



CASE STUDY

LONDON
BOROUGH
OF NEWHAM

DOCKSIDE DINER

Newham London





CASE STUDY

LONDON BOROUGH OF NEWHAM

CUSTOMER

London Borough of Newham



DATES

31st January 2020
– 31st January 2023

CONTRACT GO LIVE

3rd February 2020

BACKGROUND

Following a successful process Juniper were awarded the Catering and Hospitality contract for The London Borough of Newham staff restaurant commencing on 3rd February 2020.

CHALLENGES

Following contract award we had very limited timescales (5 weeks) in between the festive period to mobilise the contract. There was also a TUPE consultation to undertake with the existing staff, recruitment of an Executive Head Chef and a full re-branding of the restaurant and coffee shop spaces. There was also an incredibly short turnaround from the incumbent caterer leaving (Friday evening) to Juniper welcoming people into the Diner (Monday morning).

ACTIONS AND SOLUTIONS

A dedicated project team was formed consisting of members from Juniper, Newham's Facilities Management and Public Health teams. A detailed mobilisation plan was developed with each person assigned roles and responsibilities.

In the 5 weeks we had to mobilise we were able to create a new and exciting offer at the Dockside Diner, replace all equipment, TUPE transfer staff and advertise the re-opening of the diner to Newham workers based in the building. The restaurant and coffee shop spaces were completely transformed over the weekend made available to us and a full service starting with breakfast at 7:30am on the Monday morning ensured that there was a seamless transition.



The Brand

The starting point for our creative team was brainstorming – which included not only generating base ideas (selecting fonts, graphical devices and colours) – but also involved developing the brand name ... "Dockside Diner".

Tasked with creating a brand that encompassed both 'contemporary, modern, dining' whilst also evoking a quintessential feeling of 'high quality' and 'desirable food and drink', the team submitted several ideas and one shone above the rest ... and a raspberry and violet Dockside Diner brand was born! (SHOWN RIGHT).

Brand Logos



Brand Palettes

The team mindfully created the brand logo in a limited 'two colour' palette to reinforce the ethos of 'simplicity' – which was at the heart of all their decision making.

Violet
C 80
M 85
Y 0
K 35

Raspberry
C 15
M 100
Y 40
K 0

Green
C 75
M 5
Y 100
K 0

Grey
C 0
M 0
Y 0
K 60

Lemon
C 15
M 5
Y 100
K 0

Violet
C 80
M 85
Y 0
K 35

Peach
C 0
M 40
Y 80
K 0

Light Teal
C 40
M 0
Y 30
K 10

Black
C 0
M 0
Y 0
K 100

Sky
C 70
M 10
Y 0
K 0

Lilac
C 50
M 50
Y 0
K 0

Raspberry
C 15
M 100
Y 40
K 0

Orange
C 0
M 50
Y 100
K 0

Lime
C 50
M 0
Y 100
K 0

Blueberry
C 90
M 70
Y 0
K 0

A 'full' brand colour palette (SHOWN BELOW) was developed for use on the broad spectrum of design assets required to transform the dining area, by combining carefully selected hues from the Juniper Catering brand with other bright, contemporary colours.



CASE STUDY

BEFORE

OUTCOMES AND RESULTS

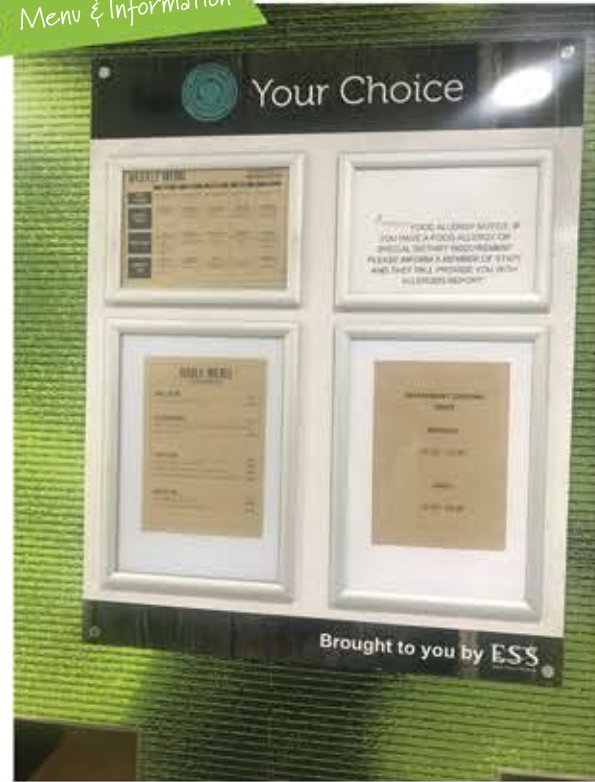
Feedback following the relaunch of the Dockside Diner was incredibly positive and demonstrates that the joint approach we take to mobilising contracts is a real success.

Working alongside the council at all stages of the project ensured that every element of the specification was met and there has been a considerable uptake in the number of people utilising the restaurant.

What was once a tired space has been transformed into a modern and vibrant restaurant offer and people have fully embraced the new concepts introduced.



Menu & Information



Counter Signage



Ambient Signage



AFTER

The Transformation

The 'before' images (LEFT) and 'after' images (BELOW and RIGHT) illustrate the transformation achieved after the brand style was applied to a variety of dining area items.

- A TARIFFS and OFFERS Board
- B MENU and INFORMATION Board
- C Special Offer POSTERS
- D Weekly MENU Information
- E CLIMATE Information
- F ALLERGIEN Information
- G Ambient SIGNAGIE
- H Comment and FEEDBACK Cards
- I Hanging SIGNAGIE
- J Acrylic Counter Top Framed TARIFFS



G Ambient Signage

H Comment and Feedback Cards



H Acrylic Counter Top Frames

H Hanging Signage

A Tariffs & Offers



B Menu & Information Board



C Special Offer Posters



D Weekly Menu Information

E Climate Information

F Allergen Information



CASE STUDY

BEFORE

Main Counter



Pay Point



Fridges & Chillers

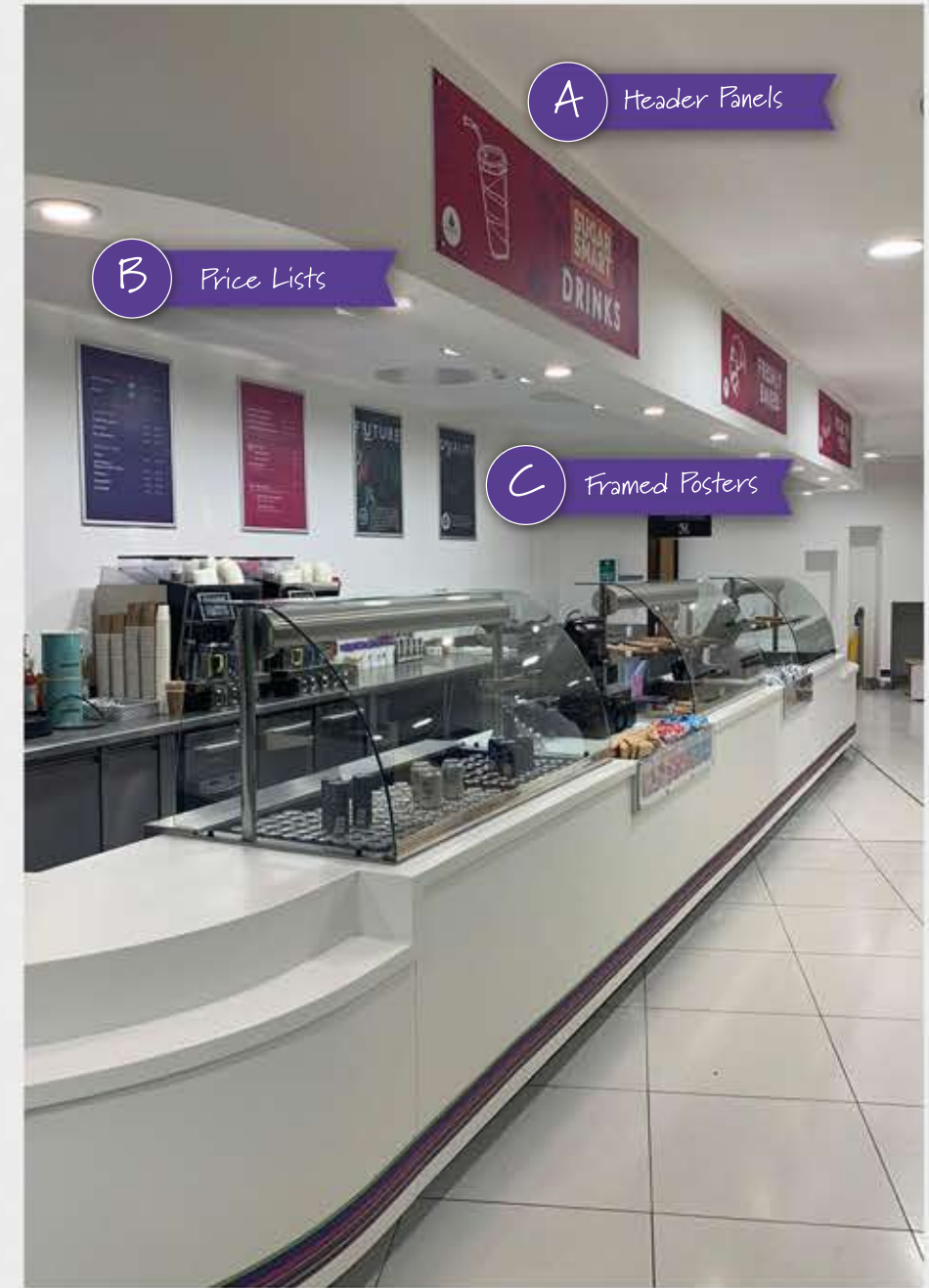
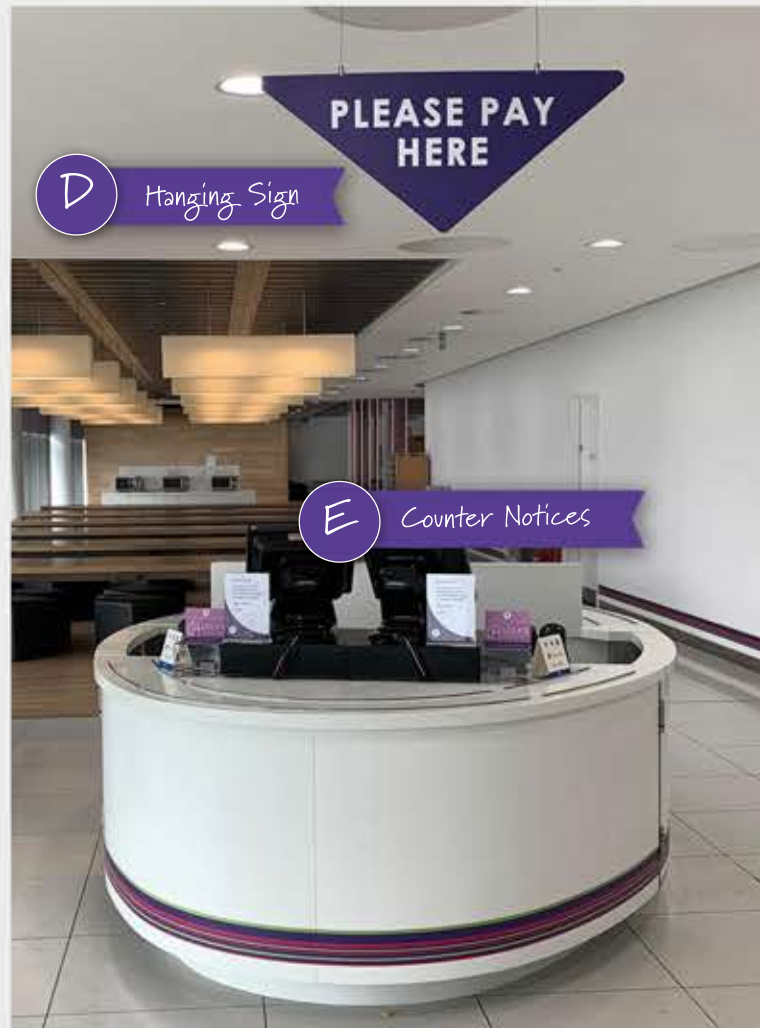


AFTER

The Transformation

The 'before' images (LEFT) and 'after' images (BELOW and RIGHT) illustrate the transformation achieved after the brand style was applied to a variety of dining area items.

- A Main Counter HEADER PANELS
- B Oversize Framed PRICE LISTS
- C Framed POSTERS
- D Hanging SIGN
- E Free-standing Counter NOTICES
- F Fridge and Chiller HEADER BOARDS
- G Framed NOTICES and INFORMATION





CASE STUDY



Fresh Salad



Hot Food



Fresh Vegetables



Fabulous Food

The images show a variety of items from our fresh, nutritious hot and cold food offer.

TESTIMONIAL

“ Juniper were awarded the contract, at extreme short notice, to take on a failing staff canteen that was undermining our organisation.

Within 10 weeks, they designed developed and delivered, with total stakeholder buy in at every level, a concept that embraced every element of our corporate value. The challenge was to deliver on Community Wealth Building with a TUPE of staff historically underpaid and under motivated, health and well-being with a menu that would represent everything that council was trying to deliver in this arena and Climate NOW with a menu that was 2/3 Vegan and Vegetarian.

It was a 360 degree service from Juniper with a complete redesign of a tired space and recruitment of award winning leadership in the kitchen. TUPE'd staff were outspoken in their praise for how the process was handled. Colleagues within the council were able to work fluidly with Juniper's team who brought to bear an extensive contacts book to every challenge quickly adding new skills and suppliers to their portfolio where this was needed.

Producing from day one food that was of a very high and modern London standard staff embraced the radical changes and voted with their feet and wallets in numbers previously considered unimaginable! Juniper adapted flexibly to the huge demand with additional pay points and what at times was a frenzied excitement from staff. Takings soared and the project is now considered a textbook example of what is possible at speed in local government! ”

Andy Gold - Community Public Health Manager
London Borough of Newham

