



**Friday 19<sup>th</sup> March 2010**

**Diversification & Innovation  
in Challenging Times**

**Jim O'Brien, Head of Service  
Civic Catering**



# Civic Catering – Over View

- Birmingham City Council
- Development & Culture Directorate
- Urban Design Division



# Civic Catering – Over View

- Investors in People – February 2008
- Chartermark – March 2008 – CSE  
Transition 5<sup>th</sup> & 6<sup>th</sup> May 2010
- ISO 9001:2000 – 15 years
- Quality in Birmingham Standard

# Civic Venues - Highbury





# Civic Venues – Banqueting Suite



# Civic Venues – Birmingham Museum & Art Gallery





# Commercial Venues – Edwardian Tea Room



# Commercial Venues – Café Library

- 1<sup>st</sup> Floor Birmingham Central Library
- Open 6 Days a week
- Coffee, Fresh Baked Baguettes, Jackets, Salads, Cakes & Pastries
- Seating 40 people
- Take Away Service also offered
- Hospitality – 7 Floors



# Commercial Venues – Old Rep Theatre

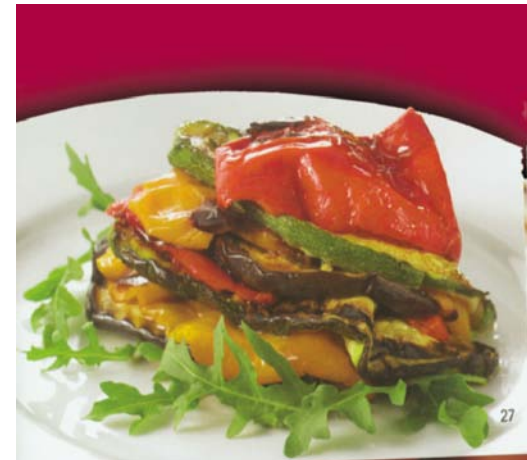
- Full Range Bar – newly refurbished
- Kiosk Sales – linked to ticket office
- Ice Cream Sales
- Confectionery



# Special Events

- DFS Classic Tennis Tournament – 14 Years
- International & National Athletics
- T-Mobile Fan Park
- Weddings
- Business Launches
- Corporate Lunches & Dinners

# Special Events – DFS Classic Tennis



# Special Events – T Mobile Fan Park





# Catering for all Occasions

- Delivered to BCC Offices
- Private Sector Companies
- City Centre Locations
- Stylish, Yet Cheap & Cheerful
- Opportunity to upgrade – dependant on budget/style of event

# Leisure Consultancy

- Devolution...Going Local
- Legislative Issues.. Licensing, Health & Safety, Food Hygiene
- Procurement – New Contracts, FMB
- Children's Nutritional Task Force
- Obesity Matters Agenda

# Making Civic Catering Pay it's Way

So What have been the key  
drivers for change?

# Key Drivers ?

So What have been the key drivers for change?

Equal Pay & Single Status Impacts

UK GBD – Public spending cuts & knock on effects internal spend

Efficiency Savings – unrealistic

Hospitality sector recession



## Target Budget/Surplus Figures – 2006 - 2010

<b>YEAR</b>	<b>2006-2007</b>	<b>2007-2008</b>	<b>2008-2009</b>	<b>2009-2010</b>
<b>TARGETS</b>				
<b>Income</b>	<b>£1'923,490.00</b>	<b>£2'240,119.00</b>	<b>£2'342,949.00</b>	<b>£2'528,155.00</b>
<b>Surplus</b>	<b>£168,028.00</b>	<b>£290,561.00</b>	<b>£419,682.00</b>	<b>£439,176.00</b>
<b>Surplus Increase</b>	<b>£1'700.00</b>	<b>£122'533.00</b>	<b>£129'121.00</b>	<b>£19'494</b>
<b>Acc Surplus Increase</b>				<b>£271,148</b>



# New Avenues of Income

- Asian & Afro Caribbean Market
- Vending
- Trolley Service
- WFTF New Build Destination Café's
- Catering for all Occasions
- Frankfurt Market



# Asian & Afro Caribbean Market

- Political/Social Angle - Equalities
- Financial Angle – 42 vacant Sundays
- Strategy – Taste of India

excellence as standard

taste of india





# Strategy

- Expressions of Interest
- Tasting Days/Evaluations
- EHO Reports
- Site Visits
- Approved Supplier List
- Terms and Conditions – clients
- Service Level Agreement – suppliers
- Now working on Afro Caribbean market

# Vending





# Background

- Food Management Board – vending contract renewal
- WFTF – new builds & refurbishments
- BBC Vending Contract – non compliance = opportunity!
- Tell them with authority and they believe you!

# Drinks Machines - Coke

- Arrange Design – cladding with client
- Liaise with Coke, installation etc
- Coke fill machines and handle cash
- 35% commission on profit, quarterly
- 26 Machines + in 12 months
- Estimated 10'000 annual revenue – no expenditure

# Snacks Machines - MARS

- Arrange Design – cladding with client
- Liaise with MARS, installation etc
- F.O.L machines, we fill and handle cash
- 26 Machines + in 12 months
- Revenue £100 per machine approx, per week, £2'600 approx per week, £135'000 per year, 25-28% GP



# Trolley Service

- Four Trolleys +
- Flavours Range – new concept
- Freshly made 6.00am each morning
- Team that prepare also sell promoting ownership
- Average £400 per day combined and growing
- £2'000 per week, 50 weeks, £100,000 revenue



# WFTF – Destination Café's

- Lancaster Circus - £25m refurbishment
- Woodcock street - £45m new build
- Circa 2'200 employees each site
- Lancaster – fit out May opens August 2010
- Woodcock – opens late 2011
- Full Proposal to beat off private sector bid
- Prudential borrowing – Design by Nuttall's reflecting the WFTF Vision.
- Starbucks "We Proudly Brew"



# Catering for all Occasions

- Intense marketing campaign with blue chip companies
- Focus on internal use of service
- Improved packaging and introduced business lunches
- Income £150k, per annum, increase of 10% on 2008-2009



# Frankfurt Market

- 3 weeks trading
- £45k revenue
- Provided “shop window for civic”
- Received well politically - Leader



Any Questions?

excellence as standard



**Jim O'Brien, Head of Service**

**t: 0121 303 4987**

**m: 07766 925450**

**e: [jim.s.o'brien@birmingham.gov.uk](mailto:jim.s.o'brien@birmingham.gov.uk)**

