



Overview

Caring Cooks are a Jersey charity, and NPO, who believe that good food and nutrition from birth, and throughout a child's life, is crucial to successful development, in all areas of their lives.

Their vision is to positively empower and influence the future health of children and young people, now and for generations to come.

After successfully collaborating with the Government in 2019, Caring Cooks launched 'Flourish' to pilot hot lunches in 2 primary schools.

Primary school lunches had never been offered before, so this was a pioneering program for Jersey.

To continue their mission to provide good, nutritious food to Jersey Schools, Caring Cooks explored the opportunity to enhance their 'Flourish' meal program, and tender for the contract to provide hot meals in all secondary schools.

Before committing to tender, it was important for Caring Cooks to harness a full understanding of the existing secondary school meal program. This would ensure they made informed decisions, submitted accurate pricing proposals, and catered to Government requirements, whilst considering the children's views.



Solution

Emma, from All Things Customer, created a bespoke survey to help Caring Cooks understand;

- The uptake of the current school meal offering
- The challenges the children faced, especially with regards to price
- The timeframes the children had to eat
- How the children felt about their existing meal offering
- What improvements the children wanted to see

This survey was shared with all secondary school children in Jersey, enabling Caring Cooks to harness a full understanding, and for their tender to include the 'voice of secondary school children'.



Results

The survey results were key to the success of the tender process, and Caring Cooks secured the secondary school meal program in Jersey.

Over the next three years, breakfast, breacktime and lunchtime for Jersey's 4,000 secondary school children in Haute Vallée, Grainville, Les Quennevais, Hautlieu and Victoria College will now all have their meals prepared by Caring Cooks.

If successful, Caring Cooks will continue for a further two years.

Testimonial

“ Providing children and young people with tasty and nutritious food is what Caring Cooks do, so to have the opportunity to provide this to a further 4,000 children and young people in Jersey was something we couldn't pass over, but we knew that the tendering process with Government is thorough and we wanted to get it right.

This meant not only ensuring we met the requirements of the tender, but that we had a really good understanding of what the students wanted, when they wanted it and how much they wanted to spend on different items so we could get our menu pricing right and for it to be competitive for the tender.

There was only one way we knew that we could obtain this data, in a professional and coherent way, and that was by using Emma at All Things Customer. I particularly like Emma's style in that she will take a brief, build something that exceeds your expectations on first show which then means it needs little work to bring it to fruition. This was key in this particular project as we had only 3 weeks to complete the tender!

I have since had the pleasure of working with Emma again on another research project for Caring Cooks and I sincerely hope this won't be the last time we work together. ”



Melissa Nobrega
Founder & CEO, Caring Cooks
www.caringcooksofjersey.com

