

DERBYSHIRE COUNTY COUNCIL
CABINET MEMBER FOR YOUNG PEOPLE

9 JANUARY 2018

Report of the Strategic Director for Children's Services

**APPROVAL OF A NEW POSITION FOR CATERING AND OUTDOOR
LEARNING**

1. Purpose of Report

To seek approval to create and recruit to a new fixed-term position of Sales Executive to maintain current and develop new business for Catering and Outdoor Learning.

2. Information and Analysis

As a traded service to schools, the Catering Service provides approximately 57,000 meals per day to both Primary, Secondary and Nursery schools across Derbyshire.

In 2012, funding for school budgets was reviewed by central government. The Government's aim was to move to a national funding formula and to simplify local funding arrangements with as much funding as possible delegated to schools.

Subject to provisions of the scheme, governing bodies of schools may spend budget shares for the purposes of their school. Delegated funding has no particular conditions on how the school uses it, provided any expenditure supports the core purpose of the school.

Delegated budgets means schools have the choice to buy-in the school meal provision with Derbyshire County Council, manage the service themselves or contract to a private sector provider.

Buy-back of the Authority's meal service is strong at present but it is operating in an increasingly competitive environment, especially in the secondary sector. The market is changing as single and multi-academy trusts increase across the Authority and groups of schools look to commission services in different ways. This will mean increased cross-border trading will be required to meet the demands.

With the implementation of UIFSM in 2014, more than 84% of children in Reception, Year 1 and Year 2 are taking up the offer of a healthy school lunch every day. This has led to several private sector companies beginning to compete for these contracts when schools go

out to tender as the individual services, including small rural schools, become financially viable.

It is the intention of Catering Services and Outdoor Learning to employ a Sales Executive on a fixed-term basis who specialises in providing the relevant skills tailored towards this extremely specialist and unique sector. The individual will be responsible for developing an effective sales strategy to help us meet our customer acquisition and revenue growth targets by keeping our services competitive and innovative. They will be responsible for maximising our selling potential, crafting sales plans and justifying those plans to management.

In order to utilise this post to greatest effect and to ensure maximum commercial sales specialisms are delivered to their most advantageous, agreement has been reached for the post to work in partnership with Outdoor Learning. This would result in shared management responsibilities and a co-funded arrangement on a basis of a 4:1 split. The majority of time being delivered for catering (4 days per week).

It is proposed that this role be fixed-term in order to consider the benefit of the role to the Department. The initial contract term is proposed to be set as 2 years which will allow an appropriate time for evaluation of effectiveness, measured on income. Depending on the outcome, consideration may be given to extend the term or for the role to become established. In addition, a requirement may be identified for further increase in the sales team.

3. HR Considerations

Following the process of job evaluation, it is proposed that the role of Sales Executive be advertised as a Grade 13, which is salary scale £39,085-£42,433 at pay points 44-47.

Recruitment to the post will be undertaken in accordance with the Council's Recruitment and Selection procedures.

4. Financial Considerations

Costs to the Council of creating and recruiting to this role are as follows:

	Cost per year including on costs
Catering Services costs 4 days per week, per annum	£40,936
Outdoor Learning costs 1 day per week, per annum	£10,234
Total costs	£51,170

The initial costs will be funded via the Traded Services catering account. Any new contracts will be monitored by business services and financial performance (profit margin) via Financial Services.

5. Legal Considerations

As it is proposed that the effectiveness of this role be evaluated during the initial two-year term, then it is appropriate for the role to be fixed-term.

6. Social Value Considerations

It is proposed that Catering Services will co-ordinate this appointment with Outdoor Learning to increase the value for money that both services offer by ensuring that the service delivery matches customer requirements through enhanced relationship management. These efficiencies will help to reduce the charge to schools, thus allowing schools to use their financial resources in key areas of improvement for local families.

With the retention of existing contracts and the securing of new customers, we are ensuring that Derbyshire County Council employees retain their employment contracts with the Authority.

7. Other Considerations

In preparing this report the relevance of the following factors has been considered – prevention of crime and disorder, equality of opportunity, health, environmental, property and transport considerations.

8. Background Papers

File held by in Children's Services Catering.

9. Key Decision?

No.

9. Call-in

Is it required that the Call-in period be waived in respect of the decisions being proposed within this report?

No.

10. Strategic Director's Recommendation

That the Cabinet Member approves the proposal to create and recruit to the fixed-term position of Sales Executive

Jane Parfrement
Strategic Director for Children's Services