



MANCHESTER
CITY COUNCIL

Manchester Fayre School Meals Provider

Award winner for 'Marketing' 2010 Cost Sector Caterer

Kate Evans
Operations Manager

Michelle Naylor
Marketing Manager

Not Fresh Fayre Again...

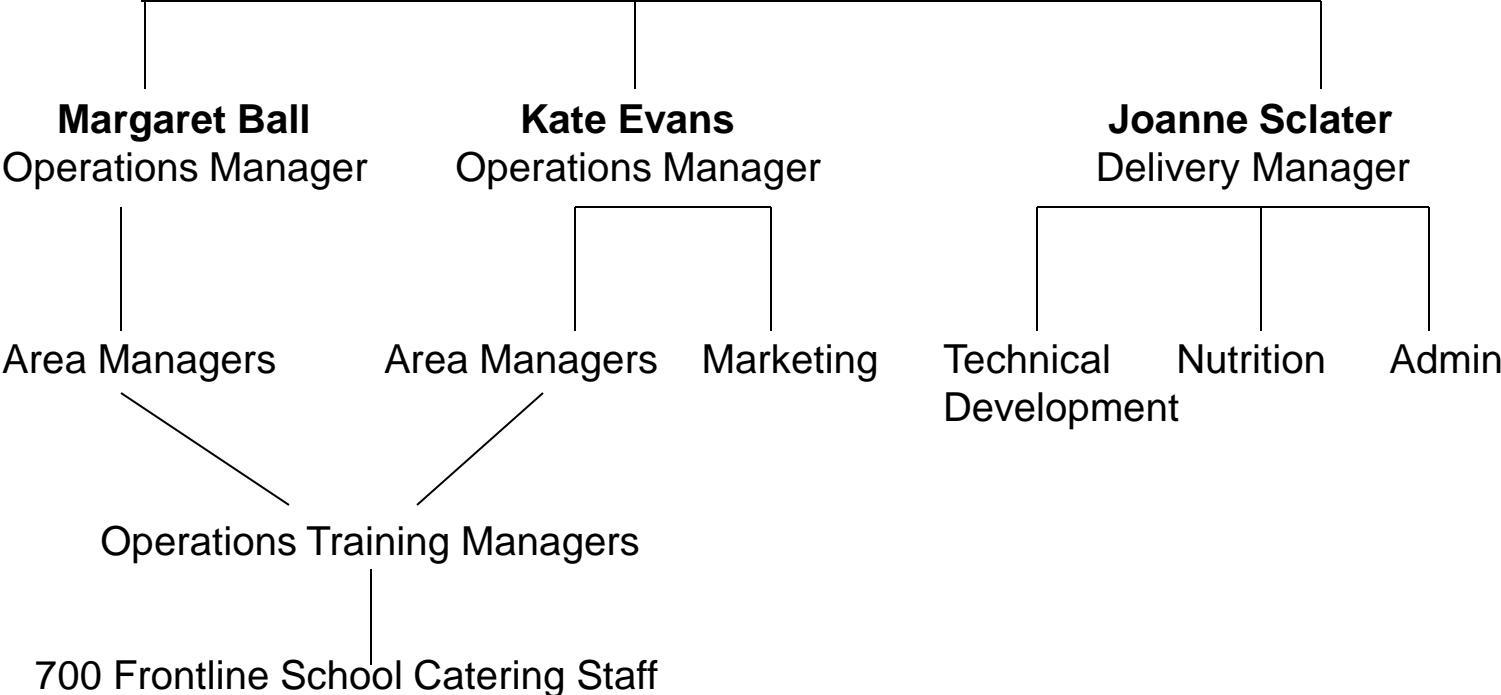
- Provide school meals to 150 schools across the City including:
 - Primary
 - Special
 - Nursery
 - Secondary
- Serve around 32,000 meals everyday

About us

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Our Staff

Steve Southern
Head of Catering and Town Hall Services



Aim

To encourage switching activity from packed lunches to a school meal.



Objectives

- Develop a new menu concept that would appeal to pupils
- Build awareness and communicate the key features and benefits
- Create interest in the service and encourage trial
- Stimulate demand for school meals and ultimately increase uptake
- Improve the perception of school meals
- Create a positive whole dining experience

Actions

- Create and launch a brand new concept
- Identify schools with highest % of 'static packed lunch pupils' to target as priority with the roll-out programme
- Develop POS signage and create mascots to endorse the service and bring it to life
- Execute a targeted PR campaign
- Produce a range of marketing materials to inform parents and pupils about the new style service
- Create a social network that pupils want to be associated with

Implementation

- Arrange a meeting with the Head Teacher
- Take the Lunch time organisers on a site visit
- Organise training for the school cook
- Distribute marketing materials to parents
- Organise a road show to visit school assemblies and inform pupils about the new concept

Outcomes

- Average 15% of pupils switched to school meals
- PR campaign generated £37.5K reaching 782,957 people
- Visitors to the school meal website increased by 21%
- Pupils have become the ambassadors of the school meals service
- A positive whole school dining experience has been created.

How does it work?

Four food stations:



Serving a range of popular and traditional dishes including: cottage pie and curry with naan bread. Halal and Vegetarian dishes are available at this station everyday.



Offering pasta bows to pasta twirls or noodles with a variety of sauces to accompany.



Serving a range of bread rolls and wraps with a variety.



Offering a choice of hot and cold fillings daily.

The pupil journey



Summary

- Current uptake 09-10 is 55.94%
- Uptake for 08-09 nationally was 39.3% (16.64% above the national average)
- Roll out of the concept has taken 18 months
- Overall cost of the concept - £60K
- Award winning service
 - CSC Winner 2009 - Education Catering
 - APSE Finalist 2009 - Healthy Eating
 - CSC Winner 2010 – Marketing
- Moving forward

Questions & Answers