

SHIRE | **Rebranding the** **services** | **Catering Service**

Susan Vuli | General Manager

APPG School Food Awards 2025 | Group Category Winner

SHIRE services | Overview



Trusted
public-sector
catering
provider



Serving
schools,
councils and
communities



Known for
quality,
consistency
and value



Committed to
delivering
accessible,
nutritious meals

SHIRE | Identifying the services | Challenges

Outdated, inconsistent brand identity

Website lacked clarity and accessibility

Limited digital visibility

Academy Trusts

Schools under financial pressure

Increasing tender competition



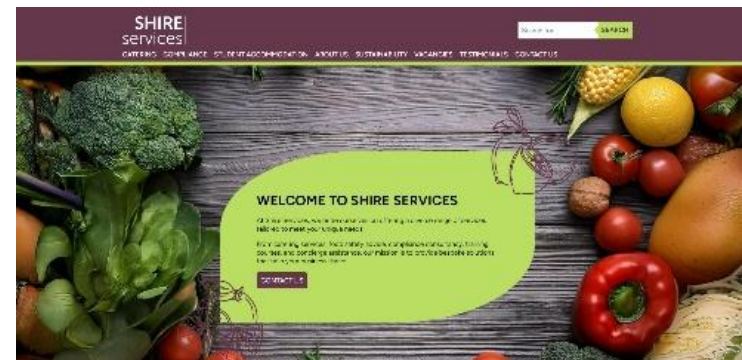
shireservices
Dining in Education ●●



SHIRE | FRESH |
services | dining

SHIRE | services | Developing Solutions

- ✓ Modern, cohesive rebrand
- ✓ Rebuilt, user-friendly website
- ✓ Stronger social media presence
- ✓ Richer content and clearer messaging
- ✓ Analytics guiding decisions
- ✓ Cost-efficient in-house delivery



SHIRE | Taking the Service services | Forward



Improved client
confidence



Stronger tender
competitiveness



Higher digital
engagement



Clearer
communication
for schools



Future: deeper
analytics and
richer content

SHIRE | services | Performance Highlights

Account Summary

Account totals

ACCOUNT	FOLLOWERS	FANS	ACCOUNT IMP.	POST IMPRES.	ACCOUNT REA.	POST REACH	LINK CLICKS	PUBLISHED PO.	POST ENGAGE.
Shire Services	804 ↑ 52	N/A	N/A	893 ↑ 800	N/A	N/A	60	29 ↑ 24	10.97% ↑ 10.97%
Shire Services	1.1K ↑ 79	1K ↑ 2K	13.7K ↑ 8.2K	8.5K ↑ 4.4K	272.4K ↑ 180.2K	7.8K ↑ 4.4K	394 ↑ 145	29 ↑ 24	7.15% ↑ 0.57%
Shire Services	172	N/A	7K	6.2K	121.71	4.2K	24	29	6.44%



LinkedIn: Strong Early Growth & Engagement Impact



+172 new followers gained in initial months
Expanding audience reach and sector visibility



34% increase in post impressions
Content reaching significantly more stakeholders



40% rise in page visitors
Higher interest in updates, resources, and organisational activity



56.5% uplift in search appearances in one week
Improved discoverability and relevance on LinkedIn

SHIRE
services |

Strengthening the Service for the Future

Brand delivering clarity and trust
Service positioned for growth
Stronger long-term service delivery



Thank You

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