



Project name	Improving Catering
Project manager	Johanna Korhonen, VP (Arts, Law and Social Sciences)
Project sponsor	TBC
Date agreed	TBC
Agreed by	TBC

Project brief

This project aims to improve catering on campus. Currently students describe that the food on campus lacks selection, tastes bland, and is not good value for money. For this reason students may prefer eating outside of campus, which can impact the profitability of the catering services. This project aims to collaborate with the head of catering and the staff to improve the selection of food, and the quality of food, making it a better value for money. This is a response to student feedback that will be gathered through a survey to map student opinions and preferences regarding the catering services.

Project overview

Food is a key part in study experience, as students may lack focus and energy if they have not eaten properly. From catering services' point of view, if students are dissatisfied with the food, they may eat outside of campus, which may result in a loss of profit. In 2016/2017 many students showed dissatisfaction regarding the catering services by submitting ideas through the Students' Union Ideas page. The Vegan Policy also passed in Student Council which demonstrates the urgent need to improve the catering services on campus. This campaign reflects the Students' Union vision and two of the goals: Goal 1: *We will actively listen to what students want and put their ideas into action to create positive change in our University.* The campaign will do this by listening to student feedback and ideas that have already been submitted and the Vegan Policy. Goal 4: *We will proactively support students to thrive in an inclusive and welcoming environment.* Providing good quality food is key in making students thrive, and providing vegan and vegetarian options as well as displaying clear labelling of halal and gluten free options is ensuring the inclusive environment.

Aims and objectives

<i>Broad statements of intent about what the</i>	<i>List the tangible outcomes and benefits that will be achieved. They should be specific and measurable etc. We</i>	<i>How will you measure success?</i>
--	--	--------------------------------------

<i>project is trying to achieve.</i>	<i>should be able to refer back to these at the end of the project to check whether the work has been successful.</i>	
To offer a range of food that reflects student feedback and is good value for money	Conduct a survey in the beginning of semester 1 2017/2018 as well as a focus group/food forum	The number of responses to the survey
	Visit another University to see their catering services	Perspective from another University
	Survey will generate data, which will help to map the ranges of foods that students want to eat	Does the feedback reflect the foods that are offered
	Map the similarities and differences of Chelmsford and Cambridge catering services	Coherence across catering
	Propose the catering services to introduce new options and develop the menu	New options
	Trial products among students	Feedback of new products
	Collect feedback after introducing a new range of food to indicate success.	feedback of student satisfaction
	The data will help to indicate what students consider as 'good value for money', vegan survey data gives indication of how much students are willing to pay.	Responses, data
	Comparing current catering sales to future sales with new range.	Sales, profit
To cater the dietary needs of vegans, vegetarians, halal, and gluten free indicated by clear labelling.	Propose the catering staff to attend a free vegan catering course in Semester 1 of 2017/2018	Training for staff, new options
	Propose the labelling to be clearer and there to be a section for the dietary requirement sandwiches	Clear labelling and separate section for free from / halal food

Scope

I will not be buying food. Instead I will consult the students and catering services and help them to respond to student feedback to promote their services and improve their performance.

Deliverables

Improved quality of food that is better value for money

Range that reflects the student feedback

Clear labelling of vegan, vegetarian, gluten free, and halal food

Key stakeholders

Head of Catering Terry Hope, Catering staff, Students, Students' Union, University staff

Project team: roles and responsibilities

<i>List all those who have a role to play in the project.</i>	<i>Include a summary of their responsibilities.</i>
Johanna Korhonen	Project Manager
Terry Hope	Head of Catering
Students	Providing Feedback
Fiona Caslake / comms team	Promotion

Implications for the organisation

No direct impact but in the end there might be better food

Risks

<i>Outline any potential issues or barriers (internal and external).</i>	<i>Include a summary of how these might be mitigated.</i>
Terry Hope may not be willing to cooperate	We will stress that it will benefit his business

Costs

As well as direct costs this should include an estimate of the staff resource required and the amount of time from each person/area.

Johanna to attend meetings

Johanna & Georgia H to plan survey and analyse data

Comms team to plan promo material (£100)

Food taster trial (£?)

Visiting another university

Staff to attend a free cooking course

Timescales

An estimate of when project activities will happen.

What	When											Who
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Plan and write survey	X											
Map the similarities and differences of Chelmsford and Cambridge catering services	X	X										
Visit x University's catering services		X										
Conduct survey in the beginning of semester 1 2017/2018 as well as a focus group/food forum		X	X									
Analyse data & write a report			X	X								
Propose the catering staff to attend a free vegan catering course in Semester 1 of 2017/2018			X	X								
Propose the catering services to introduce new options and develop the menu				X	X							
Trial products among students					X							
Collect feedback after introducing a new range of food to indicate success.					X	X						
Propose the labelling to be clearer and there to be a section for the dietary requirement sandwiches				X								
Review and evaluate the campaign						X						

