

# **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Outdated, inconsistent brand identity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

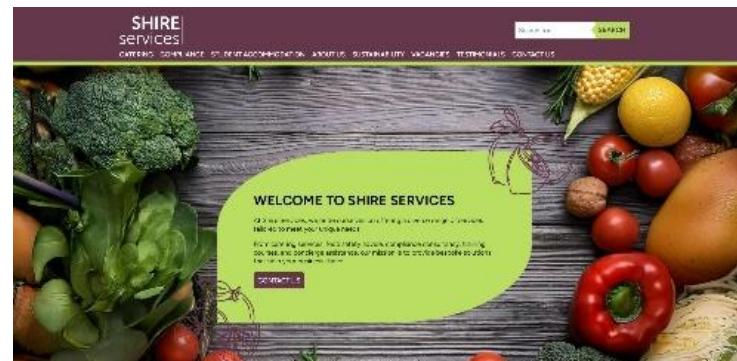
Schools under financial pressure

Increasing tender competition



# SHIRE | Developing services | 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 IMPRESSIONS	ACCOUNT REA.	POST REACH	LINK CLICKS	PUBLISHED PO.	POST ENGAGE...
Shire Services	804 <span>↑52</span>	N/A	N/A	893 <span>↑800</span>	N/A	N/A	60	29 <span>↑24</span>	10.97% <span>↑10.97%</span>
Shire Services	1.1K <span>↑79</span>	1K <span>↑1K</span>	13.7K <span>↑8.2K</span>	8.5K <span>↑4.4K</span>	272.45 <span>↑180.26</span>	7.8K <span>↑4.4K</span>	394 <span>↑345</span>	29 <span>↑24</span>	7.15% <span>↑0.57%</span>
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

**Susan Vuli, General Manager**

01743 250259

[susan.vuli@shropshire.gov.uk](mailto:susan.vuli@shropshire.gov.uk)

