

# Staff & Service Innovation

APSE Scottish Soft FM Seminar

14<sup>th</sup> November 2014

Dale Robson

Service Director

Facilities & Transport Services

Gateshead Council



# Staff & Service Innovation

- Innovation & service re-design
- Competing on quality & price
- Creating a winning brand

# Facilities & Transport Services

- FM
- Transport
- School Catering
- Civic Catering
- Building Cleaning
- Home Support
- Older Peoples Support

# Gateshead Council Funding Gap

- 75 million saved over the past 3 years
- 2014 – 2016 a further 45 million is needed
- Not savings but a funding gap
- Increased trading reduces the funding gap

# Service Budget Surplus Target

- We are budgeted to achieve a significant surplus from external contracts
- Increased targets for 2014-16

# Start with the staff

- Our biggest asset
- Communication
- Visibility
- Empowerment
- Painting pictures
- What is their outcome
- What do they want to do to achieve the outcome



# School and Civic Catering

- School and Hospitality Catering – 5 million
- Civic Catering -1 million





# What separates us from the competition?

- FM, catering, cleaning and transport staff working flexibly across our service
- Creating ambassadors
- Exceeding customer expectations – it needs to be better than satisfactory!



# What separates us from the competition?

- Customer Service Excellence
- Awards
- Benchmarking
- TV, radio. Press, social media e.g. free school meal week for reception pupils

## ▶ HORSEMEAT SCANDAL

# Councils and agency probe school meals

## Reassurances made as the row goes on

**Sarah Scott**

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**C**OUNCILS across the North East have been carrying out investigations to ensure there are no traces of horsemeat in their suppliers' products, including school meals.

As the horsemeat scandal continues, councils in the region are working with the Food Standards Agency (FSA) and contacting their suppliers to reassure residents.

Following the revelation from Lan-

cashire County Council that cottage pie testing positive for horsemeat was delivered to schools in their area, Gateshead Council issued a statement reassuring parents that the meat products served in schools in its area do not contain horsemeat.

The council has confirmed that it has no direct or indirect link with the school supplier Compass Group or with any of the companies currently under investigation.

Dale Robson, Service Director for Transport, Cleaning and Catering at Gateshead Council, said: "I am happy to reassure parents that the fresh meat in meals served in Gateshead schools is locally-sourced and does not contain horsemeat."

"We use a highly-reputable Gateshead-based catering butcher for all of our meat supplies. The meat they supply us with is locally-sourced and comes mostly from farms in the North of

**"The meat they supply is locally-sourced and comes mostly from farms in the North of England"**

England via abattoirs which do not slaughter horses.

"As a result, we currently have no plans to remove beef from school menus."

The council made the announcement after parents asked for reassurance that the products being served to their children are not the same as those at the centre of recent investigations by the Food Standards Agency and major supermarkets.

Mr Robson added: "Parents rightly demand that we only serve high-quality and fully-traceable meat to their children that is prepared fresh each day. That's exactly what we do."

School meals are required by government to meet stringent nutritional standards and that, Mr Robson said, usually precludes using some of the highly-processed products at the centre of the horse DNA controversy.

Other councils across the region also told parents that they had received reassurances from their suppliers that products did not contain traces of horse meat.

Craig James Blackburn, Portfolio Holder for City Services at Sunderland City Council, said: "There are more than 11,000 school meals served up in primary schools daily across the city, and many are meat-based. The council works closely with its suppliers and has received reassurances about the supply chain."

Don McLure, Durham county Council's corporate director of resources, said: "We have sought and received assurances from all of our suppliers that there is no cause for concern re-



garding the products they provide."

A spokeswoman for North Tyneside Council said it had been in contact with the FSA but had not been instructed to take any action.

And a spokesman for South Tyneside Catering Services said: "We have made all of the necessary stringent checks for council-run schools, nurseries and care homes across the borough and are satisfied with the quality assurance documentation from our meat suppliers."

"We use very little processed or convenience foods, with most of our meals being cooked from raw ingredients and prepared by experienced professional caterers."

Newcastle City Council confirmed it was one of the local authorities charged by the FSA to carry out an investigation of its area, although a spokesman said he could not elaborate on the investigation.



**ASSURANCES** Dale Robson, left, and Sunderland's James Blackburn



The Red Tractor logo is your guarantee of quality and origin. Every critical step of the food supply chain is independently inspected to ensure food is produced to quality standards by assured farmers, growers and producers in the UK, from farm to pack.



The MSC's fishery certification program and seafood ecolabel recognise and reward sustainable fishing. The standard is a guarantee that fish has come from well managed and sustainable fish stocks.



Fairtrade is a strategy for poverty alleviation and sustainable development. Its purpose is to create opportunities for producers and workers who have been economically disadvantaged or marginalised by the conventional trading system.



Freedom Food is the RSPCA's farm assurance and food labelling scheme. It aims to improve the welfare of animals farmed for our food. The British Lion mark on egg shells and egg boxes means that the eggs have been produced to the highest standards of food safety.





# Managing a Successful Service?

- Pricing
- Empowerment - again
- Name change
- Retainer Pay
- Targeted schools where feedback was satisfactory
- Unit Manager Moves



# Primary Schools Branding



- Established a brand identity for Primary Schools
- Marketing materials are working well.



# Comprehensive Branding

- Need for a “brand”
- Use of specialist marketing company
- Listened to views of staff, schools and pupils
- Wanted look and feel of the high street and not necessarily local authority catering!
- Selling our Franchise and Management support



# Hub Branding

**the HUB**  
Your FOOD - Your CHOICE

**great new promotions**  
available everyday

**15th April – 3rd May**  
**Pasta King**  
£1.70  
Saving you 30p

**6th May – 24th May**  
**Curry, Rice & Naan**  
£1.70  
Saving you 30p

**3rd June – 28th June**  
**Jacket, Filling & Salad**  
£1.60  
Saving you 20p

**1st July – 19th July**  
**Southern Style Chicken Sandwich and 330ml Radnor Hills Water**  
£2.35  
Saving you 30p

**the HUB**  
Your FOOD - Your CHOICE

**Find out what's on the menu at your school**

<b>General Menu &amp; Tariff</b>		<b>Lunch Deals</b>	
Toast, spread & jam	£0.25	2-course special menu	£2.00
Bagel	£0.70	Main course with veg & potatoes	£1.65
Croissant	£0.60		
Pretzel	£0.90		
Bacon Sandwich	£1.10		
Sausage Sandwich	£1.00		
Chicken Bun	£1.65		
Southern Style Chicken Sandwich & Salad	£2.15		
		<b>Sandwiches</b>	
		Fresh selection daily	from £1.55
		Tortilla Wraps	from £1.80
		Paninis	from £1.85

  

<b>Pizza, Pots &amp; Pasta</b>	<b>Extras</b>	<b>Drinks</b>
Pasta King	Soup & a Bun	Radnor Hills Mineral Water 330ml
Curry, Rice & Naan	Vegetable	Radnor Hills Mineral Water 500ml
Chicken Joes	Baked Beans	Aqua Juice 330ml
Pizza Slice	Sauce Portion	Aqua Juice 500ml
Cheese & Tomato Pizza Square		Calypso Fruit Shot 85ml
		Calypso Juice Carton 200ml
		Fair Trade Juice Carton 200ml
		Radnor Fruit Flizz 330ml
		Radnor Fruit Flizz 500ml
		Milk (Semi-skimmed)
		Milkshake 200ml
		Hot drinks

  

<b>Jackets</b>	<b>Desserts</b>
Filled Jacket & Side Salad	Hot & Cold Puddings
Extra toppings, choose from:	Homemade Cookie
Tuna, Cheese, Coleslaw, Beans	Homemade Cake
Extra Salad	Chocolate Brownie / Muffin
	Yoghurt
	Fresh Fruit from
	Fresh Fruit Salad Cup

  

**Free School Meals**

If you think you may be entitled to free meals, please contact us on 0191 433 5729.

**Contact Us:** If you have a question or comment, please let us know. Freephone 0800 169 2780. If you would like this information in large print, Braille, on tape/CD or another language, please contact us on 0191 433 5522.

**School Catering**  
Gateshead Council, Shearlegs Road,  
Gateshead, NE8 3EN  
Email: customerservices@gateshead.gov.uk





# Look What's On at

[illegible][illegible]

**HUB**

**great new promotions available every day**

**Pasta King**  
 £1.60  
 Saving you 50p

**Curry, Rice & Naan**  
 £1.60  
 Saving you 50p

**Jacket, Filling & Salad**  
 £1.50  
 Saving you 50p

**Southern Style Chicken Sandwich**  
 £2.15  
 Saving you 20p

# Menu/Information

## 2 COURSE SPECIAL

Corned Beef pie

Ham Quiche

Stir Fry & Noodles

Apple Crumble













 @ Kingsmeadow

2 COURSE SPECIAL

 joe's

Grab & Go

 the HUB  
Your FOOD - Your CHOICE

 the HUB  
Your FOOD - Your CHOICE

 the HUB  
Your FOOD - Your CHOICE



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SEWICKS TEA ROOMS • WEDDINGS • CONFERRING & BANQUETING

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award-winning venue  
exceptional catering  
the wedding day of your dreams

*Let us make your dream day come true*

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**Email: [civiccateringbookings@gateshead.gov.uk](mailto:civiccateringbookings@gateshead.gov.uk)**





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# The Need For a Brand



# Building Cleaning

£5 million turnover

700 staff

250 buildings



# Building Cleaning External Contracts

- Baltic Centre for Contemporary Arts Northumbria Police
- Gateshead Schools
- Gateshead Academies
- The Gateshead Housing Company Derwentside Homes
- Home Support Service
- Dunston Drop In Centre
- Regional Intelligence Unit (Durham Police)
- Bede Primary Care Trust
- Aquila Way
- Blue Sky Trust
- Northumberland National Park
- **Ongoing Variation Work**
- General (House Cleans etc)
- Willmott Dixon
- BBC Newcastle (CBBC)
- Landlease – Campground and South Shields
- The Sage Gateshead @ The Old Town Hall
- Gladstone Terrace
- Unison offices, Gateshead
- Prince Bishop Homes

# Gateshead Council Home Support Service



HELP – where you need  
it most!



# Gateshead Council Older People's Support Service



Supporting you in your home





# Building Cleaning Charges

Home Support Service

£10.50 per hr

465 Clients

Approx £245k

Older Peoples Support

£13.41 per hr

Grant of £304k

Provides 435 hrs support  
per week

# Home Support Service



## Range of Home Support Services offered:

- Weekly – Vacuuming carpets, dusting, sweeping and washing hard floors, emptying bins, thoroughly cleaning bathroom and kitchen, clean microwave.
- Monthly – Clean internal windows, thoroughly clean all paintwork
- Six Monthly – Clean oven & fridge
- Yearly – Clean inside of kitchen cupboards, clean light fittings
- Laundry – Washing curtains and nets, sorting out washing, putting laundry into machines, hanging washing out, ironing
- Heavier Household tasks – Making beds and changing bed linen, spring cleaning, mattress turning, carpet cleaning, upholstery cleaning, washing walls
- Small Jobs – changing light bulbs, fitting curtain rails, changing fuses in household appliances
- Errands – Shopping
- Health and Wellbeing – Completing Home safety checklist, advice to help prevent accidents in the home, fitting safety chains and smoke detectors.



# What We Are Providing



## Low level preventative support service

- Visiting service/reducing isolation / befriending
- Providing access to social interaction
- Signposting to welfare rights/benefits check
- Information conduit
- Household clerical tasks
- Independent living skills / kitchen skills training
- Accompanied shopping / arranging delivery
- Home safety check (RoSPA)
- Handyperson service – change fuses, plugs, small repair jobs
- Security advice – fit security equipment

# Benefits

- 625 Older People are more able to exercise 'independence, choice and control over their lives.'
- Prevents / delays more intensive care.
- OPSS and HSS staff work within their own neighbourhood – helps with links to the local community.
- Continuity – fewer support workers entering a property.
- Feedback – Clients / Agencies

# What other services could be offered to older people?

- Gardening
- Decorating
- Small Tasks (Handyman Service)
- Laundry

Perception is reality



# How many men does it take to change a traffic light bulb?

SIX workmen stand watching as a colleague changes a light bulb on a dual carriageway.

Four even have their arms folded as the man mounts a ladder to fix the traffic light.

Karl Baker took a snap of them on the

A30 in Cranbrook, Devon, and posted it to Facebook. It has since gone viral. He wrote:

"Words fail me! Good to see highways are helping to reduce local unemployment."

It certainly reminded us of an old joke...



**(ONE TO DO THE WORK  
AND SIX TO WATCH)**

Dale Robson  
Service Director  
Facilities & Transport Services  
Gateshead Council