



let's eat

Commercial Services Catering

Feeding Surrey's Children
for a healthy future

Commercial Services Catering – The Facts



Nobody does School Meals better than Commercial Services

Why? Because we are a **locally-based team of professional, specialist caterers** dedicated solely to providing high quality catering services to schools, colleges and academies, serving over 10M meals per annum.

A knowledgeable, local management team focused on meeting the needs of your school/academy

Aware of the high profile that school meals continuously achieves, and passionate about food, health and education, our high levels of skill and professionalism give you the confidence to concentrate on managing your school, safe in the knowledge that **your reputation is in good hands.**



Social Responsibility

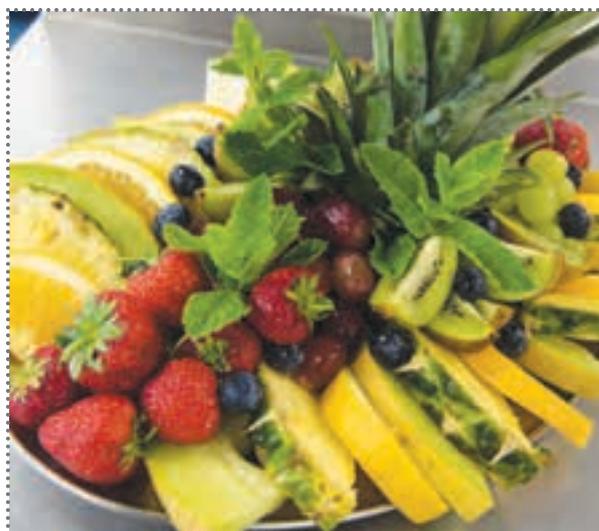
Using only the **best local and seasonal ingredients**, we recognise that it is not enough to simply provide excellent food and service. We work with schools to devise successful strategies aimed at making pupils more receptive to a wide range of exciting new foods and tastes.

Rather than confuse the healthy eating message by labelling certain food groups as 'unhealthy' we aim, by providing delicious, home-cooked meals in a manner that is attractive to them, to encourage all children to strive for balance in their diet.

Committed to supporting the local economy and providing quality food to its children.

Delivering Innovation

Each day, thousands of pupils enjoy our tasty school lunches. We do not take their (or your!) business for granted. Our development team work hard to ensure that we remain **industry leaders**. We aim to ensure that every day, every pupil has a positive lunchtime experience and has something fun and new to look forward to.



Our Vision

We actively work:

- ✓ **To educate and improve the well-being of the next generation by making healthy eating easy and interesting.**
- ✓ **To provide consistent high-quality, nutritious food that is appetising, freshly cooked on site and ethically sourced.**
- ✓ **In partnership with schools, ensuring continuous innovation to meet your needs now and in the future.**



Our Promise to You

- Friendly, professional and approachable catering staff providing excellent customer service
- Commitment to deliver on our vision to promote food, health and education
- Proactively seek customer feedback and ensure any issues are dealt with promptly and professionally
- Food Development Team producing innovative menus that are refreshed regularly to encourage pupils to try healthy and interesting dishes
- Consistent high quality food that is appetising, freshly cooked on site, ethically sourced and tastes good
- Constant monitoring of our menu mix to ensure adequate choice is available daily
- Serving healthy and appetising food with consistent portion sizes to ensure all pupils receive the correct level of nutrition
- Working in partnership with schools to meet individual needs whenever possible
- Hospitality catering available on request
- Taster events for parents and pupils at nil cost to the school
- Theme days promoted in advance to maximise pupil interest and encourage them to try foods from around the world
- Premises Development Managers to support and advise on catering premises and equipment
- Equipment repairs and renewals service, including a dedicated help line, at no additional cost, which ensures your kitchen is equipped to deliver your catering service
- Dedicated local managers for daily site management
- Food Development Team to ensure compliant Government standards for school food and creation of special diets for allergen appropriate menus
- Business continuity plans in place to provide a transported meal in the event of emergency breakdowns

Underpinning our Values

Fresh

Our food is freshly prepared on site, using seasonal, sustainable and healthy ingredients. All our meat is freshly sourced and is Red Tractor Farm-assured as a minimum. Over 90% of the dishes on our menus are freshly prepared by our on-site staff, using healthy raw and ethical ingredients.

Quality

We use high quality ingredients in our recipes, ensuring our dishes are of the highest standard. A number of our ingredients are organic.

Tasty

We offer a choice of healthy, balanced meals that also taste good! Our Development Chef is continuously working to bring new, exciting and tasty dishes to our menu. Our goal is to make healthy eating easy and interesting.

Healthy (Nutritious)

Our menus meet the Government's school food standards. All our menus are analysed and individual dietary needs can be catered for.

Education

Actively work to educate schools, parents and pupils of the benefits of eating healthy and balanced meals, and ensure learning in the classroom is reflected in the dining room. Educate all staff to ensure they are equipped with the skills they need to deliver our vision 'committed to improving the health and well-being of Surrey's next generation'.

Ethical

We source and purchase free-range and organic products with high regard to animal welfare wherever possible. We never use fish on the Marine Conservation Society 'fish to avoid' list and our menus are certified by the Marine Stewardship Council. We work to procure local produce, lowering carbon emissions and pollution and our waste cooking oil is converted to bio-diesel.

Tailoring our service to meet your needs

The Lunch



Menus – The Key to Success

To gain a place on our menus, each dish must look appetising, taste delicious, and contribute to the achievement of a balanced diet. Above all it must appeal to a wide variety of pupils.



Constantly Evolving

We pride ourselves on our rigorous new product development process. We screen all products and ingredients for nutritional value against strict criteria.

Our Food Development Team continually strive to find new, improved and attractive menu items that meet existing customer demand and stimulate new interest. We work hard to strive for a balance between **traditional favourites and new and exciting tastes**, and explore imaginative methods of presenting and serving our food to make it easy for even the youngest pupils to select and enjoy.

Make choosing your lunch a highlight of your day

Appealing to pupils and their parents



Food Development Team – The people behind our fantastic menus

Appealing to pupils and their parents



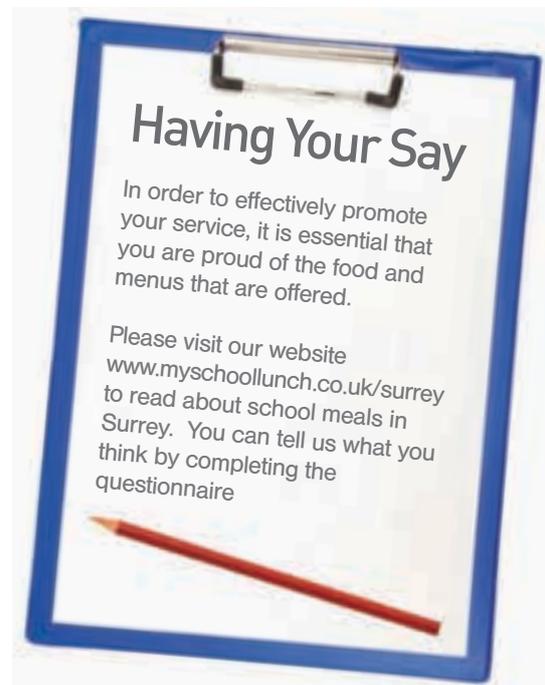
Menus – The Key to Success

By keeping abreast of developments through trade exhibitions, catering associations, working with peer authorities and carrying out competitor research, our Food Development Team closely monitor food trends both within the industry and on the high street.

To make the best of seasonal produce we change our menus twice a year.

Our award winning three week menu cycle has been accredited with the Soil Association's Gold Food for Life Award.

We organise taster events to engage our stakeholders. It is vital for us to get first hand feedback from pupils on proposed new dishes. We use the information gained to further develop our provision.



Commercial Services provide a range of special diets including:

- ✓ **Gluten Free**
- ✓ **Soya Free**
- ✓ **Dairy Free**
- ✓ **Allergen Aware**
- ✓ **Egg Free**
- ✓ **Vegan**



Menus to be proud of

The Ingredients



The Importance of Good Food

It is now commonly accepted that in addition to aiding their physical development, consuming the right foods in the correct quantities **improves children's behaviour** and their **abilities to concentrate, learn and interact with others.**

Investing in our future by encouraging good eating habits in children

Good food comes from good ingredients

Fresh, appetising and delicious

We are committed to offering our customers food which has been sourced and produced in the safest and most ethically-responsible way.

Our food

We have been awarded the Gold Food for Life Catering Mark for the following achievements:

Over 90% of the food is freshly cooked on site and all our menus are compliant with the Government's food standards for schools.

We are fully committed to animal welfare and only use meat that is at minimum Red Tractor classified under the Farm Assurance Scheme. We have received Compassion in World Farming's Good Egg Award for our free-range eggs and the 'Good Dairy Commendation' for our organic milk and yoghurt.



Organic milk and free-range eggs laid in Surrey

High quality ingredients – responsibly-sourced



The Importance of Good Food

Celebrating Quality

We treat our ingredients with respect – prepared by our Caterers in a way that preserves **optimum taste and nutritional value**. To maintain quality, all our dishes are freshly-prepared on the day of consumption.

- All our menus are free from undesirable additives and trans fats
- Local and seasonal fruit and veg served wherever possible
- Organic Beef, Pork and Milk products are used
- We do not use mechanically removed meat



Food Accreditations

- **Gold Food for Life**
Highest accreditation available from The Soil Association
- **All meat is British**
Meets Farm Assured (Red Tractor) Accreditation
- **Marine Stewardship Council (MSC)**
for all fish on the menus
- **Good Egg Award**
Only local free range eggs are used
- **Our menus meet Government Standards for school food**

Healthy foods that children know and love

The Space



Providing the Right Environment

When asked, children often tell us that where they eat is as important to them as what they eat. Providing them with a welcoming, user-friendly space for dining gives even more children the incentive to try healthier food.



Pupil Feedback Station

Tasting Station



Salad Bar

Dining facilities to be proud of



Providing the Right Environment

Creating fantastic spaces for children to eat

Getting this right is a huge challenge, especially for those schools without a separate dining room. We have an expert team who can transform even the most basic of facilities into a dining room to be proud of.



Over and under counter signage



Information Display

Pull Up Display Banner



A showcase for your school

Marketing, Promotions and Events



Keeping Your Pupils Interested

At Commercial Services, we believe that however good the food, service and environment, we need to keep doing that little bit more in order to maintain customer interest.

We will market and promote your service on your behalf at nil cost to the school. We are confident that strong partnership working, combined with our innovative marketing and development strategies will continue to deliver, along with improved lifestyle choices, high levels of meal uptake and customer satisfaction.

Our definition of marketing is: 'A way of managing the business so that the current and future needs of the customers are met and ensuring that optimum value for money is achieved.'

Theme Events

We can schedule a range of exciting special days and events across the school year. These will help optimise the take up of school meals and the benefits to pupils that they bring. In addition, school staff and pupils will always have something to look forward to at lunchtime which can, if schools wish, link to the curriculum.

Keep them coming back!

Open Days/Open Evenings

We are keen to support your school during parent evenings and open days. **This gives us a great opportunity to showcase your school's service offer.** As lunchtime is such an important part of their child's day, parents will appreciate the opportunity to discuss school meals with our staff.

Promotional Materials

Over the course of the year we will supply a range of high quality promotional materials at nil cost to the school including:

- Menu Leaflets
- Starter Packs for Reception year
- Moving Up Leaflets
- A to Z of School Meals
- Publications advertising special events



Always something to look forward to



Keeping Your Pupils Interested

Reward System



Let's Plan 2017/18

www.myschoollunch.co.uk/surrey

Month	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
Aug																							
Sep																							
Oct																							
Nov																							
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May																							
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Aug																							

Key

- Snack Time
- Pay Day
- Fun Service
- Canteen Day
- Set Themes

Set Themes

- National School Meals Week (NSMW)
- Classroom
- World Book Day
- Summer Special

Caterers' Choice - Extra Themes

HOW TO RUN A SUCCESSFUL THEME DAY

- Book menus and request them to be sent to your Dietary Manager
- Discuss menu ideas with Dietary Manager
- Check menus to ensure compliance with Food Development Team's check protocol (availability, ingredients and allergen advice)
- Use the World Developmental Register (WDR) 01483 241 822 and give details
- Agree menu and order the menu early in the month to ensure time to food service
- Share and promote well!
- Book time to make the day special!

Whole School approach, how to involve children:

Food artwork linked to the theme, e.g. Mobile Petrol.

Book the theme in the space of the canteen look at the display from the canteen side of the canteen.

Make up a display board demonstrating the ingredients used in the menu.

Book in class (change menu after the display board is set up).

Have up a display board, Santa hats, eye-patch etc.

Display in school (change display after the display board is set up).

Display in school (change display after the display board is set up).

The Workforce



People Power

As much as any other factor, it is the people actually delivering the service that determine its success.

We do not leave your pupils' lunch time experience to chance.

Investing in Our People

We recognise that the workforce is our most important resource. As well as being directly responsible for delivering your service, our catering teams are often considered to be part of the school.

Our entire service is based upon the premise of putting the right people in post and then empowering them to deliver an excellent catering service.

Motivated, dedicated, caring staff, well supported by their managers.

At Commercial Services, we take a very simple approach to the provision and management of the workforce:

- ✓ At each level, we generate a clear understanding of exactly what is required of our staff.
- ✓ We provide our teams with the appropriate skills and resources to do their jobs well.
- ✓ We provide all the required management support.
- ✓ We audit performance regularly and fairly – and agree improvement plans where necessary.
- ✓ We give our staff a voice. We listen to their views and suggestions and value their contribution. As they are in daily contact with our customers, we have created hundreds of experts. When they talk – we listen!

Hospitality Assured/Training

Our recruitment process ensures we employ talented staff who share our vision. We are accredited with Hospitality Assured; the quality standard for service and business excellence created by the Institute of Hospitality specifically for customer facing businesses.



Our specialist, in-house training team follow a formal training plan to ensure that all staff are provided with the skills they require to deliver excellence including Catering qualifications, Food Hygiene, Safeguarding, Manual Handling, Vision/Values and Customer Service training and Fire Safety.

At every level of our organisation, the focus is on taking ownership and delivering continual customer satisfaction.

All employees are trained to be proactive, recognise emerging customer needs and to take appropriate action.

Throughout the service, every employee is accountable for his or her own performance.

We believe there is no better reward than an empty plate.



A professional, motivated and caring workforce

Delivering a safe catering service



People Power

Safeguarding

Commercial Services know how important this is to schools. From recruitment to induction and ongoing employment, we make sure our staff all work in accordance with best practice advice.



Delivering a safe catering service

- Safeguarding and the workforce; safer recruitment guidelines followed
- Staff welfare and training
- Best practice food safety systems
- Safe catering audits
- Fire safety
- Health and Safety compliance
- Allergen awareness

A professional, motivated and caring workforce

The Complete Service



Catering for Every Need



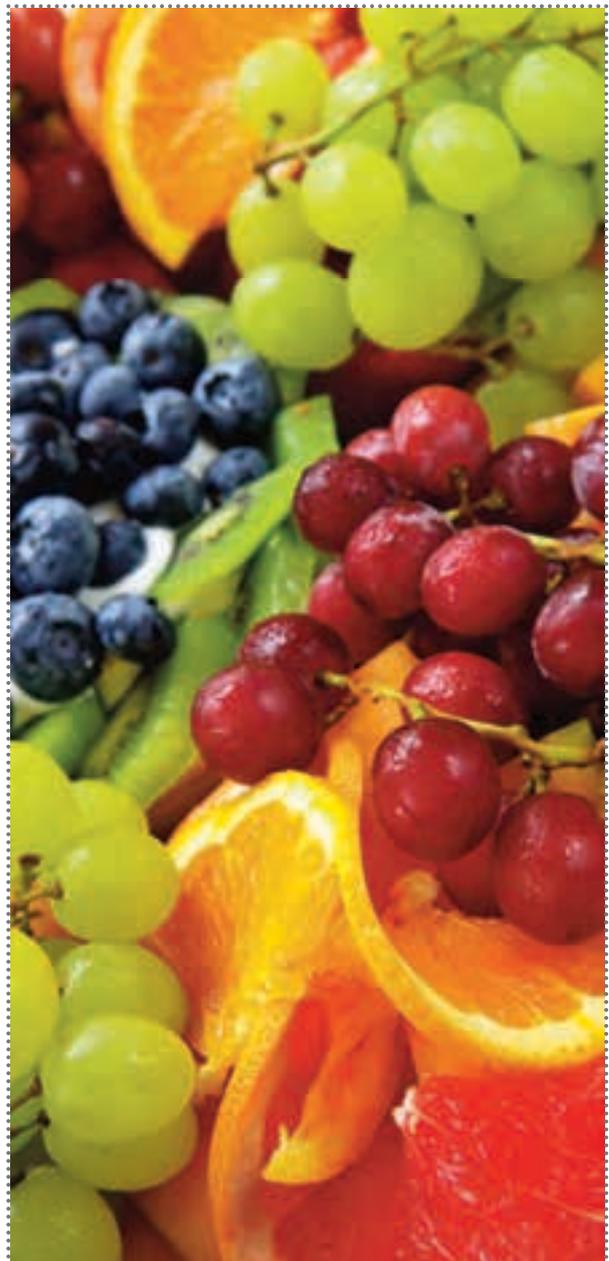
Get the Family Involved

To assist you in **increasing your school's profile within the local community**, we are always pleased to support you in inviting parents and other family members to join their children in enjoying a delicious school lunch.

School Trips

The responsibility to provide a free meal to each child entitled applies equally when out on school trips. Ensure that every pupil enjoys a healthy, nutritious and delicious packed lunch by ordering them directly from your Caterer.

This service is available to all pupils – free and paid.



A flexible and responsive service

The Guarantee



Why Commercial Services

A few less things to worry about

- A dedicated Food Development Team to carry out all new product and recipe development and review menu success
- Nutritious menus provided to pupils and adults, individual variations can be agreed
- We produce menus compliant with the current standards for food
- Compliant purchasing, establishing contracts with suppliers, vetting their premises and delivery fleets for quality and hygiene, ensuring they are registered as a food business with and have undergone a successful inspection by the local Environmental Health Officers (EHO)
- Robust procurement contracts in place to provide field to fork traceability
- Manage all health and safety systems. The catering industry is subject to a raft of ever-changing legislation. The cost of poor health and safety systems is high, particularly in terms of reputation
- Recruit, train and manage the catering team
- Set clear operational standards, guidelines and targets
- Implement stock management and control
- Conduct supplier research, equipment specification and testing, arrange purchase, installation and ongoing maintenance
- Provide you, free of charge, with a full consultancy service
- Provide crisis management – equipment failure, stock loss, disruption of utilities etc. knowing that, whatever the circumstances, your service will be delivered to the agreed standard, allows your focus to remain on the smooth running of the school
- Develop and promote your service
- Monitor levels of customer satisfaction

Building quality into every stage of our delivery process

Consistently Providing Excellence to Surrey Schools

By using Commercial Services, you can be confident that you have secured **Good Food, Good Service, Good Value and a Good Reputation** for your school and **Peace of Mind for Yourself**.

Commercial Services – Getting it Right! Providing your school with high quality and ‘fuss-free’ lunch service.

Your catering service is important to us. We are in business solely for the benefit of our customers. Please speak to us if we can do anything to help.

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Looking forward to lunch?



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