

Client North Yorkshire County Council
Contract Brierley's Restaurant
Address County Hall, Northallerton,
North Yorkshire, DL7 8AD



Overview

The restaurant is on the First Floor of the County Hall main building. Catering for around 600 employees working within the offices and visiting council employees from other surrounding council satellite locations.

Opening times are 8.30am until 3.30pm Monday-Friday (2.30pm on Friday), 6 staff are employed, 5 of which transferred under TUPE.

The challenge

The previous in-house council caterers were primarily experienced in looking after school contracts and have continued to focus on the educational sector. In turn, the contract had operated at a loss and was therefore subsidised by the council.

Our goal was to not only ensure that the canteen generated a profit but also to keep more people on-site and encourage them to spend more by offering a wider range of better quality choices. We now provide breakfast, lunch and hospitality and have recently installed a vending machine in a prime footfall area to generate additional out of hours sales.

Our response

The first step we took was to extend the opening hours of the facility to capture earlier breakfast trade and, due to the immediate success this delivered, are now trialling extended opening times in the afternoon to capitalise on impulse purchases that fall outside of normal eating times.

To drive footfall, we activated several marketing initiatives including monthly promotions and loyalty cards, the advantages of which were promoted by ourselves both in the canteen and through the Council office by ourselves.

In terms of improvements to food choice and quality, we introduced a new sandwich range including a premium offer, a sandwich meal deal, a grab & go range which includes yogurt & granola pots, fresh fruit pots, healthy snacking and a panini offer. This has meant the facility can compete much more effectively with nearby retailers who already offer a wide variety of similar healthy options.

As these changes took place, we invested in the region of 20k on an EPOS till, PDQ machine and Costa Coffee machine to help drive further sales. As well as replacing the uninspiring, often unreliable self-help, bean-to-cup machine, the introduction of these facilities allowed for the introduction of credit card payments which has proved effective in keeping customers on-site during busy periods.

The results

Since we have taken over the management of the contract, North Yorkshire County Council have experienced sales growth in the region of 30%. The first 3 months of our contract were subsidised by the council and we now provide a profitable nil-cost service to them. Due to the extent of the success recorded and the improved levels of footfall and staff satisfaction, we are currently working with the Council on further refurbishment plans for the kitchen and dining area for the summer.

We have recently achieved a Silver Award in The Healthier Choices Programme, a local scheme which assesses menus and purchasing arrangements to determine our commitment to "Healthier Choices for a Healthier You".

