

THE HALF TERMLY PUBLICATION FOR SODEXO EDUCATION CLIENTS

Hello

It's been a great start to the new year with services beginning on site at University College London as part of a new £15.7m contract.

Our ability to offer work opportunities to students was part of our appeal to UCL and we recently gave young people from Southampton Solent University just such an experience. We're delighted to have picked up two accolades for the food we serve at SSU – Compassion for World Farming's Good Egg Award and the Soil Association's prestigious bronze Food for Life Catering Mark.

If you have any comments about *Looking Ahead*, please send me an email to paul.anstey@sodexo.com.

Paul Anstey, Managing Director, Sodexo Commercial Education



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Solent Creatives welcomed Sodexo's invitation to report on the company's annual food skills contest at Ascot Racecourse.



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A Dutch-born chef who works in Brazil arrives in Britain this month to prepare Brazilian dishes for university students.



08 Leading figures join in diversity debate

Writer and broadcaster Simon Fanshawe OBE was a high-profile panellist at Sodexo's debate on workplace diversity.

£15.7m UCL catering contract awarded to Sodexo

Sodexo has won the contract to provide retail catering and hospitality services for 34,000 at University College London (UCL).



Photo courtesy of UCL.

This prestigious third oldest university in England has chosen Sodexo to provide catering and hospitality services.

Sodexo has been commissioned by UCL to provide quality, diverse food services at its Bloomsbury campus in London.

It involves the provision of retail catering, vending and hospitality services to 25,000 students and 9,000 university staff and began on 26 January.

UCL wanted to ensure quality and consistency for its

staff and students across its core central London estate and the three-and-a-half year contract is worth £15.7m in total, or £4.5m a year. The contract also has two one-year extension options.

Founded in 1826, UCL is England's third oldest university and draws students from 155 countries across the globe. It is a world-class institution which is currently

‘Success is testament to our agility and expertise in identifying ways to meet the complex and diverse needs of clients in the university sector’
Jane Bristow



ranked fourth in the QS World University Rankings.

Internationally inspired menus and eclectic, casual dining offers, with a focus on innovation and sustainability, are being planned by a dedicated Sodexo culinary team whose members have experience of meeting the needs of a diverse campus community.

As part of its commitment to quality, variety and diversity, Sodexo will introduce specially selected independent pop-up and street food providers as guest vendors. The aim is for a range of different offers and small to medium-sized food enterprises to come together to provide a unique and diverse campus experience. The umbrella brand for Sodexo-provided and vendor-managed services will be ‘The Food Federation’.

Sodexo’s ethical coffee brand, Aspretto, which is triple certified (Fairtrade, Rainforest Alliance and organic) will be introduced across all outlets.

David M Smith, UCL’s head of facilities, said: “We look forward to working with Sodexo which will provide a range of offerings and price bandings, additional vending machines, fine dining for events and extended opening hours to suit staff and student work and study patterns. Additionally, Sodexo has excellent green credentials, supporting UCL’s sustainable food policy.”

Jane Bristow, managing director of Sodexo Education, said: “We are delighted that an institution as prestigious as UCL has chosen Sodexo to provide its catering and hospitality services. This latest success is testament to our agility and expertise in identifying ways to meet the complex and diverse needs of clients in the university sector.

“We are currently developing exciting, innovative, varied and sustainably-sourced, fresh food offers aimed at providing value and flexibility for students. Key to this approach has been Sodexo’s focus on researching student preferences through the Sodexo University Lifestyle Survey and delivering services through an operational team solely



Street food will be a key part of the range of eating experiences offered by Sodexo.

Below left : Sodexo’s triple-certified ethical coffee brand will be introduced across all outlets.

Below: Simon Knight is Sodexo’s contract director at UCL.



dedicated to the university sector.

“With thousands of students and staff to feed every day, we look forward to the new challenge and delivering an excellent service.”

The contract will see Sodexo providing a bursary fund to support work placements for UCL students. Also planned is a range of carbon reduction schemes along with innovative software that will measure the consumption of electricity in all catering outlets across the UCL estate.

Sodexo has more than 50 years’ experience in the university sector and has a healthy portfolio of clients. This latest contract win comes just a year after Sodexo secured a five-year £25m catering and hospitality deal with Brunel University, one of the largest of its type within the university market.

‘Sodexo has excellent green credentials, supporting UCL’s sustainable food policy’

Food craft skills contest in student media spotlight

Sodexo offers Southampton Solent University's work experience agency, Solent Creatives, a chance for students on a variety of multi-media courses to cover the company's annual demonstration of chef skills, the Salon Culinaire. One of them, **Isabel Nash**, reports for *Looking Ahead*.



Sodexo Education strategic development director Peter Taylor aims for greater engagement with students and universities.



Sodexo craft and food development director David Mulcahy talks on camera to a Solent Creatives film crew.



Michelin-starred chef Alyn Williams is interviewed by the Solent Creatives team.

Pictures by Solent Creatives' Jana Matthaues and Steven Williams

Over 650 employees — chefs and non-chefs alike — took part in the event at one of Sodexo's most prestigious contracts, Ascot Racecourse.

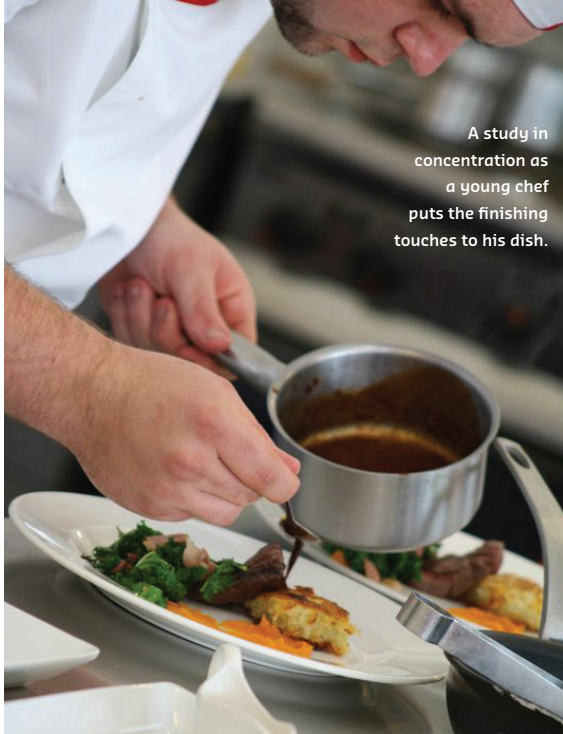
Professional and amateur chefs of all abilities and from across the business took part in live and static competitions and there was a range of master classes and live demonstrations from top industry names, including much loved chef Paul Rankin, Michelin-starred Alyn Williams and pastry chef extraordinaire Will Torrent.

It all made for an ideal array of activity for Solent Creatives to cover the live event, allowing them the

opportunity to experience real work as journalists, photographers, presenters and producers in print and film and develop their skillset professionally.

Even after the event, skills are still built on through the use of technology. Students edit the photos and work together to publish a magazine for the Sodexo employees around the country, as well as a short film about the company and the events of the day.

Sodexo Education strategic development director Peter Taylor is trying to encourage other establishments to get involved with the scheme. He said: "The idea is that we get



A study in concentration as a young chef puts the finishing touches to his dish.

more and more engaged with students and universities and to get businesses closer to the university market to aid the transition from learning to work.”

But it's not just the Salon Culinaire where work experience is offered. Sodexo operates in over 25 different campuses and has different types of engagement with students.

Peter explained: “We can offer internships and stakeholder opportunities for students to come and work within the Sodexo organisation.

“Recently we've been able to offer long-term work for students in law and in procurement. It's certainly something we want to encourage and develop.”

As well as university students, Sodexo spends a large portion of time training aspiring chefs and introducing them to the industry.

One of the Salon's main events is the Young Chef of the Year competition, which is open to all Sodexo chefs under the age of 24. The final round saw six young chefs go head to head creating their own two-course menu; the main consisting of venison, with accompaniments of their choice, and a chocolate dessert.

Judge, Dan Pennington described how they were looking to see how well chefs used complementary flavours in their dishes. “They had to create their own individual menu so we judged that too, as well as their techniques and knife skills.”

The winner was 20-year-old Rich Bullard, a chef at the Chivenor Marine Barracks in Devon.



Paul is an inspiration for aspiring chefs



Ulster-based celebrity chef Paul Rankin takes time out for an interview.

One highlight of the day was the presence of celebrity chef Paul Rankin. The famous Irishman has made personal appearance on behalf of Sodexo for over 15 years, starting out conducting master classes for young chefs. Paul has since been involved with all age groups served by Sodexo Education.

“One day I could be opening a new dining hall, another I might be talking to the kids about what it's like to be a chef,” Paul explained.

“I work with the sixth formers interested in careers in hospitality. I have also done a few dinners with Sodexo based around schools and universities. It's a great experience for the schoolkids but it's even better for the Sodexo chefs in the kitchen, where they get to work side-by-side with me and get that, sort of, inspired involvement.”

The chef's advice for aspiring kitchen dwellers was simple. “Find the best

chef you possibly can whose style you respect, a chef who still works in the kitchen and isn't a figure head and see if you can get some work experience with them. Work for free if you have to but mainly just work hard. The harder you work the luckier you get.”

One new feature at this year's Salon Culinaire was the huge variety of hot street food, which is a fairly new innovation from Sodexo. Despite the wet autumnal weather, people still flocked outside to a host of wonderful smells from around the world. From the Caribbean at the Reggae Reggae van serving hot jerk chicken to gourmet American hotdogs at Swanky Franks as well as some Pan Asian cuisine.

Visiting student Suzi King got a taste for the food on the street: “It was exotic and really delicious. It was nice to try something to warm us up in the horrible weather.”



Award glee for Bradford recognises library scheme

Sodexo sponsored a new category at the Green Gown Awards, which recognise exceptional sustainability initiatives at universities and colleges across the UK.



Sodexo Education strategic development director Peter Taylor (far right) presents the facilities and service excellence trophy to the winning University of Bradford team.

‘An excellent case study for the sector’

The University of Bradford’s sustainability efforts were recognised with a Green Gown award, sponsored by Sodexo, which recognised facilities and service excellence and sustainability across the institution.

The accolade celebrated the success of Bradford’s GLEE (Green Library Environment and Education) project, which has radically improved the old learning environment of the City campus library. A low carbon refurbishment has provided a 21st century library for the university and a vastly improved learning and student experience. Carbon and utility savings are huge and overall it provides a very relevant template for the sector.

The trophy was presented at a black-tie ceremony at The Roundhouse, Derby College, by Sodexo Education strategic development director Peter Taylor. Amongst the 325 guests were university and college representatives from leading higher education across the UK, joined by leading figures from institutions. The judges said of the GLEE programme: “This is a highly successful refurbishment project with clear benefits. It distinguishes itself by the level of communication and engagement with students and maintaining the service.”

The University of Bradford’s environmental manager,

Ben Tongue, collected the prize and said: “Winning this award confirms our belief that this is an excellent case study for the sector. The scope is huge with many buildings ripe for this type of refurbishment and improvements.”

Awards ceremony host Professor Iain Stewart MBE, best known to the public as the presenter of a number of science programmes for the BBC, including *Earth: The Power of the Planet*, summarised the significance of the awards when he said: “Sustainability is one of those ideas that means something different to everyone. The Green Gown Awards are about celebrating a shift in thinking within the university and college sector to embrace and support those that are really pushing ahead with meaningful ways of making a future that works for all.

The awards are run by the not-for-profit charity Environmental Association for Universities and Colleges, with a membership of over 300 universities and colleges supporting sustainability within the UK tertiary education sector.

Sodexo is well placed to be a sponsor having been recognised as best-in-class for social, environmental and economic responsibility by the Dow Jones Sustainability Indexes for the ninth consecutive year.



Dutch chef from Brazil is to tickle UK tastebuds

Sodexo's global chef programme will bring authentic Brazilian food to a number of university sites the company serves.



Dutch-born chef Hubert Visschedijk will bring tastes from Brazil, the country where he works for Sodexo, to the UK.

A top Dutch-born chef, who works in Brazil, is about to tickle the tastebuds of students and staff at universities up and down the country.

While the country where he works and lives with his Brazilian wife prepares to host this year's football World Cup, executive chef Hubert Visschedijk arrives in the UK this month with a different goal in mind.

Hubert was inspired as a youngster in Holland by his mother and worked in Amsterdam hotels before moving to Brazil. He has a clutch of authentic traditional Brazilian dishes he's going to prepare for students and staff at campuses across the country.

First port of call when he arrives on 26 February will be a training session at Hackney Community College with some of Sodexo's UK-based head chefs so they can provide support for him on what will be a two-and-a-half week tour around the universities served by Sodexo.

"This is all part of Sodexo's global chef programme



which, in the past, has seen us welcome chefs from Malaysia, China and Columbia," explained strategic development director Peter Taylor. "Any Brazilian students here in the UK will love it, of course, but we're sure people of all nationalities will also enjoy the very different tastes and flavours Hubert will bring to our tables."

This year's programme will take in visits to the University of Bradford, the Sutton Bonington campus of the University of Nottingham, Richmond The American International University, the University of Greenwich, Birmingham City University, Brunel University, Birkbeck College and Southampton Solent University before culminating in a special lunch for clients at University College London on 14 March.

Simultaneously, Sodexo Education will launch its biennial University Lifestyle Survey, the sixth detailed study published in association with *Times Higher Education*.

The survey provides a benchmark of student opinion on a whole range of things that are important to a student's daily life.

Sodexo's global chef programme began in 2002 and allows leading chefs from different countries to share authentic cuisine and cooking techniques with local culinary teams.

As well as welcoming Sodexo chefs from other parts of the world, it has seen chefs from the UK travel overseas too. For instance Matthew Greaves, head chef at the University of Bradford visited the United States and worked in their Healthcare segment, preparing meals like Lancashire Hot Pot for hospital patients.

Above: Authentic Brazilian food is to be served at various university campuses

Below: Matthew Greaves has taken part in the global chef programme in the past.



'We're sure people will enjoy the different tastes and flavours'



Sodexo Education managing director Jane Bristow (left) and fellow SWIFT delegates gather to listen to women's empowerment guru Lynn Franks.

UK hosts high-profile gender equality debate

Sodexo brought together some of its most senior female leaders from around the world to promote gender diversity.

'38 per cent of our executive team are women - a fantastic achievement'

Sixty Sodexo clients heard an influential panel of UK media, business and political figures debate 'The respective roles of business, society and Government in promoting gender equality'.

Aboard Bateaux London's MV Symphony, and facilitated by Sodexo's global chief diversity officer Dr Rohini Anand, the panel consisted of:

- The Right Honourable Hazel Blears MP
- Deborah Rowland – head of FM policy and strategy for central Government in the Cabinet Office
- Simon Fanshawe OBE – writer and broadcaster
- Harry Gaskell – manager of the Employers network for equality and inclusion
- Debbie White – chief executive officer of Sodexo UK & Ireland.

The event was arranged as part of a week's activities in the capital for the Sodexo Women's International Forum for Talent (SWIFT), a group of the most senior managers from

across the global business.

SWIFT is co-chaired by Dr Anand and Sophie Bellon – who was recently announced as the next chair of Sodexo Group and who also attended the panel debate.

As has been the case when SWIFT has met in other countries, there was an opportunity to meet with Sodexo's UK and Ireland women's network, and provide support to them.

They also had the chance to hear directly from the UK and Ireland executive committee about their journey to gender diversity.

In London, the group also had a development session with Lynn Franks, the UK's leading women's empowerment guru, and a successful businesswoman, author, broadcaster and speaker. She is recognised as an acclaimed international spokesperson and advisor on changes in today's and tomorrow's world.

Another activity saw SWIFT stage a speed mentoring session with more than 40 senior Sodexo women in the UK



Sodexo UK and Ireland chief executive officer Debbie White makes a point during the debate aboard the MV Symphony.

and Ireland aimed at helping them to develop their careers.

Founded in 2009, SWIFT is committed to boosting female representation at all levels of management. In particular, SWIFT has set a global objective that by 2015 women will represent 25 per cent of Sodexo's top 300 managers. So far the figure globally stands at 23 per cent, up from 17 per cent in 2008.

Across the world, women represent 38 per cent of Sodexo's board of directors, 40 per cent of Sodexo's management and, in Europe, 11 country chief executive officers are women.

Debbie White, chief executive officer of Sodexo UK & Ireland, said: "Sodexo has a very clear business commitment to gender diversity and, as a mum of three and a female chief executive, I also have a very personal passion regarding this topic.

"It was a privilege to host SWIFT in London and I'm pleased to be able to share our experience of promoting gender equality across the globe to our clients and stakeholders in the UK and Ireland.

"Sodexo Group has an aspirational objective for 25 per cent of its top 300 managers to be women by 2015.

"In the UK and Ireland we've already surpassed that target, and 38 per cent of our executive team are women, which is a fantastic achievement.

"There is a clear role for businesses like Sodexo to encourage gender diversity in the workplace and the Government have a role to play in making businesses think differently.

"But ultimately I believe society has a major role to play in bringing about the cultural changes that will improve



Delegates enjoyed the opportunity to compare progress in advancing gender diversity.



Writer and broadcaster Simon Fanshawe OBE was amongst the high-profile panellists.

gender diversity and equality: making that happen is everyone's responsibility."



Animal welfare recognition at Southampton university

Sodexo has picked up two notable accolades for the food it serves at Southampton Solent University – Compassion for World Farming’s Good Egg Award and the Soil Association’s prestigious bronze Food for Life Catering Mark.



Sodexo bar manager at SSU, Samantha Holden struck gold at the Salon Culinnaire for her innovative table setting. She received her award from Sodexo health and wellbeing ambassador Matt Dawson.



Sodexo’s commitment to using cage-free eggs or egg products in all dishes served at Southampton Solent University (SSU) has been recognised with a Good Egg Award from Compassion for World Farming.

“We only use free range eggs and this is another step towards delivering the very best in quality to our customers,” said general manager Nick Hayter.

Animal welfare is an intrinsic part of Sodexo’s Better Tomorrow Plan, its sustainability strategy to 2020, and another award recognising this and the serving of fresh food free from controversial additives is the bronze Food for Life Catering Mark.

Sodexo already holds the bronze Food for Life Catering Mark for serving fresh and healthy meals at all of the UK primary schools where it operates.

Caterers with the bronze Catering Mark serve seasonal meals which are freshly prepared and free from additives such as MSG, tartrazine and aspartame. No genetically modified (GM) ingredients are used and all eggs are from cage-free hens.

Sodexo Education managing director, Jane Bristow said: “We are delighted that we have achieved this accreditation at Southampton Solent.

“We have a student-focused approach which helps us to better understand the needs and desires of our customers and clients in higher education.

“This is fantastic recognition of our commitment to sourcing the very best British produce and serving freshly prepared, seasonal meals on campus.”

Lindy Jessup, Southampton Solent University’s hospitality services manager, said: “In reaching the standards demanded by the Soil Association, our catering partners Sodexo have demonstrated their commitment to Solent University’s sustainable food policy.

“We are pleased that Sodexo recognises the importance of this accreditation and will support it in achieving the



next level of the Food for Life Catering Mark.

“Congratulations to everybody on the Sodexo team at Solent for their efforts in ensuring students and staff at the university receive a fresh, well balanced and healthy catering provision.”

Explaining the importance of the Catering Mark, Rob Sexton, chief executive of Soil Association Certification, said: “The bronze Catering Mark is an excellent achievement which recognises the vital role that fresh, seasonal meals play in healthy, planet-friendly menus, especially for large-scale catering.

“It reassures customers that their meals are free from GM ingredients, trans fats and prepared from scratch.”



New food range at Aspretto

It's no longer just great coffee that's on offer at SSU's Aspretto outlet.

“We have put that same passion for coffee into developing a fantastic new food range,” said Sodexo's general manager Nick Hayter.

“Whether students and staff are looking for a tasty breakfast to start the day, a quick snack with coffee, or to sit down for a delicious lunch, we've something for everyone.”

For every purchase made, Sodexo is

donating money towards its STOP Hunger initiative, which tackles hunger and malnutrition.

Among the highlights on the new menu are seared salmon, crumbed chicken and chorizo and artisan eggs Benedict.

A hot chef's daily special offers choices such as homemade lamb, redcurrant and rosemary meatballs with wilted baby spinach or a homemade speciality pie with crushed new potatoes.



If you would like to discuss any aspect of this publication or to talk to someone about Sodexo's services, please contact:

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