

UNIVERSITY OF BATH STUDENTS' UNION

18 month Operating Plan – SU Catering 2007/2008

Specific Objectives

Key: FSM = Food Services Manager. DM = Deputy Manager. SUP = Supervisors, JM = John Morgan. MD=Mike Dalton.

Aim	Objective	Action	Success Measures	Budget	Responsibility
Resource generation	To review the variety of food offers (menu).	Review equipment range & flexibility for menu provision. Review offers and promotions with a view to delivering customer requirements (use feedback from online). Use 'You said we did' feedback.	Increase turnover +3% Product mix higher amongst 'non fast food' items.		FSM
Resource generation	Maintain GP% to enhance financial return.	Maintain monthly costs in budget.	Not overspending. GP% monthly target met. GP % to exceed 60%.		FSM

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Resource generation	To deliver good customer service.	To maintain permanent & student staffing levels in line with the needs of the business.	Adequate staffing levels to be in place for the beginning of term. Labour percentage of sales to be no more than 40%.		
Reputation / PR	To continue good relations with local Environmental Health Officer.	Continue staff training for Basic Food Hygiene Certificate.	Staff passing exam & gaining qualification.	£10 entry per candidate + wages for training sessions.	
Health & Safety	To maintain the Risk Assessment process with appointed SU representative.	Annual assessment of all associated risks and implement plans.	Safe working methods. Less/no accidents.		

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Diversity	To reflect the diverse nature of the University community within the catering offer.	Offer / promotional calendar to reflect significant international and cultural festivals. To ensure availability of international / cultural product. Work with the International Office / Student societies to improve offer.	Positive feedback from customer / survey.		
Student Engagement	To gain structured feedback.	Design & launch a Mystery Diner Programme to be delivered on a termly basis, using a standard format, by both staff & student customers.	Reports – written & verbal from those completing the questionnaire each visit. Collation of results. Implement changes if feasible.		FSM. Marketing dpt.
Student Engagement	To design & display area Management Hierarchical Poster in each unit.	Place a poster with photograph's of the area's staff & managers and contact details. Wearing of name badges essential.	Better interaction between staff & customers.		

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Student Engagement	To respond to student's requests.	'You Said We Did' SU campaign. Making quick & immediate changes to operation/procedures as a result of student's comments as opposed to waiting for survey collation.	Improving student satisfaction & experience, valuing them as a member of their SU.		
Student Involvement	Involvement of students in decision making and business development.	Annual attendance & regular reporting to Finance & Commercial Services Committee.			
Student Involvement	To continue to employ student staff as part of the SU Catering workforce.	Using Joblink to advertise vacancies aiming to hire before the academic year in October commences to avoid scheduling problems and therefore reduced opening hours. Interview friends of current staff as a result of referral from them.	Recognition as a valued student employer. Reputation as a favourable employer in comparison to working in town. Offer more incentives for long service.		

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Student Involvement	To offer catering students the opportunity to study for Basic Food Hygiene Certificate.	Deliver structured training sessions between October & March run by the Catering Manager, once majority hiring of staff has finished. Offer paid exam fee & workbooks.	Better qualified staff. Reduced risk of food hygiene related incidents. Compliance with Law. Extra 'free' qualification for students.	£14 exam & workbook + labour hours.	