



ENHANCING THE OFFER

At Chartwells we know just how important a healthy and nutritious meal is for a growing secondary school student. We now also know just how important a "tasty, lovely and delicious meal" is because the students have told us.

In the autumn of 2009 we conducted both consumer and market research specifically about school age eating. The findings highlighted a number of areas that we needed to enhance and a few areas that we had not considered. The high importance of food presentation and the fact that many students wanted to understand the story behind the food in much more detail were just two of these findings. With the benefit of this research we put together a challenging brief for our development chefs and our nutritionists to work to.

This team delivered a menu that not only matched the food brief but also remained well within the Government's stringent food and nutritional based standards.

"tasty, lovely and delicious"

We then selected a number of schools to trial the new menu allowing students to provide feedback on every dish they tried. We kept this bit really simple: if the students didn't like the dish it didn't make the cut!

The results speak for themselves; we have seen immediate growth in main meal participation, head teachers comparing the food to restaurant meals but most importantly students telling our catering teams they love the changes we have made.

If you are interested in finding out more about our secondary school meal service then please either contact the catering manager directly or contact Chartwells on 01895554554

EAT

LEARN

LIVE


Chartwells



ENRICH THE ENVIRONMENT

Chartwells is working with innovative schools to enrich the dining environment.

Chartwells secondary school meals refresh is not only concerned with changes to the food offer, it also looks into improving the dining environment. Whilst market research hinted on the importance of positive changes in the dining room the real answers came from the students themselves. When probed students told us everything we needed to know, "more cool comfy furniture", "create an area that is interactive and fun so we can meet our friends and eat together", and finally, "make the space feel different from the classroom so we can escape school for an hour". Hearing this was like music to our ears!

We enlisted the help of a restaurant design company to help us with the output. Rich colours, unconventional seating, bright and airy spaces and queue busting counters all became part of our new secondary school design manual.

The students have voted with their stomachs and school meal participation is on the up. We know that both the food and the way it is served is hugely important and we now know just how important the dining room is too.

If you are interested in finding out more about our secondary school meal service then please either contact the catering manager directly or contact Chartwells on 01895554554.

EAT

LEARN

LIVE


Chartwells



INSPIRING OUR TEAM

Customer service training to inspire our best.

Chartwells is proud of its high service levels, hence, when the opportunity arose to introduce our secondary school catering teams to an innovative and new customer service training from the USA we jumped at the chance. The "Serving Up" customer service training has been active within our American business for several years to great affect, vastly improving student satisfaction levels.

Our UK training team fully anglicised the training modules, which include: understanding the secondary school customer in more depth, communicating with knowledge and confidence, pre and post service briefings and best of all a series of role playing exercises with the catering teams to embed the training.

Not only has the reaction been positive from our teams but more importantly the students have very quickly noticed the difference. After just one week of the new offer at Nobel School in Stevenage the students rewarded the entire catering team with an excellence award at a full school assembly. Just brilliant.

If you are interested in finding out more about our secondary school meal service then please either contact the catering manager directly or contact Chartwells on 01895554554

EAT

LEARN

LIVE


Chartwells



“THE BEST
SCHOOL DINNER
I’VE HAD IN
20 YEARS”*

Chartwells has refreshed its secondary school food offer, we think you’ll like what we’ve done.

We have built our new secondary school offer around three core pillars: the food offer, the service of that offer and the environment in which that offer is delivered. We have worked with our best development chefs and our most ardent student critics to create some truly delicious new dishes, all of which remain compliant with the secondary school nutritional regulations. We have integrated new training tools from our American education business to inspire our teams with new service techniques that help engage the consumer about what they are eating and why they are eating it. Finally we have developed and delivered some truly remarkable new restaurant and dining hall designs that really do enrich the dining environment.

After conducting a number of different pieces of research within our school portfolio, including both consumer and client satisfaction reports, we felt it was time to change the way we

do things and be more customer centric. The research highlighted key areas to focus our refresh on; these included the type of food we served, the way it was served, the team that served it and the environment it was served in. We have now fully trialled the new offer and we are confident you will like the results.

We would love to talk to you in person about our new offer, please feel free to contact us. Whether it’s just for a quick chat or if you prefer a visit and a more detailed run through let us know.

Visit our website www.chartwells.co.uk or call us direct: 01895 554 554

* Deputy head teacher Nobel school

**EAT
LEARN
LIVE**


Chartwells