



Where there's a taste for life **Elior**[®]



Range of services

Catering, vending, hospitality, cleaning, reception and facilities management

Various sectors

Business & industry, leisure, education, MOD and healthcare

“small enough to care ~ big enough to support”



Issues within the leisure industry

Converting to a profitable commercial business

- implementing a modern, high street offer
- increasing the tariff
- relying on historical footfall figures to gauge our commercial risk



The Leisuredrome, Bishopbriggs



Before



After

Problems

Changing the look

Creating a modern vibe

One week timescale for refurbishment

Appeasing regular customers

Involving community

Solutions

Refurbishment plan at early stage

Good fitters with experience of timescales

Agree bonus/penalty fees for completion on time

Advertise 'new service' during refurb period

Contact community groups

Working in partnership ~ Open Communication

Discuss and agree the best way forward for both
East Dunbartonshire Council and Avenance



Adding Value

Encourage utilisation of the service

Benefits both East Dunbartonshire Council and Avenance

- Involvement of Community groups
- Regular promotions to increase sales

Promotion of the enhanced offer **prior** to opening
Special deals on official 'Opening day'

Discounted food offer for pensioners

Discounted food offer for leisure centre staff

Ongoing regular 'meal deals'

Regular loyalty schemes (coffee deals etc)

The image displays a collection of promotional posters for 'EAT DRINK RELAX' and 'DRINK RELAX' at CAFE max. The posters are arranged in a grid-like fashion. The top row features two posters for 'Kids Goodie Box' and 'Kids Healthy Box' for July and August, both priced at £2.50. The second row includes 'Panini Special' for September (£3.85) and 'Halloween Prize Draw' for October, which offers a 'Free Entry into our Raffle Draw on purchasing a Kids Meal'. The third row shows 'Bonfire Bonanza Prize Draw' for November (£2.85) and 'Coffee Loyalty Promotion' for December. A large 'Special Offer' poster in the center-right advertises a 'Cup of Tea and 2 Slices of Toast (served with butter)' for £1.00, available for pensioners from 9.00am to 11.45am. Below this is a '10% Discount' poster for Monday to Friday, 9.00am to 2.30pm. The CAFE max logo is visible on several posters.

Cost alone does not determine an excellent food service provider

In summary

A more professional, modern service and approach which is also commercially viable

Thank you for listening