

EP
BUSINESS IN HOSPITALITY

Fuelling _____ Productivity

Food at the Heart of Culture





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Executive Summary

UK business is facing a series of challenges that are arguably new and need new solutions – these range from mental health to Brexit: from employee and student nutrition and well-being to the need for new commercial solutions: from declining productivity to the need to reconnect internal comms to the importance of retention – wherever ones looks, food service can play a key and important role.

This, therefore, marks a genuine opportunity for the sector to create an argument for increased investment in people, in food, in sustainability, in design and in restaurants. The argument has long been that margins are just on a declining curve. We suggest that this can be changed with a stronger argument as UK business and society needs great food service.

“An argument for
increased investment
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and in restaurants”

As of September 2018, we are aiming to launch a campaign targeted at C-Suite/boards of organisations, to commercial venues and stadia, to schools and Universities that will showcase just how the Food Service sector can have significant financial and productivity impacts. The following paper has been developed to outline our initial thoughts on how we aim to market and communicate this strong message.

We have two PR companies that we are working with on this campaign and we have a number of professional sports players that are happy to act as ambassadors, and role models for health, nutrition and well-being and talk directly to business. A combination of sport, Industry and PR/comms expertise creates a strong framework for building a message to market.

We believe that we have the best opportunity in a generation to create change in investment and margins as there is genuine concern in the market re obesity, mental health, and informal comms within business, nutrition and well-being – so our challenge is to present the case for the sector.

“This is the first time in a generation where genuine change can be made”

Introduction

Over the last four months EP has hosted a series of forums to discuss this opportunity for the Food Service sector. This is the first time in a generation where genuine change can be made and the following framework will allow this to happen. The sector has the potential to be seen in a stronger light, attract greater investment into services and people and generate change that is of benefit to all.

The following marketing plan is proposed for a start in September 2018 and is being supported by both Triggerfish and Sublime PR as well as a series of professional sporting players that are more than open to arguing the case for business change through nutrition and great food. We are also working with the Chef's manifesto and World Food Forum which is bringing chefs from across the world together to share ideas and good practice to help support the creation of innovation and new food ideas.

Objectives

- To make the argument that community and culture hold the key to unlocking the problems that many businesses face today and place food/in-house restaurants at the heart of business culture and productivity
- To showcase the importance of great food and nutrition in terms of productivity and mental health
- To create strong and influential alliances for the industry with other key influencers such as Mad World – which is a conference on mental health that is already reaching C-Suite and has as one its central pillars – food
- Raise the profile, professional reputation and influence that the food service sector plays in the wider UK economy
- Increase the investment made by organisations into food and facilities services through greater awareness of the impact that nutrition plays on lifestyle and employee duty of care



- Capitalise on consumer eating and food habits and trends to drive and amplify the conversation outside the norms of procurement and facilities departments
- Be recognised as the definitive voice of food and facilities for workplace, education, sport and heritage and attractions sectors
- To support the development of The Chef's Manifesto - Developed by chefs, for chefs, the Manifesto outlines simple, practical actions chefs can take to deliver a sustainable food system. Thus far, the Manifesto has formed a Chefs Network for the Global Goals with 158 chefs from 43 countries committed to building a better food future for all
- To give a voice to new generations and their ideas

Outcomes and Deliverables

- Greater financial investment into food and facilities through better measurement and metrics of the role of food in increasing organisations' productivity
- Demonstrable metric that highlights return on investment on food, facilities and productivity
- Greater investment into training and people
- Greater reliance on seasonal, regional and sustainable products by organisations
- Increase in engagement and well-being through face-to-face networking in communal workplace environments
- Better design, greater capital investment in workplace dining facilities

Measurement

- Long term increase in workforce productivity (illustrated through SIC specific case studies):
 - Reduction in sick days
 - Better employee welfare
 - Support the reduction in mental health issues
 - Increased retention
 - Increased internal comms
- Increased margins and profitability of food service sector
- The Chef's Manifesto – bringing chefs from across the globe together to share ideas and focus on sustainability in food service
- Greater share of voice by food service organisations in the hospitality sector conversation:
 - Media coverage / Domain authority
 - Social media penetration #FuellingProductivity
 - Speaking opportunities
- Microsite for program partners with research and mechanism to input statistics and financials in a confidential format





Activation Ideas

Initial ideas and tactics:

- **Campaign Launch**
Stage a hosted event focused on ‘food’ – showcase amazing, quality ingredients in aspirational surroundings, invite key journalists and corporates to attend and host a live panel debate on the topic. Initial press release to report on this with images including key quotes from inspirational speakers
- **Round Table**
Host a round table debate on why food is at the heart of culture and invite a media partner (journalist or blogger to chair it)
- **Food Tales**
Collaborative businesses provide stories of when food made a difference to their business and explain why, impact it has on team etc. Demonstrated via video, case study story or visuals/photography
- **Headline-driven PR**
Run an independent survey and ask employees about how food makes them feel, question lunch breaks (how many have them) and question eating environments and how they make you feel. Ask about poor food in the workplace, lack of choice and how that impacts on the working day and motivation/productivity. Find out what people usually have for lunch. Create newsworthy press releases from the results to raise awareness of the impact food has on culture
- **Business Roadshow**
Collaboration with various businesses to stage a UK-wide roadshow, showcase the importance of good food environment. Show videos, food samples given out, use various hashtags for social and flyers highlighting the campaign
- **Sports endorsement**
Running a programme with “foodie” sporting players can be powerful for PR. Sporting players understand just how nutrition and food can impact on daily life and they can help build storylines and campaigns to business, to education and to healthcare.
- **Food for Culture Awards**
Stage an awards ceremony that annually recognises businesses that have used food to boost their company culture on a daily basis
- **News stories**
Regular dialogue of press releases that announce new food environments being launched in business, projects and investment in food and culture
- **Photo competitions**
Encourage people to upload photos of their ‘lunch at work’ on social media and pick the best picture to win ‘food loves culture’ theme
- **Other features ideas**
Pitch #FuellingProductivity to Financial pages, management publications (Financial News, Forbes, WSJ, FT, etc)
 - Raise profile of food service sector in wider catering media by focussing on #FuellingProductivity
 - Champion link between food and mental health in HR related media

Ongoing

- White Paper - 2 per year
- Media Partner
- Speaking opportunities at key and ancillary exhibitions and events
- Radio
- Infographics
- Case studies
- Ancillary partnerships to amplify the conversation: Nuffield Health, BUPA, Business in the Community
- Dedicated event
- Ambassadors

“Creating an industry voice that showcases why great food is so important”

Summary

We are building a good platform but we cannot do this alone. We do need the support of companies across the spectrum. We want to create a special voice that really does change the dynamic of the sector – increases the understanding of food service, investment from boards into food service and people and lays out a legacy for the future. This is about creating an industry voice that showcases why great food is so important and can influence productivity, mental health, internal comms, and wellbeing.

We believe this is our best opportunity in the last generation to make the case for increased investment and for change but we need your support. We are delighted to have sporting players wanting to rally round and support the message as this does create storylines that represent the industry and we have some great PR expertise ready to make the argument alongside us.

This is the time to create change.



For more information

Please contact:

Chris Sheppardson on chris.sheppardson@chess-executive.com or
Ben Bulter on ben.butler@epmagazine.co.uk

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