



WINNING SCHOOL CATERING CONTRACTS

Defining your strengths and describing your offer

Understanding the tender process and contract expectations

Tender documents that impress

YOU ARE THE EXPERTS

Deliver the service	Measure satisfaction levels
Drive innovation	Develop & nurture positive client relationships
Monitor standards, quality and performance	Grow internal and external partnerships
Control costs and maximise income	Manage your workforce
Comply with health & safety, legislation	Provide operational consistency
Create, design, consider new markets, develop, launch, evaluate	Deliver social outcomes – health & attainment
Procure	Deliver the bottom P&L account
Manage efficiencies	Measure success
Communicate with all stakeholders	Create opportunity and develop business

CAN'T SEE
THE WOOD
FOR THE
TREES

Sometimes when you concentrate
on the minute details you lose
sight of the overall picture.



Sometimes, you are so busy
doing what you're doing,
you don't get the time to stand back
and understand how good you are
and tell everyone about it!

HOW DO YOU
SHOWCASE
HOW GOOD
YOU ARE?

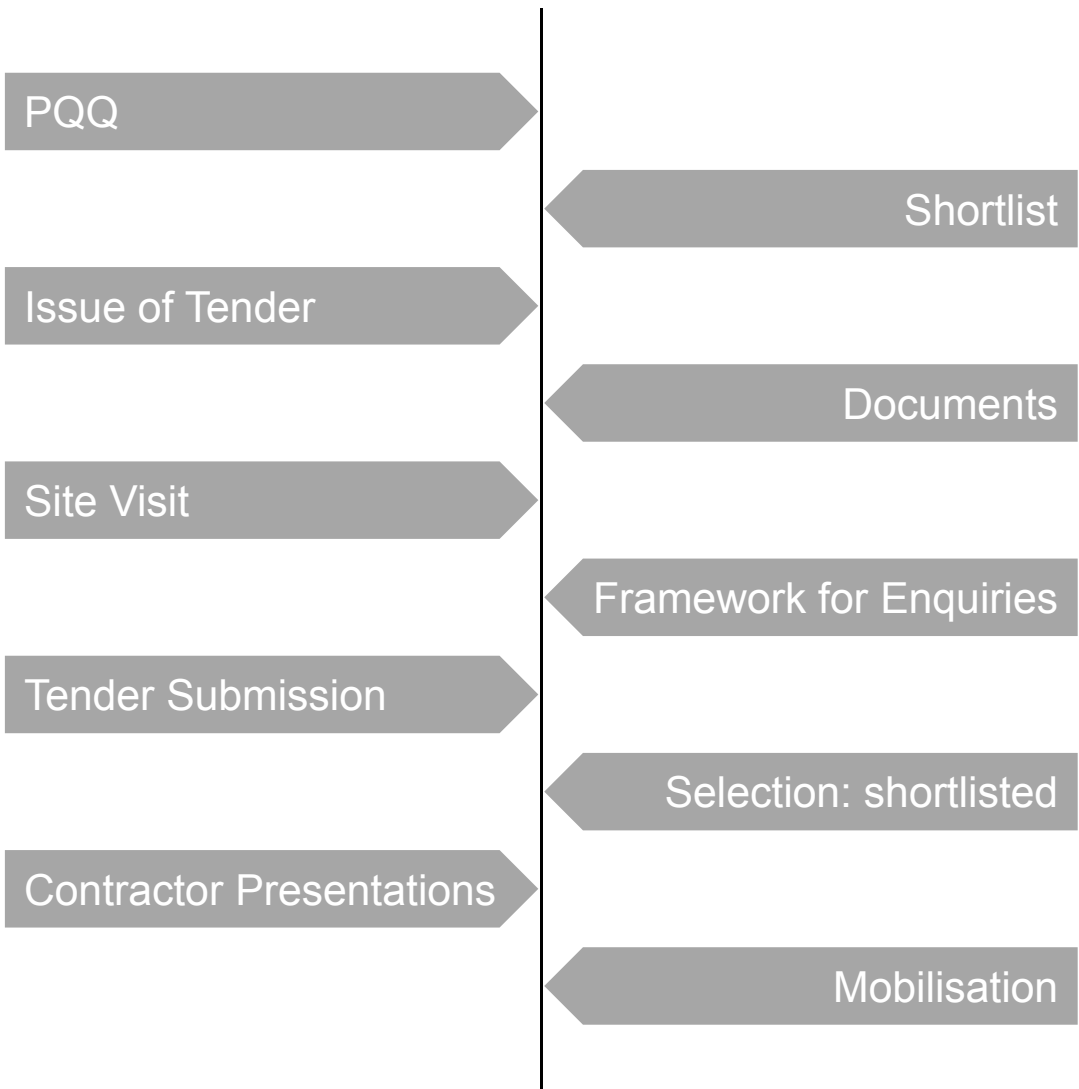
WHAT DOES GOOD
LOOK LIKE?

to you	to your boss	to the council
to your workforce	to the headteacher	to the school business manager
to governors	to students	to parents / carers

TIME FOR A CHANGE?

CONTRACT / SLA PERIOD EXPIRED	Time to retender
TARGETED BY COMPETITION	Better deal on the table
POOR SERVICE	Client dissatisfaction
CHANGING PLATFORM	Moving to a multi-academy
CLIENT REQUIREMENT TO SECURE A BETTER DEAL	Exploring the market

TENDER SUBMISSION FORMAT



TENDER EVALUATION



Process
managed by an
external
consultant



Tender aims:
*Obtain
competitive
comparables*

8+

External
competition:
*8+ companies
bidding*

8-12

Timeframes
vary:
*whole process
can be 8 to 12
weeks*



Evaluation
criteria

EXAMPLE 1



Price: 40%

Quality of declared service provision: 40%

Top 3 selected to company presentation: 20%

EXAMPLE 2



Innovation: 15%

Menus & Food Experience: 20%

Customer Requirements: 15%

Account Management & Technical Support: 10%

Financial Schedules: 25%

Added Value: 15%

EXAMPLE 3



Innovative menu choices – quality meal options
– proactive service solutions: 30%

Cost competitive proposals and financial
guarantees including investment: 30%

References and quality assurance procedures,
including management support to deliver the
improvements offered within tender: 25%

Depth of contractor's experience within the
education sector: 10%

Company policies and procedures to ensure
delivery of the service is compliant: 5%

WINNING
BUSINESS



RETAINING
BUSINESS

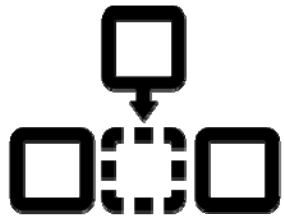


WHAT DO
YOU DO NOW?

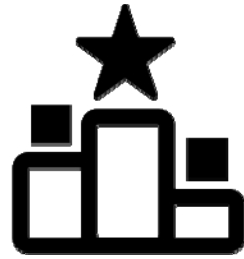


GETTING READY

BEING PREPARED



SWOT
Understand your
business position



How you compare

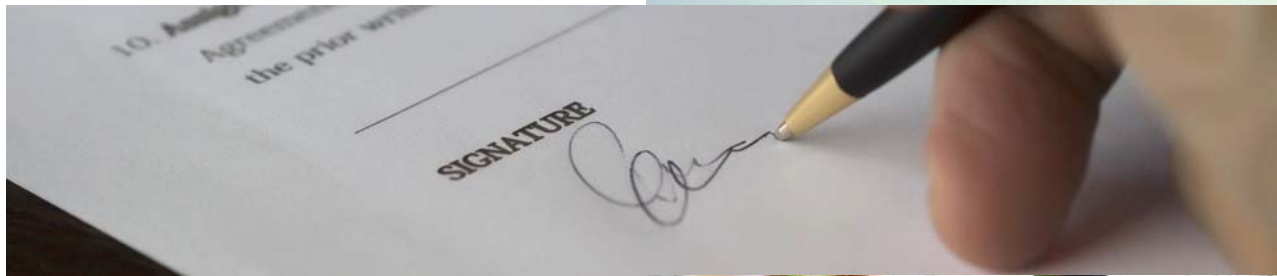


Strengthening your
gaps

SLA's



Contract
Tenders



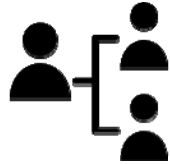
Marketing
Brochures



Selling your
service



WHY CHOOSE YOU?



Council vision

Who you are
and what you
do

Being clear on
your offer

Documenting
your approach,
your systems

Selling the
benefits

PORTFOLIO OF EVIDENCE



Testimonials

Library of photos
*What “good”
looks like!*

Marketing
platform

Systems &
policies
documentation

Evidencing your
success



CUSTOMER ENGAGEMENT

How you communicate
with clients
with employees
with customers

Establishing those relationships

Measuring satisfaction

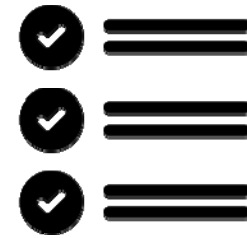
RESOURCE



Financial offer



Upfront investment



Performance monitoring

MAGAZINE STYLE OFFER

Indicative costs

Service assessment – health check

Brand development

Menu & poster design

Photography

APSE Resource

Helping you to retain and win business

