



EAT

LEARN

LIVE

  
Chartwells

# TRADING FAIR

ISSUE 4 WINTER 2010 COLLEGES

# WELCOME

As we head into 2010, the economic climate is still tough and we know that as a supplier to your business we can play a vital role in helping you manage the challenges that come your way. I know that the Chartwells operational teams are working day-in, day-out to manage costs and drive extra value into your college.

Behind the scenes, my team is also playing its part in driving value – as well as ensuring food safety and quality. We work hard to get a good deal for our customers and clients from the purchasing deals that we make and, even in difficult times, we look to manage price increases that can not be avoided; minimising the impact for our operation and yours.

At the same time we set high ethical trading standards and work to a Compass Group global standard that ensures we trade sensibly and fairly with all of our suppliers; creating mutually beneficial relationships with them and encouraging them to match our high standards in respect of quality, food safety, working conditions, trading practices, health and safety and environmental protection.

We're not only focused on value, but indeed, creating value with values. Inside you will read much more about our approach to ethical sourcing and the menus our chef teams are developing to deliver food with added provenance. I'm proud to say that my team plays an integral part in that offer as well.

They are passionate about sourcing great food and have a wealth of expertise that allows us to take industry-leading positions on Fairtrade and ensuring animal welfare and supporting British and local sourcing. You can read more inside on our support for Fairtrade Fortnight this spring and our work on British sourcing.

For too long, there have been a number of misleading claims in the marketplace around British and local sourcing. In some cases, companies have claimed they source locally when in fact they source from a local wholesaler and there are no guarantees that the products are genuinely British or local.



We've taken the lead in this area; setting our own definitions about what British and local sourcing means to us. You will see more about 'Truly British' products throughout the year. Whenever you see this term, you know we mean we can guarantee British provenance and trace back to the source where the food is grown and harvested or born and bred.

We are also in the very early stages of introducing, across the Compass portfolio, a distinct supply chain for those clients who are happy to pay a premium for products which are 'Truly Local.' When we provide such products you can be assured that they have been sourced from within 50 miles of your site; that they are made from locally produced ingredients (i.e. that the food has been grown and harvested or born, bred and slaughtered locally); such goods are likely to be from a family run business with strong links to the local economy.

Whichever definition applies, you can be assured that we can trace back to source any and all of our goods. That's what sets us apart from our competitors and should give you peace of mind about the quality and safety of the food you are eating.

My colleagues and I are very proud of the role we play in supporting the Chartwells team. I hope this brief introduction and the information inside give you a flavour of what we do and how we support our colleagues and clients. If you would like to know more about our work, please speak to your on-site manager in the first instance.

A handwritten signature in white ink that reads "Mike" with a stylized flourish underneath.

Mike Walden  
Executive Director, Purchasing & Supply Chain



Welcome to Eat, Learn, Live! I trust you are enjoying the start of 2010 – despite the somewhat snowy weather with which many of us have had to contend!

Who knows what else the year will bring! What we can guarantee is that for us, 2010 will be about continuing to strengthen and develop the philosophy that sits behind 'eat, learn, live' and ensuring you and your students continue to benefit from the skills development, continued innovation and demanding levels of service we set ourselves.

In this issue, we draw upon the added value we're bringing to clients this year with continued menu development that allows you to support British farmers more easily; celebrate the provenance of the food you share with us and know that ethical sourcing is important to our business.

We also introduce some more of our team who are supporting our clients and drawing upon the fantastic

resources that sit at the heart of our business. Indeed, I am delighted to welcome Mike Walden, executive director purchasing and supply chain, Compass Group UK & Ireland to share his thoughts on how our business – and in turn our clients – can benefit from the resource and expertise his team brings to Chartwells.

We're also heading for the lofty spires of Oxford this spring! Inside you can find out more about our partnership with the Oxford Literary Festival.

A handwritten signature in black ink, appearing to read 'Tony Byrne', written over a white background.

Tony Byrne  
Business Director, Education

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## IN THIS ISSUE...

### MEET OUR PEOPLE

Great teamwork and great service are our focus!

### MEET THE GROWERS

See our new menus inside

### PUTTING THE FUN BACK INTO FOOD

Helping customers get the facts on healthy eating

## OUR COMMITMENT

**EAT**

**LEARN**

**LIVE**

### EAT

Our commitment to delight our customers with great tasting food that contributes to their own well-being.

### LEARN

Our commitment to enhancing the understanding, fun and experience of our customers and teams; creating the knowledge they need to lead a healthy life.

### LIVE

Our commitment to a safe and sustainable environment that supports the health and well-being of our customers, clients and the wider community.

## MEET OUR PEOPLE

With a background in retail operations, Heather has a real passion and flair for working with her team to deliver the concepts and offers her consumers want.

“College students are very brand conscious and over the last couple of years we have worked really hard to develop great offers – and supporting information – which give both our clients and our consumers the products and services they want.”

“Quite simply, our customers want concepts they understand and recognise from the high street; like our great tasting ‘Toujours’ fresh baguettes, which have had a definite thumbs up in the last year. In essence customers want a brand with a premium feel but at a great price; our offers do both!”

“We also work hard to make nutritional and sourcing information readily available. This means our customers can make informed choices about the food they eat and really appreciate that value for money doesn’t have to mean sacrificing your values.”

Client, David Broadhead from Oaklands College, said: “Heather and her team have a ‘can do’ attitude which is seen in how they react to our changing needs – including supporting many more external events at the college – and how they respond to the changing needs of our students. They take a proactive approach to healthy eating; listening to learners and working in partnership to provide nutritional and sustainable food at affordable prices.”

Heather is conscious that there are three big areas of concern for clients in the year ahead: funding; safeguarding of young people and demonstrating their commitment to the healthy eating agenda.

The tough economic climate has impacted many clients and organisations over the past year, with a number of colleges facing cuts in funding. “Often,” says Heather, “it’s the cosmetic changes to a building that will be the first to be cut. We have been able to help a number of clients to refresh their public areas, either through investment or making better use of our flexible, innovative ‘eat, learn, live’ signage and branding.”

Chartwells also works hard to ensure everyone in their team adheres to the government’s safeguarding policies. Anyone working with young people up to the age of 18 is checked automatically to ensure they meet the requirements of the enhanced CRB check. The team has had great feedback from clients who recognise that this takes away an administrative burden from them.

And finally, Heather has been very proud to support a number of clients over the last 12 months who have taken part in an Ofsted inspection. She says: “Colleges must now be seen to be fully embracing the healthy eating agenda and I am delighted to say that we have been able to support a number of clients in interviews with Ofsted. Inspectors now recognise the Chartwells’ name and understand our ‘eat, learn, live’ philosophy and what it means for our consumers. It is fantastic to end the day knowing that we’re meeting our client and customer needs and getting across our food philosophy!”

## HEATHER HAYCOCK



**Job title:** Operational Performance Manager, Chartwells.

**Time with Compass Group:** I’ve been with Compass Group for 3 years.

**Best thing about the job:** The interaction with so many people.

**Typical day:** There isn’t one – that’s why I love the job.

**Best piece of advice:** Listen with your ears and your eyes!



## MEET THE GROWERS

If you are looking to add to your menu with seasonal dishes with clear provenance, then we'd like to introduce our new range called 'Meet the Growers'.

***"The purchasing team is constantly looking for ways to improve the sustainability of the food we source and committing to British beef is just one step for us in improving our provenance."***

Chris Ling

The new offer does just what it says on the tin; providing our consumers with an opportunity to find out more about the provenance of the food, whilst guaranteeing a high quality, premium offer that supports farming communities and reduces food miles where possible.

'Meet the Growers' has already had some fantastic consumer feedback in a three month trial with recognition for our:

- Quality ingredients
- Knowledge of provenance and where product is sourced from
- Value for money
- Focus on reducing food miles and supporting animal welfare
- Knowledge of suppliers

Each month our executive chef team creates a premium offer, consisting of just six meals, which use seasonal produce and British meats as the key ingredients.

We are continuing to look for other suppliers who fit these criteria and help us deliver even more great tasting regional produce to our clients and consumers.

Throughout January, for example, we promoted hearty winter meals with wholesome seasonal vegetables such as:

- Beetroot from Cattle Farm, Nottinghamshire
- Savoy and red cabbage from Albert Vinson Farms, Lincolnshire
- British Maris Piper potatoes
- Red and white onions from JS Highfields Farm, Nottinghamshire
- Carrot & parsnips from Poskitt Farms, Kellington, East Yorkshire
- Swede from M Dungait & Sons, Northumberland
- Leeks from Nightlayer Leek Company, Chatteris, Cambridgeshire

**Truly British all the way for fresh beef!**

Did you know that all of the fresh beef we buy is now 'Truly British'?

That's not an insignificant move as Compass Group purchases more than 2,000 tonnes of fresh beef every year.

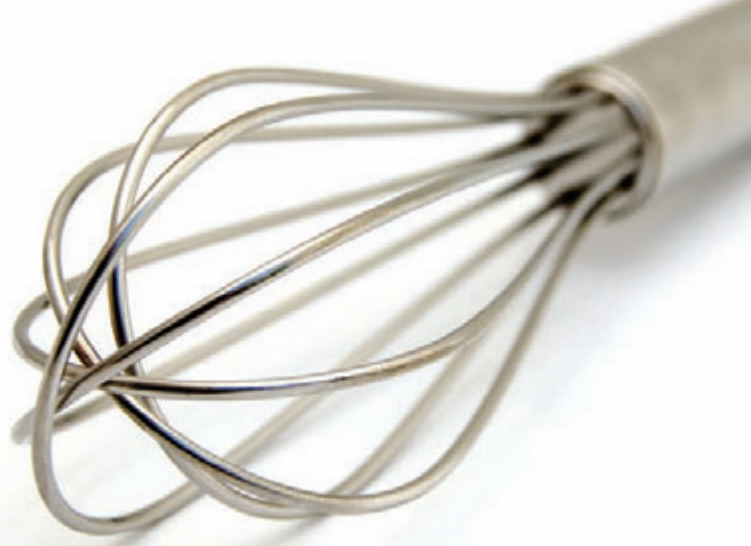
Chris Ling, meat buyer, says:

"The purchasing team is constantly looking for ways to improve the sustainability of the food we source and committing to British beef is just one step for us in improving our provenance."

Look out for more on our British produce as we aim to bring a clear definition around what British sourcing really means, under the banner 'Truly British' which will give clients and customers the information they need to make informed choices.

Truly British status will be awarded to products that have guaranteed British provenance and can be fully traced back to the source.





FUN

INTO FOOD

## ...with Darren Tinkler

'Putting fun back into food' is a focus for the whole Chartwells team. Everyday, somewhere, a Chartwells manager will be talking at assembly, supporting a food technology class or holding a tasting session! It's a way of life for us and a key part of our 'eat, learn, live' strategy.

But only one man in the business has 'putting fun back into food' as a job title and that's Darren Tinkler – a chef who has worked for Chartwells for years. Darren takes a range of fun, educational events into schools and colleges across the country; supplementing the work that is carried out by local Chartwells teams.

When you meet Darren you can't help but be bowled over by his energy, enthusiasm and passion for great tasting, healthy food! It's totally infectious and within minutes of any event starting, Darren has his audience cheering and shouting out answers!

He says: "I probably have one of the best jobs in the business! What could be better than knowing that you've really got people thinking about what they eat, having fun and eager to try new foods and to eat healthily?"

"At Chartwells we know that our role extends way beyond just the lunchtime service. In today's world it's about engaging with customers at every opportunity and that means working

in partnership with our clients to support the core curriculum and giving students useful skills for life."

With repeat bookings pouring in, we are further enhancing our 'putting fun back into food' programme with the appointment of a second chef who, like Darren, will be solely dedicated to running fun, educational activities across the UK and working with Darren to further develop the activities already on offer.

There's something for every age group in the 'putting fun back into food' repertoire and Darren and colleagues have found that sixth form students are particularly interested in finding out more about where their food comes from and what they can do with the raw ingredients:

"Our sixth form survival guide has become increasingly popular with clients and students alike who see that we can provide nutritional information in a fun format and give young people great skills to ensure they can look after themselves when they go off to college. We keep it simple, healthy and cheap – demonstrating that it's easy to provide a balanced meal on a tight budget!"

If you'd like to find out more about any of the activities listed here, please speak to your local manager in the first instance.

## WHAT'S ON THE MENU?

The Chartwells team runs a wide range of sessions for students of all ages. Here's just a taste of what's available. For more information, please speak to your local manager in the first instance:

### Food Survival Guide

Perfect for students who are about to move out of home or join university, the Food Survival Guide is a short cooking course, led by a Chartwells executive chef, that teaches students how to cook easily, healthily and within a budget.

### On your marks

Supported by our professional chefs, two teams of pupils compete against the clock in front of an audience during lunch in the dining facility to fellow pupils to create the best-tasting, healthiest dish they can from mystery ingredients. Our chefs continue to promote the benefits of healthy eating as they help the school's catering team serve up the winning dish for lunch.

### Taste the world

More than just 'theatre cooking', audience participation is the name of the game, as Chartwells chefs promote the importance of healthy eating while demonstrating various cooking techniques.

### Funky Food Days

Students get a hands-on chance to experience new and different tastes from the UK and around the world, through our Funky Food workshops.





## FROM THE LOFTY SPIRES OF OXFORD

### Chartwells encourages a hunger for reading

Chartwells is taking up residence in Oxford later this spring, as the city takes up its books once more for the annual Sunday Times Literary Festival.

Taking place from March 20-28, Chartwells is delighted to sponsor this year's children's category. (Last year's event included popular writers such as teen author Louise Rennison; author/illustrator, Emma Dodd and Terry Deary of 'Horrible Histories' fame!).

Chartwells business director, Tony Byrne, said: "Supporting the children's category was an obvious, and very natural, fit for Chartwells. Learning is an integral part of our business philosophy and it is

fantastic to have such a great opportunity to encourage young people's learning and development."

"We like to think that our approach to learning about good food and nutrition is fun and in the same way, I know that many students derive great pleasure from reading. Even in today's hi-tech world, there is still nothing to beat the enjoyment that people of all ages can get from a good book."

We'll be bringing you more details on our involvement in the coming weeks and further news on a great way for you and your students to help us celebrate at this year's event.



# ETHICAL SOURCING

As our teams gear up for Fairtrade Fortnight (February 22 - March 7), we thought it was worth taking a quick look at more of our activities to support ethical sourcing.

**Across our business we are seeing more and more consumers asking for not only good value products but also products with good – and ethical – values!**

Nowhere is this more true than in our further and higher education sites, where we are working with many clients to push the boundaries on the products and innovation we offer. And there is a lot we can bring to the table!

#### **Fairtrade**

Our parent company, Compass Group is the largest supporter of Fairtrade in the UK contract catering business, spending over £6m on Fairtrade products each year. This gives us an in-depth understanding of what's available in the market and a broad range of products to draw upon that will be right for our consumers – everything from a selection of chocolate and snacks to coffee, muffins and bananas (did you know for example that all of our bananas are Fairtrade – without exception?).

The Fairtrade Foundation's vision is a world in which justice and sustainable development are at the heart of trade structures and practices, so that everyone, through their work, can maintain a decent and dignified livelihood and develop their full potential. Compass fully supports the Fairtrade Foundation and we are working with them to understand how we can further our commitment to this cause.

Fairtrade can have a huge impact on a whole community. Since moving to purchasing only Fairtrade bananas, the association in the Dominican Republic that we buy from has built five schools; added seats and classrooms to existing sites and bought equipment like pens, paper and books. They have constructed a fire station, a maternity ward at their hospital and the banana farms now carry first aid kits.

During Fairtrade fortnight we'll be encouraging our consumers to participate in the 'Big Swap' and purchase Fairtrade products. Look out for more from our on-site teams!



## RISING TO THE CHALLENGE WITH CANCER RESEARCH

The start of 2009 saw us set a challenge across Compass Group to raise £250,000 for Cancer Research UK. And we're delighted to say we've done it; raising £267,562 in just 12 months!

Deciding which charity to choose for our Compass-wide partnership was tough but there were three key reasons why we chose Cancer Research UK:

- 1 in 3 people will develop cancer at some point in their lives
- Adopting a healthier lifestyle is thought to reduce the risk of cancer by 50%! As a foodservice company, this was a great opportunity to involve our culinary teams in promoting a healthy lifestyle and educate our teams
- Over 90% of the population lives within 30 miles of a charity funded project.

Everyone has been involved across the business; starting with our executive directors who kicked off the year with their very own (highly competitive) challenge which raised over £78,000 in just one month! Since then, colleagues have raised funds in all manner of ways including quizzes, donating their time, cake-bakes and sporting events. Thanks to everyone who has supported our fundraising.

**The heat is certainly going to be on to match our efforts to date as we head into the second year of our fundraising!**

#### **CONTACT DETAILS**

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