



SODEXO HIGHER EDUCATION SYMPOSIUM 'Social Space'

Making Catering offers work, new
offers & brand identities

June 4th 2015

Theory of Social Learning Space

The importance of social interaction to the learning process has only relatively recently been acknowledged. Russian and American psychologists Vygotsky (1962, 1978) and Bruner (1986, 1990) promote a social-constructivist view of learning, that is, the notion that the stimulus of interaction with each other, in social groups is central to the construction of learning.

Key Trends

- Cafes are a growth sector, last year sales up 11% year on year
- Cafes are profitable and provide contemporary learning and social space
- University's are developing student Hub's with aligned catering, that are proving very popular
- Interior design and the counter display is a key part of the experience
- Good quality coffee and tea is at the heart of the offer, brands such as Costa, Illy and Starbucks and specialist coffee brands help to re-enforce the quality offer,
- Food quality and displays are crucial as this will sell mid-morning, lunchtime and mid-afternoon



Design Features

- Displaying ambient products
- Queue busting serveries / counters, splitting queues, tills+
- Hot food presentation
- Theatre food with an open kitchens
- Flexible food counters - the requirement to be versatile and flexible, allowing part of the counter open or closed.
- Coffee – multiple coffee offerings ‘value to premium’
- Signage & lighting integrated into design Back counters and FOH
- High street style branding / communication
- Contemporary seating environments

THE UNIVERSITY OF
WARWICK

OXFORD
BROOKES
UNIVERSITY

NOTTINGHAM
TRENT UNIVERSITY

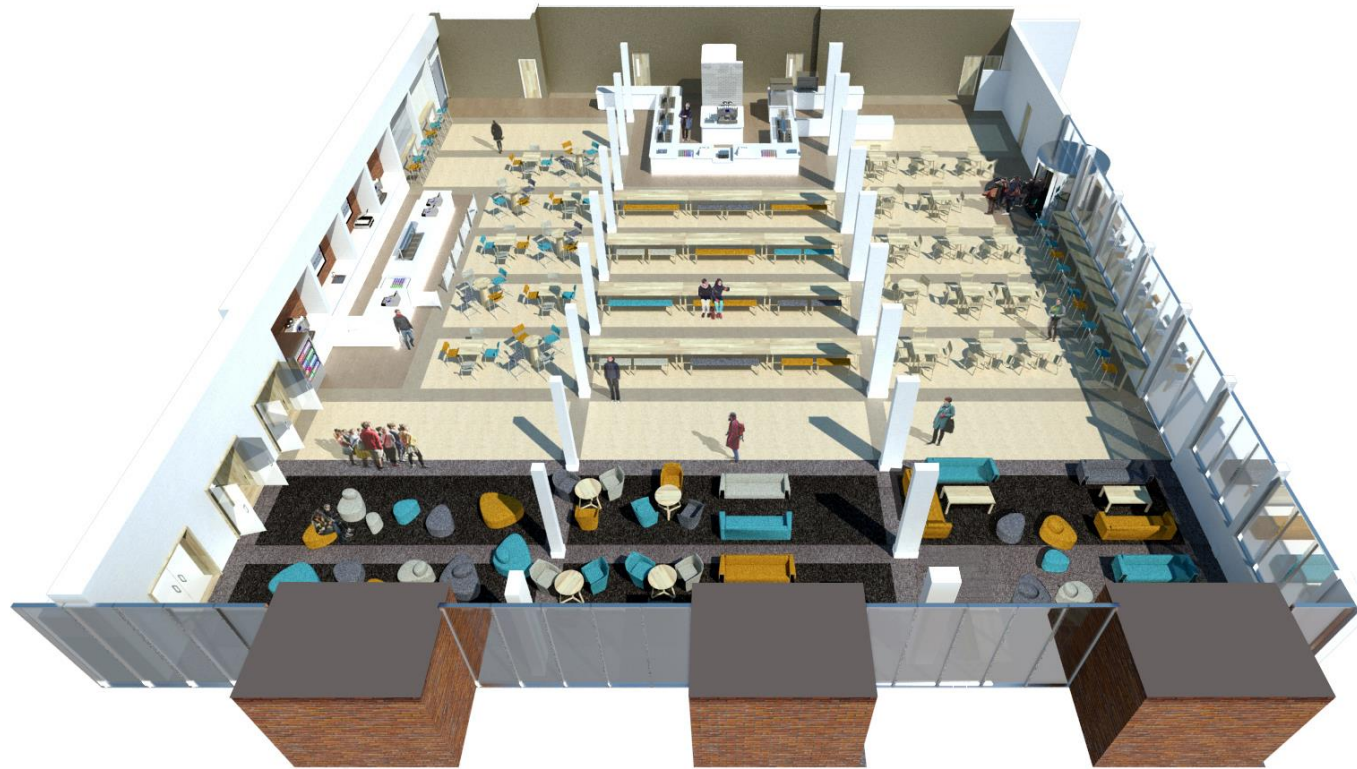
The logo for Nottingham Trent University (NTU), consisting of a red shield with the letters 'NTU' in white.



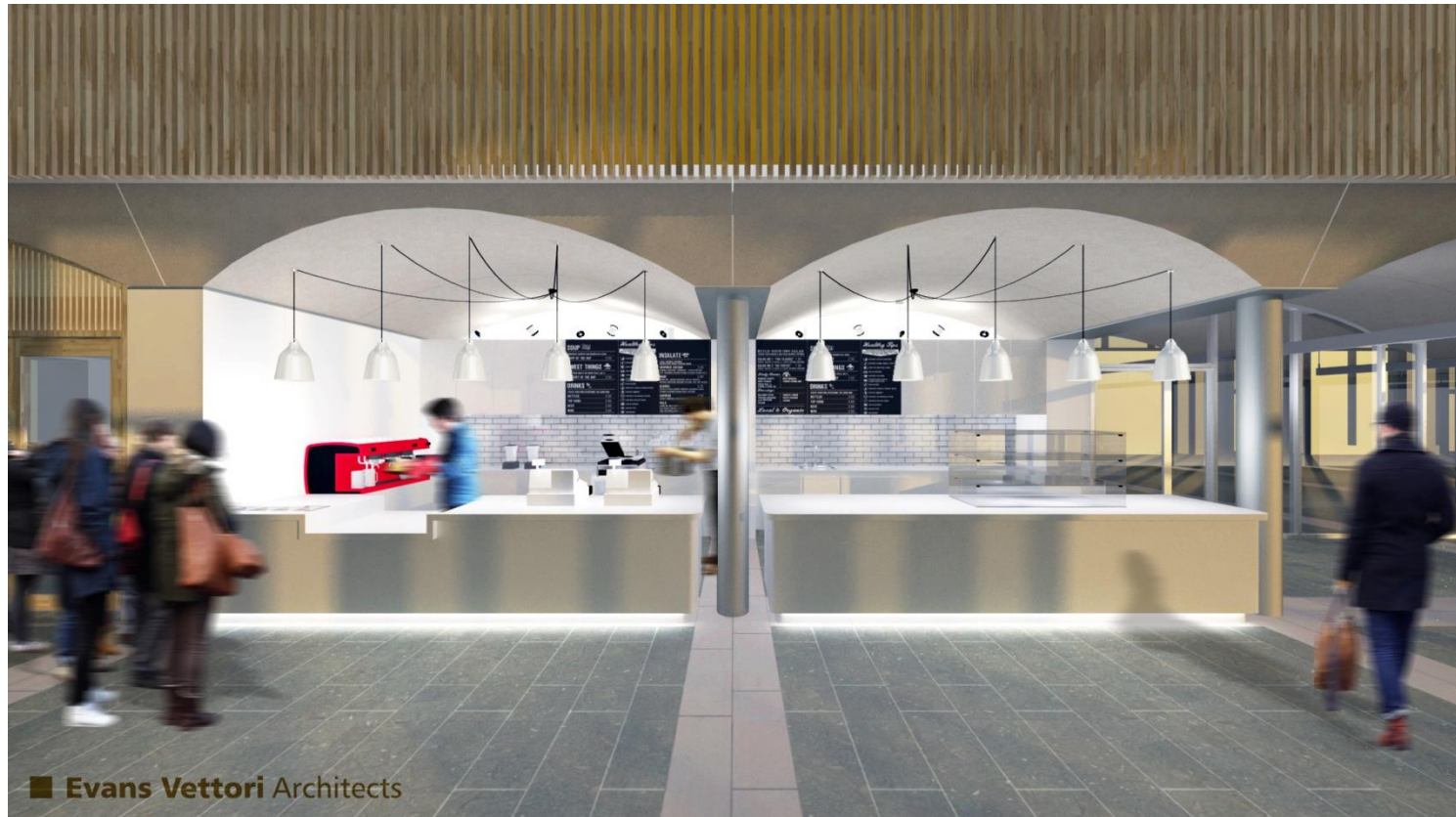


- New JHBB building was planned with a totally new approach to service levels
- Building is open 24hrs, not full 24/7 with closures during Easter / Summer, swipe access after 8pm
- New building project involved nine service change projects looking at the service provision of all aspects that impact the students, and identifying the overlaps
- New building has finance, enrolment, careers, café, food court and a shop, core services are 9 to 5pm
- Cleaning is outsourced, and takes place in early hours
- Concern how building would be used, or abused, which has not occurred
- Having SU in building has helped create right culture & approach
- Measured through NSS, and internal surveys

Nottingham Trent



Nottingham Trent



Vending



Turpin Smale Café and Street Food Tour



Bishopsgate Kitchen,

Breakfast Club

EAT

Spianata

Konditor & Cook

Peloton & Co

Lola's

Leon

Dept. of Coffee & Social Affairs

Old Spitalfields Market Street Food

Itsu

Carluccios

The Liberty of Norton Folgate

House of Vapes

Boxpark

Dum Dum Donuterie

T2

Counter Albion

Huntergather

Mast Brothers

Albion

Fuel Street Food Market

Bulldog Edition, Ace Hotel

Muriel's Kitchen

Herman ze German

Paul

Starbucks

Pret

Princi

Gail's

Hummingbird Bakery

Paul A Young

Crosstown Doughnuts

Duck & Rice

Foxcroft & Ginger

Bubbleology

38. Jamies Diner

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