



LSE CATERING

Strategic Plan 2016 – 2021



Catering

The London School of Economics and Political Science (LSE) is a vibrant and cosmopolitan community. The opportunity of living, learning and socialising with people from all parts of the world is a vital part of the LSE experience.

LSE Catering provides food, drink and social spaces for students, staff and other customers, with three restaurants, seven cafes, two bars and four catered halls of residence in central London. Over a million customers are served each year. Alongside the outlets we deliver hospitality services that provide beverages and lunches to the School and a range of breakfasts, buffets, receptions and fine dining. Over six thousand hospitality events are catered for each year.

In order to support the School's priorities, responsibilities lie with professional services to deliver the essential foundations. LSE Catering forms part of those essential foundations upon which the strategic goals can be achieved.





Our Strategic Aim

As a key provider of catering services and expertise, we will position ourselves to be a leading and exemplary service provider, being a model of good practise and a significant contributor to the student and staff experience.

Our aim is to make our services the destinations of choice by providing an exciting range of vibrant outlets and food offerings that fulfil the diverse needs of the school both on central campus and in catered halls.

We will be leaders in catering, providing a professional, distinctive, contemporary, and innovative customer focussed service.

Our Purpose

There are four primary purposes for LSE to provide catering across the School

- To provide and manage a sociable environment for students and staff to meet, eat and drink together, enabling people from different backgrounds to socialise in accessible surroundings, enhancing the staff and student experience.
- To provide the School with a first class formal dining service in a professional setting that will allow the School to entertain a diverse range of guests and to assist in its objective to increase philanthropic support for the School.
- To provide value for money hospitality services to all School buildings. Supporting the activities of Academic Departments, Research Centres, Alumni, Professional Services, Conference & Events, Executive Education, Summer School, LSE Vacations and Student Societies.
- To provide catering in a nurturing environment in our four halls of residence, enabling students to dine together to help build a strong sense of community and develop long lasting friendships.



5 Strategic Priorities for Growth and Improvement

- **OUR CUSTOMERS** – We will constantly seek ways to understand our customer's needs by seeking feedback and acting on their views and exceeding their expectations
- **OUR SERVICES** – Continuously improve the quality of our food, beverage, hospitality and retail outlets to ensure they deliver a highly innovative and contemporary service to the school, meeting the diverse needs of our student, staff and wider customers' expectations and desires and are commensurate with LSE aspirations.
- **OUR PEOPLE** – Create and maintain a positive, flexible, vibrant, high-performing workforce that is capable of change and acts on customer feedback to improve services and their own performance.
- **ENVIRONMENTAL SUSTAINABILITY** – Support the School's environmental aims, and deliver a catering environmental strategy with targets and commitments that are reviewed annually and available on our website.
- **FINANCIAL SUSTAINABILITY** – Offer excellent value for money to students and the School whilst ensuring financial sustainability, seeking ways to expand our revenue base to reinvest in food and beverage facilities for the future benefit of the wider community.





Our Challenges

- There are a huge variety of catering outlets on our doorstep. LSE Catering aims to complement these offerings and not to directly compete with them.
- Our trading patterns revolve around student term time. Changes to the academic calendar affect our trading.
- Campus redevelopments over this strategic period present challenges as the footfall around the campus continually evolves.
- To provide a student hot food outlet at street level which can accommodate the required numbers.
- Change of School direction on loyalty loaded onto LSE cards for students who pay fees early.
- To ensure the School's technology systems keep pace with developments in the catering and retail sectors.

Equity, Diversity and Inclusion

LSE catering fully support the school strategic priority to strengthen our commitment to equity, diversity and inclusion; we recognise the significant diversity and international make up of our student, staff and visitor population. Our students come from 140 countries and nearly half of our staff are drawn from

countries outside the UK. We will regularly review our food offerings and will provide a wide range of facilities and foods to meet the needs of our customer. We will provide for religious diets and look to continually improve these.





LSE Catering

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