



Transforming catering at City of Wolverhampton College

After taking over the catering at City of Wolverhampton College, Innovate refurbished and rebranded the existing facilities, designing a range of exciting outlet and service points, maximising variety and quality to create a real buzz around the College.

At Wulfrun Campus, the former coffee counter has been reinvigorated to create a popular pasta, panini and pizza bar, with a real coffee machine. The emphasis is on freshness, with everything hand-made on site on the day it is sold.

At Bilston Campus Innovate operates three separate outlets. The main refectory has again been refitted to create a vibrant service area with some new equipment designed to maximise range. An example is the versatile Teppan Grill, offering cooked breakfasts, noodles and stir fries as well as fresh kofte kebabs and chicken skewers. Next door there is a small retail outlet, which has been transformed with a really modern design. This space sells a range of fresh sandwiches and snacks as well as non-food

items such as cards and stationery.

There is also a Sports Centre at the campus, where the cafeteria has been transformed into a fresh “energy bar”, serving made-to-order subs and rolls, healthy smoothies and mixed salads. This has proved a big hit with the health-conscious students and members of the public who use the Sports Centre.

Since the launch, customer feedback has been extremely positive and uptake has more than doubled, with average spend per student now at around £1.63 per day.

In order to maintain interest in the new catering service Innovate has recently introduced an online pre-ordering system. Students and college staff can create a bespoke sandwich, wrap, baguette or even gourmet burger on-line for collection from a service point at the College at a pre-agreed time. This system increases variety and allows customers to design their perfect lunch.