



CASE STUDY

ST. SAVIOURS PRIMARY SCHOOL

CUSTOMER

St Saviour's Primary School Contract
London Borough of Tower Hamlets



DATES

September 2020 - 2023

CONTRACT GO LIVE

September 2020

CONTRACT VALUE

£226,366 over a three year period

BACKGROUND

Juniper were awarded the Catering Contract for St. Saviours Primary School in Tower Hamlets and the contract commenced in September 2020.

CHALLENGES

Uptake lower than industry standard and therefore encouraging the parents and pupils who have in recent years chosen to have a packed lunch to try a school meal was a challenge. We included a variety of choices each day in our proposal, however, on some days this meant that the kitchen were preparing only 2 or 3 portions of a particular choice of dish per day.

ACTIONS AND SOLUTIONS

We have provided parent flyers and are arranging a Parent Taster session to encourage uptake - COVID has delayed this process but we hope to arrange this soon.

In discussions with the school we have removed the additional choice to allow the catering team to focus on the more popular dishes.

The Brand Mark

After being briefed by the Juniper team, the starting point for our 'creatives' was to develop and road test primary brand ideas.

After collating feedback, the creative team made amendments and enhancements - resulting in the creation of our primary 'DINE IN AND DISCOVER' brand.

We initially devised the brand mark as a simple circle, suitable for use a light or dark background (SEE SAMPLE 'A' - RIGHT) before going on to develop a more icon based logo - the 'magnifying glass' (SEE SAMPLE 'B' - FAR RIGHT).

Brand Logos



SAMPLE 'A'



SAMPLE 'B'

Brand Palettes

The 'DINE IN AND DISCOVER' palette has been created by combining selected elements from the main Juniper brand guidelines with carefully chosen colours, textures and patterns (SHOWN BELOW).



Brand Development

With logos and palettes established, our creative team developed a cohesive "design style" that would be used across dining related items.

We have shown a few sample items from this range, (RIGHT) but can provide a full list upon request.



MENU BOARD
- Displaying Menus, Posters, and Dietary Information



POSTERS and FLYERS
- Did You Know Posters, Environmental Flyer and Allergen Information



TROLLEYS and WASTE STATIONS
- A variety of trolleys including chilled Salad trolleys, Hot trolleys and Clearing/Waste Stations



CASE STUDY

BEFORE

AFTER

OUTCOMES AND RESULTS



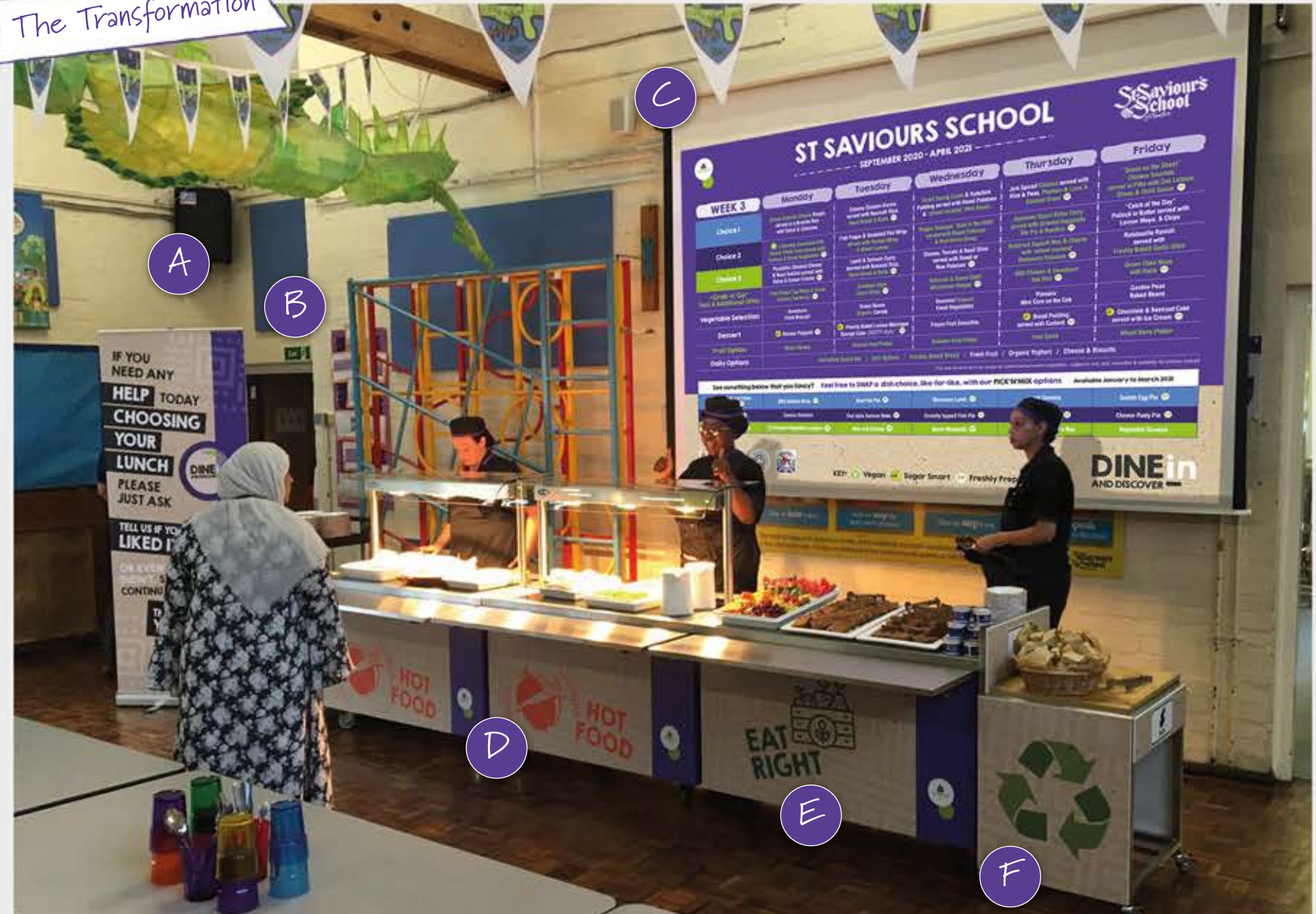
Our new Pick n Mix offer has been well received, with the pupils and staff improved offer.

As you can see from our before and after photographs, the redesign of the dining hall has enhanced the pupils dining experience and enables them to see information relating to the food they eat through our posters and the electronic imaging provided through the schools projection system.

The new trolleys purchased have been a real asset and add to the ongoing look and feel and performance of the school catering service.



The Transformation



The Key

- A Wall Mounted MENU BOARD (behind pop up banner)
- B Free Standing POP UP BANNER
- C Projector Screen showing an enlarged WEEKLY MENU
- D Hot Food TROLLEYS
- E Eat Right TROLLEY
- F Cutlery and Tray TROLLEY
- G Chilled Salad TROLLEY
- H Wall Mounted SLIM MENU BOARD
- I Wall Mounted HEIGHT CHART

The two 'before' images (TOP LEFT) and five 'after' images (DIRECTLY ABOVE and BELOW) demonstrate the transformation achieved when the Dine In Your Way brand style was applied to the St. Saviours dining area.





CASE STUDY

Fabulous Food

The images (BELOW) show a variety of items from our FRESH, NUTRITIOUS hot and cold FOOD offer.

The foods shown are displayed on dressed tables and branded hot and cold food trolleys.

- The images include:
- Chilled Water and Smoothies
 - Chilled Fruit Platters
 - Crackers, grapes and cheese
 - Chilled Salads
 - Hot and cold Vegetarian foods
 - Hot meat based foods

TESTIMONIAL

“ Juniper have been approachable and efficient in ensuring the start of the contract has gone as well as we could have expected.

Whilst there have inevitably been some teething problems, Juniper have been extremely approachable and resolved issues raised quickly. ”

Tomas Hall
Deputy Headteacher



Chilled Drinks



Fruit Platter



Chilled Foods



Serving area



Serving trolley



Hot Food



Hot Food

