



New Business - Sedgefield



- First contract won outside the borough
- Bespoke branding developed
- Quality food offer
- 3 Service points located around the school



New Business - Sedgefield



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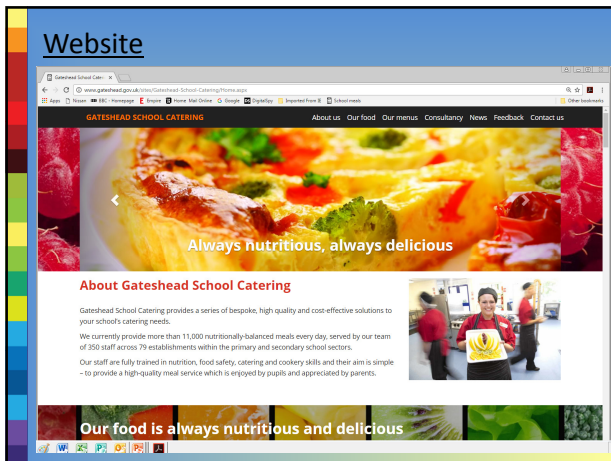


New Business - Sedgefield


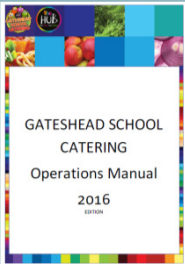
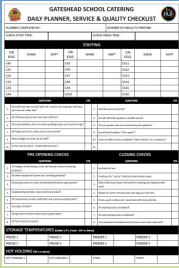



New Business - Sedgefield

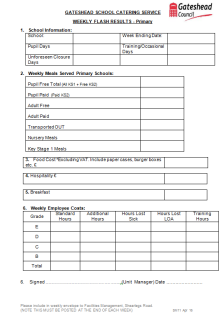





Systems

MIS System




- Food Costs
- Labour
- PI's
- Invoicing /Billing
- Slow will link in with Biostore system eventually



Other Initiatives

- Plates and bowls
- Side Salad
- Level 2 Customer Service Training
- Structured Choice
- Rolling SLA's / more robust contracting arrangements
- Unit Managers Conference
- 5 extra meals per day
- Auditor
- Newsletters
- Use of Social Media – especially for recruitment



Mistakes




Any Questions?

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