

Client London Borough of Hounslow
Contract Café Parkside
Address Hounslow Civic Centre, Lampton Rd,
Hounslow, Middlesex, TW3 4DN



London Borough
of Hounslow

Overview

Café Parkside is located on the ground floor of Hounslow Civic Centre; we cater for the 1700 employees working within the offices and the general public visiting the offices. This contract was our first Business & Industry contract which commenced in 2012, initially for a 3 year period however due to the success of the first 3 years this has just been extended.

Challenge

In the 12 months prior to us taking over, the unit was operated in house and net turnover was less than £385k. The service was subsidised and managed by the education sector employing long serving council employees who transferred under TUPE.

Our aim was to encourage employees to stay within the building during their breaks rather than walking into town to eat at high street outlets. We introduced a branded coffee offer “Costa Proud To Serve” to compliment our freshly made sandwich offer.

Our response

We replaced bought in sandwiches with freshly made on site, introduced a panini offer, a range of grab & go items, sandwich meal deals, regular promotions and have also supported a “Healthy eating Campaign” in partnership with the council. In addition we offer a traditional breakfast supported with healthy choices such as homemade porridge and yogurt; lunch choices including homemade soup, hot choices including a vegetarian offer, lighter meals/snacks, fresh vegetables, jacket potatoes and a self-service fill a bowl salad bar.

Vending was previously located throughout the building with numerous hot drinks machines which weren’t cost effective; we replaced these with 2 cold drinks machines and 2 confectionery machines which we placed in high footfall areas in reception and on the landing of the upper floor. This resulted in a more cost effective service.

All recipe dishes are produced on site with the emphasis on local seasonal produce and ingredients. This unit relies heavily on local produce with fresh meat and bakery delivered daily. The unit has a substantial kitchen capable of catering for large internal and external events. Hospitality requirements range from simple meeting requests to more high profile long service awards, youth ceremonies and election catering.

The results

In 2015 the catering team were awarded the Best Customer Care Award at our annual company conference. This has contributed to our sales growth of over 30% with more employees remaining on site. The introduction of Costa Coffee has been so successful that we have invested in a second machine to meet demand.

The contract is no longer subsidised and the council enjoy the financial return each year.

