# 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 Your



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







WEEK 1



#### **Our Brand**

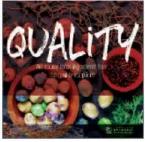
















### What Our Customers Say

• 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?

