

CHESHIRE EAST CATERING



**FRESH THINKING
FRESH FOOD**



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CE CATERING

ABOUT

Cheshire East Catering (CEC) is a non-profit making, but accountable, department of Cheshire East Council, providing services to hundreds of schools and other organisations throughout Cheshire East.

CE Catering recognise that schools need to be able to concentrate on their core activities, secure in the knowledge that all catering activities are being dealt with efficiently and professionally.



THE CORE VALUES OF CE CATERING

CE Catering provides a customer focused, good quality, value for money catering service that meets the needs of pupils, teachers, governors, parents and Cheshire East Council.

This is achieved by:-

Continually undertaking market research into the needs of customers and ensuring that the information gathered is used to make service improvements.

Assessing how the service is provided and encouraging management and staff to identify quality advancements.

Setting clear directions to everyone in CE Catering so that they know what is expected of them and thus achieve excellent job motivation and satisfaction.

Developing full potential of everyone within the organisation via training, appraisals, praise and reward.

Ensuring that the lines of communication within the organisation, and with its customers, are always two-way.

Providing value for money at the point of sale so that customers want to return on a daily basis.

Continuously raising the profile of school meals within the County so that it is seen by all to be proactive, caring and supporting the education process.

Playing our part in achieving the financial and social targets set by Cheshire East Council.

Re-investing surpluses into the business so that quality and customers satisfaction is maximised.

Providing job security and good employment practices for all our employees so that CE Catering remains in the best position to win future contracts.

Giving peace of mind that CE Catering is part of Cheshire East Council, and therefore will ensure that the service will be run as effectively as possible and that as a Local Education Authority provider of school meals has the concerns of the community at the heart of all it does.

SUPPORT STAFF

HEAD OFFICE ADMINISTRATION TEAM

CE Catering's Head Quarters is in Middlewich and has a full administrative support team. The team leader is supported by three assistants. The administration team deal with all calls that come in from the school from repairs required to financial information and advice.

SPECIALIST SUPPORT

CE Catering also uses specialist support functions, both within and outside the Council.

THESE INCLUDE:

FOOD DEVELOPMENT MANAGER

CE Catering employ a dedicated Food Development Manager who is responsible for new product development, carrying out all marketing testing and advising schools on the whole schools approach as well as ensuring the menus meet compulsive legislation whilst focusing on healthy eating. They will be involved with all the procurement exercises and ensuring the products selected meet our menu requirements. .

The catering service has invested in a "SAFFRON" computer system, which allows us to provide all the nutritional data required by the school, to ensure they are legislatively compliant with the government guidelines.

We currently have a Bronze awarded menu which equates to 75% of the cater mark criteria

HUMAN RESOURCES

CE Catering is supported by Cheshire East Council Human Resources and adheres to all Council policies and procedures. New Recruits would be offered membership to the Local Government's Pensions scheme.

PROCUREMENT

All food items are purchased with assistance from Cheshire East Council's Procurement Team. This ensures that CE Catering's purchasing power is used to best effect and the financial regulations are complied with. On key lines our Food Development Manager will liaise with procurement to ensure the best price is sought. This enables CE Catering to utilise the purchasing power of the distributor to get optimum prices on low volume products.

CE Catering favour the use of frameworks; this ensures the legalities of tendering are covered.

Only food purchased from our contracted suppliers will be served, ensuring food is fit for purpose and meets the requirements set out in the CE Catering food policy.



KEY PERSONNEL

BASED IN MIDDLEWICH, OUR CENTRAL MANAGEMENT TEAM CONSISTS OF:

Principal Catering Manager

Contract Manager

Food Development Manager

Operations Managers

Training Manager

TEAM MEMBERS

Operations Managers

Based at Dalton House, Middlewich, the team are fully equipped to deal with every eventuality that may occur in a busy working kitchen and are close enough to respond quickly.

The Operations Managers will have direct contact with the designated school liaison contact and will take responsibility for the smooth running of catering operations at the school.

Each Operations Manager oversees primary and secondary schools within a locality, this ensures they are communicating with customers of all ages. As their work in schools covers a wide demographic, they can share "best practice" across all the schools they oversee.

From a business perspective it involves less travelling, therefore the manager at each school can spend time effectively.

TEAM COMPETENCIES:

- Every member of the team works full time for CE Catering
- Every individual possesses proven competence in the catering field
- Every member communicates technical knowledge effectively
- Every member is computer literate
- Every individual will support staff development at the school

All members are briefed by the Contract Manager so that they understand individual school's requirements for efficient and effective service delivery.



ENVIRONMENTAL HEALTH

The Council's Environmental Health Department is contracted to supply:-

- Recommendations for equipment.
- Development and maintenance of Hazard Analysis and Critical Control Points (HACCP) System to ensure compliance with the Food Safety (General Food Hygiene) Regulations, 1995.
- Consultation on maintenance programmes.
- Technical advice on major refurbishment proposals.
- Immediate notification of Food Hazard Warnings.
- Liaison with local enforcing authorities.
- Running and certifying Level 2 Food Hygiene courses.
- Development of written Approval Procedures to complement the hygiene quality manual.

HEALTH AND SAFETY

CE Catering has full professional support in all aspects of Health and Safety legislation. This support is provided by the Council's Health and Safety Co-ordinator.

OCCUPATIONAL HEALTH

The Council's Occupational Health Unit supplies all aspects of health advice to CE Catering, including medical screening for applicants and advice on individual health problems.

KITCHEN DESIGN

CE Catering has access to professional kitchen design resources that will also provide project management support for individual kitchen design schemes.

MAINTENANCE AND REPAIR OF COOKING EQUIPMENT

CE Catering have a dedicated contractor in place that will carry out maintenance and repairs of all heavy equipment.



OUR SERVICE STRATEGIES

Caterers sell food on a plate. CE Catering delivers much more than just that. We are in the business of offering a relevant and distinctive 'meal experience' to our customers and an energetic and dynamic partnership to schools in Cheshire East.

School meals have been dogged by negative image problems since time immemorial. It probably goes without saying that, during the last three years, the profile of school meals has been at a higher level than for many years. Not a day went by without a story in a paper or on television, some positive, others not so, highlighting what children were being fed in schools across the country. The television series "Jamie's School Dinners" received a great deal of publicity and played its part in the Government intervention and commitment to put additional funding into our industry.

CE Catering has been working in partnership with schools for many years to provide a quality service in line with customer needs, meeting and often exceeding the Government's guidelines for nutrition. There is no nutritional value in a meal that doesn't get eaten, no matter how good the ingredients are at the start. That is why CE Catering work hard to strike the balance between providing healthy food and ensuring it is presented in such a way that customers will both eat and enjoy it.

During the past few years, the service has become more than just the food on the plate with the need to educate children about the importance of dieting and exercise.

The marketing activity carried out throughout the year proves to be very effective. Our extensive communication plan ensures all stakeholders are kept up to date with news and issues. Also the quality of material sent out or displayed reflects the professionalism of the food served.

This has resulted in improvements to the perception of the service following the negative press coverage. As a result of this, meal numbers throughout the county remain higher than the majority of authorities across the UK.

In the spirit of the Government guidelines, we envisage and welcome an integrated whole school approach to catering in the future, with CE Catering and school staff at all levels contributing to a successful operation of which we can all be proud. Offering increased **value for money**, increasing the **homemade dishes** and **effective marketing** will all help achieving success.

As part of the whole school approach, and a key driver of school positioning in the education marketplace, the catering service could and should be considered an asset worthy of investment, care and attention.

MENU OFFER

CE Catering is committed to continuously improving the quality of products available to our customers and enhancing our recipes, whilst ensuring the effective promotion of healthy, nutritious foods that meet legislative requirements.

The menus take into account seasonal changes and is continually developing to improve in quality – way beyond any of our competitors and the Government guidelines.

THE MENUS INCLUDE:-

- Delicious home made dishes of the day
- Protein items that promote low fat, sat and sugar content and 100% 'whole meat' content
- Where items are still of a high percentages of meat in items such as sausages, although a quality item, these 'processed' items are appearing less on the menu and being replaced with 'homemade' alternatives
- Fresh potatoes of the day and fresh or frozen vegetables, locally procured when in season are served daily
- Self-serve salad bars allow access to unlimited salad to all customers everyday
- Homemade soups will be offered daily during the winter months, in addition to the vegetable portion, as these are a great way to encourage children towards eating their 2 portions of fruit or vegetables that we, as a school meals provider, wish to encourage
- Home made cakes and biscuits daily ensuring fruit and cereal content is at the fore
- Fresh fruit, milk and milk drinks, and waters available on a daily basis.

With the knowledge of what we currently offer, CE Catering are confident you would be pleased with the differentiation in the quality, portion size and value for money of menu items and the continuous programme of development in this area; always focusing on healthier eating into the future.

CE Catering has very rigid procurement processes ensuring food is delivered at the right temperature, in the right way and to the required standard, adhering to all food related legislation – so you can be sure your children eat food that is fit for purpose.

HEALTHY EATING

Cheshire East Catering is committed to providing a high quality service that promotes Healthy Eating to the pupils and staff of Cheshire East. The School Catering Service supports and adheres to the Nutritional Standards for School Lunches and other School Food 2006 that recommend a diet high in fibre, low in fat, sugar and salt. CE Catering incorporate the principles of the Jamie Oliver "Feed me better Campaign" for catering and offers a hot cooked meal each day.

Our menus meet the Government Nutritional Guidelines and we are working towards the Nutrient Guidelines.

We use better quality ingredients and more homemade items. Our catering staff are all trained in Healthier Foods and Special Diets to help us convey the messages consistently to our customers about healthy eating, hoping this will be embedded into their life long learning.

We fully recognise that we are a key player in influencing food uptake and healthy eating with our customers, and have already taken steps to improve our product portfolio by ensuring fresh salad and fruit are available throughout

the school day. We have also developed more vegetarian options and products that are now available to customers.

CE Catering staff are encouraged to promote Healthy Eating and are happy to speak to parents with queries on this issue. The senior management team has built up good working relationships with local NHS Trust colleagues, oral health strategists and all other colleagues within Children and Families.

SPECIAL DIETS, MULTI-CULTURAL BACKGROUNDS AND VEGETARIANS

The special diet information has been provided within the food policy. CE Catering always ensure that vegetarian items are offered on the daily menu. We are able to offer some Halal products, however CE Catering is willing to work with anyone who may have special requirements. The cost of some products may be higher and therefore this would be reflected in the selling price.

PORTION SIZES

Portion sizes are dictated by the Government Nutritional Guidelines, these are taken into account when recipes are planned.

RECIPE BOOKS

Every Catering Supervisor is provided with a comprehensive recipe book. The recipe book contains every Main course and Dessert recipe used in the provision of the service; it details all the ingredients and quantities.

PROMOTING THE SERVICE

To enable us to promote to customers effectively and increase knowledge and awareness of forthcoming activity CE Catering have developed an annual programme of themed day menus and dates to be delivered on a minimum of a regular basis.

Promotional flyers and activity sheets are used for promotional events, and prizes can be awarded for winners.

Menus can be provided to school for publication on the school website, alongside promotional leaflets and menus for parents/carers.

Parent's evenings are a regular feature in schools and we would welcome the opportunity to attend and promote the service, via face to face meetings and sharing of foods to sample.

Tasting dishes can be provided for children to sample at lunchtime, this works very well when new dishes are introduced, as children can try the new dishes before they are on the menu.

The suppliers that we work with ,are able to come to the school to talk to children about the foods they provide, recently our fruit and vegetable supplier visited a school and provided a "smoothie " making lesson.



FOOD AND RECIPES

CHESHIRE EAST CATERING FOOD PURCHASING POLICY

In line with Cheshire East's policy of using local producers, manufacturers and suppliers, CE Catering will give Cheshire based suppliers priority where quality and price are comparable.

All food products are checked against the Government's Nutritional Guidelines as well as CE menu planning criteria for acceptability.

We continually strive to find new, improved and novel food products that meet customer demand and stimulate interest. CE Catering achieves this by keeping abreast of developments in the market sector through trade exhibitions, journals, catering associations, DEFRA advice, peer authorities and competitor research.

We pride ourselves on our rigorous NPD (new product development) process, which involves the initial screening of all products for ingredients and nutritional value against strict criteria. Concept testing and recipe development is conducted on an ongoing basis and viable dishes carried to the testing panel phase in actual schools before being finally launched.

We will continue to place great emphasis on customer response and parental feedback to new products. Throughout this process CE Catering will liaise with clients and customers to ensure acceptable quality and fair pricing.

CE Catering is committed to offering its customers food products, which have been produced, stored and delivered in the safest, most hygienic manner. We place stringent contractual demands on our suppliers in

support of legislative requirements and optimum trade operating practices. Regular random inspections are carried out by our Food Development Manager to ensure that all steps in the supply chain meet our demands.



CE CATERING USES:

THE HIGHEST STANDARDS TO SELECT

THE BEST SUPPLIERS AND THE RIGHT PRODUCTS

TO SATISFY ALL OUR CUSTOMERS



SUPPLIERS

Suppliers are strictly vetted including both premises and delivery fleets for quality and hygiene. We regularly review our suppliers of fruit and salad items, frozen goods, drinks suppliers, butchers and dry goods. Within each of those categories, negotiation continually takes place as to the uptakes of particular products sold, thus giving us the flexibility to tailor individual items in order to respond to diverse customer needs.

Through the CE Catering supply chain, specifications of all products can be provided upon request.

CE Catering as part of Cheshire East Council has strict procedures to follow in respect of supplier selection.

In addition listed is a summary of our requirements for food suppliers.

- All suppliers must be registered as a food business with the Local Environmental Health and have been successfully inspected as such.
- Suppliers must have an acceptable HACCP analysis system.
- Suppliers must have a quality Assurance Scheme ideally accredited to EN45011 or equivalent as recommended by DEFRA.
- Suppliers must ideally be visited, inspected and approved by an industry recognised third party accreditation body and have appropriate certification.
- Suppliers must have up to date specifications of products available upon request.



SOIL ASSOCIATION

The Food for Life Partnership is a network of schools and communities across England committed to transforming food culture. We aim to reach out through schools to give communities access to seasonal, local and organic food, and to the skills they need to cook and grow fresh food.



FOOD & SUSTAINABLE DEVELOPMENT

Much effort has been made to source local food and to ensure the best use of sustainable resources. All suppliers are required to avoid non-vital transportation of goods and are asked to offer Cheshire sourced products wherever possible.

A meat tender process has been carried out so that we could engage local butchers to deliver fresh meat into our schools. As part of this process we asked that all meat products supplied are Farm Assured. By doing this we have been awarded the Soil Association's Food for Life Bronze Award for our primary school menu.

Our major food distributors are based at local distribution centres in Runcorn and Manchester. Our Preston based fruit and vegetables supplier has committed to support Cheshire growers wherever possible and, for example, virtually all the baking potatoes that they supply come from Cheshire growers.

Our bread is supplied by Roberts Bakery in Northwich.

Our range of fish products are MSC certified under the Marine Stewardship Council scheme for sustainability.

Most of our drink range is supplied by Calypso, who used to be based in Tattenhall but have relocated to nearby Wrexham.

LOOKING AFTER THE ENVIRONMENT

Within the kitchens we require our staff to deploy our energy conservation policies to help avoid excess consumption of energy. While for a number of years we have been working with a local company to recycle waste food oil.

We continue to seek local and environmentally sustainable sourcing of all products within our range and expect that the list of locally sourced foods will develop over time.

COMPLAINTS PROCEDURE

CE Catering operate a complaints procedure for all food related issues. These are completed and sent to our head office, the Food Development Manager would then liaise with the Catering Supervisor to rectify and address the complaint.

The Catering Supervisor has the contact details for the Food Development Manager, who they must ring upon receipt of a serious complaint prior to the paper copy been sent to head office. This ensures the complaint is dealt with immediately.

Complaints or suggestions in relation to the service provided can be made via the Cheshire East Council Website. There is also a contact centre that deals with telephone complaints, suggestions and queries.



STAFF – OUR GREATEST ASSET

QUALITY ASSURANCE

CE recognised that schools need to be able to concentrate on providing education, secure in the knowledge that all catering related activities are being dealt with professionally and efficiently. Our Core Values demonstrate our commitment to delivering a quality service for all our clients.

CE believes a contract is being managed successfully if the following conditions are met:-

- Service delivery arrangements continue to be satisfactory to both the school and supplier
- Expected business benefits and Best Value are being realised
- The supplier is co-operative and responsive
- Both school and supplier recognise their respective obligations under the contract
- The absence of any dispute
- There are no surprises

QUALITY ASSURANCE DOCUMENTATION

Quality Assurance audits are carried out at least termly and all other activities are regular an ongoing. The standard documentation can be modified to suit any specific requirements of the school.

Underpinned by our staff training and development programmes, we offer a Total Quality Management solution, which creates a positive quality culture throughout the whole service.



ORGANISATION AND MANAGEMENT OF PERSONNEL TO DELIVER THE CATERING SERVICES (OVERVIEW)

CE Catering has a dedicated East Cheshire school management team to support the effective delivery of the catering services with the school sector. Along with the Contract Manager each school has a dedicated Operations manager to oversee the catering services in their school, with the additional support of the rest of the team as and when required.

Their main responsibilities are to manage and support the onsite team in delivering services that meet the needs of the school. They would continually monitor the service, meet with the contact to review the current situation and discuss strategic areas for change and development and then support the unit in delivering such changes. In order to ensure all staff are capable and confident to carry out the duties commensurate to their job roles in delivering the service the Operations Manager will:-

- Assess current skills through a short appraisal and 1-2-1 interview, highlighting strengths and areas for development.
- Identify and ensure the provision of training needs for example:
 - Catering Supervisor to attend HACCP, Health & Safety, and Nutritional Guideline courses and service development days etc if not already obtained.
 - Kitchen Assistants to attend above and NVQs if required.
 - All kitchen staff to have received Level 2 Food Hygiene, Manual Handling, COSHH, Health & Safety and HACCP training.
- Empower staff through clear & regular communications and hands on training to gain an increased awareness, knowledge and understanding of roles & responsibilities.

- Set clear standards, guidelines and targets to gain maximum potential of abilities whilst achieving job satisfaction.
- Set out clear and realistic work rotas, rotating staff to create a multi skilled workforce and encourage teamwork.
- Provide ongoing support in all areas on a regular basis, utilising strengths and empowering staff to take possession and responsibility of their service areas, whilst still ensuring a cross skilled team.
- Ensure Catering supervisor carry out regular team meetings to give and receive constructive feedback and disseminated necessary information to assist in the delivery and development of the service.
- Monitor and review methods, work practices for effective service delivery, highlighting and addressing areas for concern ensuring achievement of positive resolutions.
- CE has liP accreditation. All our staff receives an annual appraisal to ensure job satisfaction and highlight individual training needs and development opportunities. In addition 1-2-1 meetings are encouraged on a regular basis.

TRAINING POLICY

STAFF TRAINING AND DEVELOPMENT

Cheshire East Catering employs a designated Training Manager to ensure all legislative and company policies are adhered to.

Training is always on going and changes to meet the needs of the service requirements.

MARKETING THE GROWTH

CE Catering, like the school, recognises there is a great deal of potential at the school for growth. This can only be achieved if customers fully appreciate the benefits of having a school lunch. Healthy food will be actively promoted, but this must be carried out in a manner so as not to deter customers from using the service.

CE CATERING APPROACH TO EFFECTIVE MARKETING AND COMMUNICATION

We believe that marketing is an ongoing process that has incremental success, with the impact of the latest marketing activity building on the success of the previous. We also believe that to be successful, marketing activity requires an effective communication plan to support it. As such, making changes to improve image or to provide new services is great marketing, but the need to communicate this activity to the appropriate stakeholders is the key to success.

MANAGERS ENSURE MARKETING IS A HIGH PRIORITY IN SCHOOLS

All CE Managers are to ensure marketing (and a focus on customer care) stays as a priority in the minds of front line staff. Managers make a point of seeing the Head Teacher / School representative when they call. If no one is available to see them, a courtesy card is left informing schools of the time of the visit.





Contact details

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