



EXECUTIVE SUMMARY

MAY 2026



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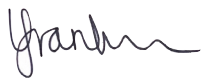
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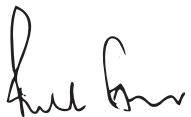
Thank you for the opportunity to present our vision for your catering services. We hope our proposal not only meets but exceeds your expectations.

If you have any questions or require further information, please do not hesitate to contact us.

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MODERN STYLE



OUR 4 P'S

PEOPLE

PRIDE

PASSION

PERCEPTION

teams are dedicated to delivering fresh ingredients, high-quality meals, a varied and seasonal menu, and attractive presentation—principles that are central to our service. Our unique high street-style concepts, seasonal food heroes, themed days, and pop-up events will feature across all menus, bringing freshness and excitement to the food offering throughout the year.

People

As a craft-based organisation, we are committed to the belief that every member of our team, regardless of tenure, possesses the potential to develop, enhance existing skills, and ultimately excel in their current roles as well as in any future career aspirations. Through our comprehensive training, development, and support programs, we dedicate significant time and resources to fostering an environment where our team members can thrive, achieve their objectives, and be duly recognised for their accomplishments.

Our online training platform, The Knowledge Centre, underpins and supports the development initiatives available to all employees. In addition to a wide range of internal training courses, every team member has the opportunity to advance through our apprenticeship scheme, which offers qualifications at NVQ levels 1–6 in partnership with HIT Training.

Craft skills training is primarily delivered on-site by our Development Chefs and supported by our Local Support & Buddy network, complemented by resources available through The Knowledge Centre and HIT Training. Mastery of these skills is essential, as 90% of all menu items are freshly prepared on-site each day. With this robust support and training framework, on-site teams will be empowered and equipped with the confidence to deliver a bespoke and adaptable catering service for the Schools.

Support & Communication

We fully recognise that each client and every school has unique characteristics and requirements. Therefore, maintaining close communication is essential to ensure we consistently fulfil your needs and uphold our commitments throughout the duration of the contract.

Delivering the appropriate level of support is fundamental to the success of catering services in schools. We are committed to investing in a local network of experienced and talented individuals to ensure immediate improvements in service, robust support for on-site teams, and long-term development opportunities for every team member.

Our team brings significant experience in educational catering with most senior members having a craft-based background. The support structure for your catering services will include Alan Coward (Regional Director), Ashley Marten, (Operations Director), and Julie Bryant Patch, (Operations Manager), supported by a dedicated local team.

Additionally, our specialist Nutrition team will provide expert guidance on menu adaptations, ensuring that students with special dietary requirements can dine with their peers and never feel excluded. Through the combined efforts of this network, we will continuously develop the craft and customer service skills essential for our teams' success.

We will plan and deliver as much of our relaunch training programme as possible prior to the contract's commencement, ensuring teams are fully prepared to excel from day one.

Customers

Effective communication with stakeholders is essential to achieving our mutual objectives for your catering

service. We are committed to working collaboratively with the schools, developing communication channels with service users. Additionally, we will conduct face-to-face surveys to gather comprehensive feedback, ensuring we consistently meet the standards expected by our customers. We also welcome the opportunity to engage with pupils by participating in student voice meetings and involving them directly in the ongoing development of their catering service.

Added Value – Added Benefits & Skills for Life

Our dedication to our customers extends beyond providing catering services; it is reflected in our added value programmes. "Added Benefits" is our initiative designed for younger pupils in primary schools, offering a variety of activities and support to help prepare them for life beyond education.

These activities include:

- Assemblies on topics such as Food Waste Awareness
- Bread Making
- Taste and Sensory Sessions
- Fruit Pizza (Simple Knife Skills)
- Smoothie Making
- Cutlery and Table Skills
- Competitions, such as Junior Bake Off
- Additional sessions as agreed with the school, such as scone making with cream tea for parents and Healthy Packed Lunch Workshops
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For any of your pupils who do have more particular needs, we would be happy to work alongside the School in partnership to adapt any of these sessions to ensure our engagement programme is completely inclusive. by arrangement.



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Our Vision for Your Service

We are committed to continually developing and advancing the service, and the opportunities outlined below represent just a selection of what is possible, and what we are initially proposing for your school. We are confident that, through a proactive partnership & effective communication strategy with the School, and all stakeholders, further initiatives will be identified and implemented throughout the duration of the contract.

- Our unique high street style concepts will be incorporated into the menu to encourage increased uptake. Whilst we do have latest launches such as "Caribbean Carnival" "Fiesta Espanol" and "Yamas" our successful and absolute favourites such as "Peckish", Mac 'n' Cheese will feature. We will also be able to include favourites such as dishes voted for by your students under our "National Favourites" banner.
- We will introduce an attractive salad bar offering a wide variety of options to promote the consumption of fresh vegetables and salads. Dessert stations will feature fresh fruit and yoghurt daily, complemented by our innovative homemade breads, designed to introduce younger pupils to new flavours. Current favourites among students include pizza, cheese & turmeric, and cranberry varieties.
- We will also introduce a 'sub bar' as an additional option if agreed with the school, aiming to increase uptake which we have introduced in many schools for KS2 pupils. Pupils are offered within this: a selection of baguettes or wraps with a range of fillings and toppings, a hot pastry snacks, choice of salads and homemade tortilla chips. We would initially propose to introduce this a couple of days a week, and depending on demand we can progress to offer it daily as part of the standard menu options. This offer has been well received across many of our KS2 customers as it provides a more 'grown up' offer.
- Enhanced counter displays, with modern serviceware and merchandising equipment for all the service areas, plus refreshed catering marketing, with new menu / communication boards, digital screens and additional signage by agreement.
- We are proud to introduce our latest Zero Waste and Plant-Based Recipes, featuring hydration stations with flavour-infused water to encourage adequate water intake, and creative recipes utilising ingredients that might otherwise be discarded, such as broccoli stalks and watermelon rinds.
- Monthly events will provide pupils with opportunities to explore global cuisines and broaden their culinary horizons, supported by initiatives such as Food Hero of the Month and Pop-Up Promotions for Census, National & Celebration Days. These activities can be integrated with the curriculum, offering educational value in collaboration with the school.
- We will actively engage with pupils through participation in Food Focus Groups, Student Council Meetings, and other agreed events, as outlined in our marketing plan. Feedback will be gathered via pop-up surveys, parent and headteacher surveys, drop-in sessions, and "You Said, We Did" boards, which will be installed as part of our marketing package.
- In the second term, we will launch our Added Benefits programme, designed to inspire enthusiasm for fresh, healthy food and to equip pupils—and potentially the wider community—with essential life skills, including knife and fork etiquette, bread making, and taste and sensory workshops



Financial Summary

Based on our proposals for the development of the service; the information provided in the ITT, including the current sales data and roll numbers in September 2026, TUPE and 190 full days trading per year for each School we are in the position to offer the Surrey Schools the following financial proposal for Year 1 for a NIL cost contract;

UIFSM Charged at	£2.65
FSM - KS2 Pupil Meals Charged at	£2.75
Paid Meals Charged at	£3.00

As part of a cluster award, we are also able to offer a further financial incentive. For the award of between 5 and 10 schools, we will reduce the paid meal price by 5 pence per meal.

For the award of 11 or more schools, this increases to a 10 pence reduction, resulting in a revised paid meal price of £2.90.

This provides a clear and measurable benefit to each school within the group, linked directly to meal uptake.

In terms of conditions, prices exclude VAT and are fixed for the first year of the contract to provide cost certainty. Any adjustments in subsequent years would be based on recognised external factors, specifically changes to the National Living Wage and Government CPI data, ensuring that any future changes are fair, transparent and clearly justified.



KINGSTON AND RICHMOND LUNAR NEW YEAR

Lunar New Year 2026

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Kingston & Richmond area

Lunar New Year Festive Menu

Chinese Vegetable Noodles

Chinese Chicken Curry with Rice

Fruit & Salad Bar

Festive Setting with Red Lanterns

Freshly Made Bread & Dessert

St Osmond's Catholic Primary School

Holy Trinity CE Primary & Nursery School

Orleans Primary School





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