

fd matters extra

Commercial and Campus Support Services

March 2017

Our Vision: We will provide excellent, financially sustainable services and facilities to our customers, which will make a significant contribution to the University's world class aspiration.



Sue Pimblett
FD Marketing and
Communications Manager

SMT Viewpoint

Marketing?! That's just fluff, colouring in and playing around on Facebook right? Wrong! Encouraging a marketing-led approach across the business is fundamental to CCSS success. This means developing a highly-considered and robust understanding of what our target audiences want and communicating with them in the best way. It also means managing the University reputation and profile of the services we run.

The Marketing and Communications team manage lots of projects right across CCSS and the wider FD, ranging from the publicity launch of the Brownlee Centre, running focus groups to inform new café developments, creating impactful sales strategies to attract/retain Edge members, increasing the profile of Cleaning Services and developing a new campaign to support Security to reduce cycle crime on campus. In addition, we produce internal communications such as this newsletter and FD Matters and have responsibility for the digital presence of the Services across our websites, social media and email marketing.

One of our next big marketing campaigns is Staff Healthy Week on 15-21 May; watch out for the communications coming out very soon!

Big money raised for charity!

People

As we come to the end of the year for our FD charities we have raised:



Thank you to everyone who has given money or time to help raise this amount. Although a little short of our ambitious £24,000 target, it is still a great achievement that we can all be proud of.

In the past month alone we've had a Valentine's Day sweet sale which raised £166, a pre-loved clothes sale, raising £32 and the Fairtrade Fair which raised £567.52. A big thank you to everyone who has taken part or organised

activities this year, especially the Great Food at Leeds and MEETinLEEDS teams who have made a huge contribution.

From April 1 we will be supporting the two new charities you voted for: Alzheimer's Society and Children's Heart Surgery Fund at the LGI.

If you have any ideas or would like to get involved in helping to fundraise please contact Tilly Hall n.c.hall@leeds.ac.uk



CHILDREN'S
HEART
SURGERY
FUND

£30K investment for Cleaning Services

Operations Customer People

In order to improve the quality and effectiveness of the service we provide and minimise health and safety risks, Cleaning Services are investing £30k in

new equipment. Items to be purchased will include new battery-operated vacuums and scrubber dryers and replacements for existing equipment.

Our facilities are top five for student experience

Customer People Operations

The University has moved into the top five in this year's Times Higher Education Student Experience Survey, from sixth position last year, to fourth this year. The annual survey asks students across the UK to give their views about their university on a range of issues, from the quality of teaching and how well-structured the courses are, through to accommodation and support and welfare.

Our facilities, activities, societies and services such as security on campus and sport facilities all feature particularly strongly.

Stewart Ross, Director of CCSS says: "As a Service, we should all be very proud of this result! To receive this incredibly positive feedback from our students is just brilliant and it really is a direct result of the all the hard work and commitment that you all make on a daily basis. Thank you!"

PCB launch helpful campaign

Customer Operations

Print & Copy Bureau (PCB) recently launched #Print101 campaign, which aims to educate customers when preparing jobs for printing. Designed as useful tips, helpful hints and product guides, #Print101.

example, the difference between RGB and CMYK, wire and comb binding, why we need pdf files and explain some of our technical terms. We want to ensure that we provide printing more efficiently, at the very best quality and offer excellent value for money".

Peter Rous, Print Service Manager, says "Many customers ordering their work don't have even a basic understanding of the print requirements, leading to rework and additional costs for both the customer and ourselves. The new campaign explains, for

The digital communications for the campaign are being managed by Sophie Wright from the team and will run on social media, display screens and the website.



UNIVERSITY OF LEEDS

Our security dogs expertly trained

Operations People

In a unique partnership between the University and West Yorkshire Police, our Security Services Dog Handlers have received expert training to the very highest of police standards.

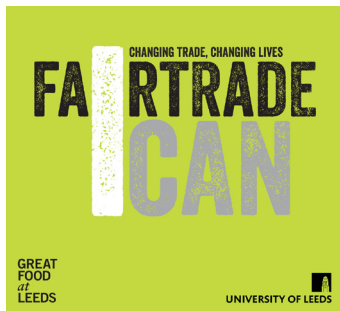
The training involves all our University Dog Handlers attending regular training sessions at West Yorkshire Police training base in Wakefield, from a Police Dog Training Instructor. The dogs and their handlers refresh on existing exercises and training techniques, which are in

line with the training that Police dogs receive. Nice to know that we are in safe hands and paws!



Fairtrade Fortnight success

Customer



During the week, there were various stalls, an evening debate and the annual Fairtrade Fair in Parkinson Court, all of which helped to raise over £500 for our charities and increase awareness of the important work Fairtrade does to improve conditions for farmers and workers.

This year's Fairtrade Fortnight was a real success and was organised by the Great Food at Leeds Team, Sustainability Service and Sustainability Architect students.

Did you know we stock over 60 different Fairtrade products in all our outlets across campus, and are proud that the tea and coffee sold in 9 of our 14 outlets, including the Refectory, is Fairtrade?

Finding your way

Customer Operations

The Marketing & Communications team are driving a project to make it easier for students, staff and visitors to navigate their way across campus. So many of us are now using our phones to find the quickest route from point A to point B, and the team are keen to bring the same digital solution to

wayfinding around the University, both outside and within buildings.

The team are working with colleagues in Estates and Internal Communications to address how we help everyone get across campus quickly and easily, so watch this space!

Healthy Week: save the date!

Finance Operations

The team in Sport and Physical Activity and Marketing and Communications have been developing this year's Healthy Week, set to take place on 15-21 May.

inspirational activities planned for the week, from outdoor yoga and rooftop gardening in the sunshine, to a slimming support group and mindful flash-mob!

In partnership with colleagues from internal communications, the Logik Centre, Great Food at Leeds, HR, Wellbeing, Safety and Health, the project team have a huge range of

Keep an eye out for more details and even become a Healthy Week Hero! Follow the Staff Twitter account for more news: @UniLeedsStaff

Be.The. Inspiration.

HEALTHY WEEK HEROES NEEDED

New deli(very) menu launch

Finance Customer

Great Food at Leeds (GFAL) have launched their new Spring / Summer menu for the Deli(very) service. The entire menu has been refreshed to reflect value for money, without compromising on quality.

Customers can choose from an extended range of vegetarian, vegan and gluten-free options, along with The "Taste of Yorkshire" menu, which is created from the finest produce of the region, changing with the seasons.

www.leeds.ac.uk/greatfoodatleeds



Our Strategy

People

Valuing & developing our staff

Finance

Financial sustainability

Operations

A sustainable, effective and efficient organisation

Customer

Delivering an excellent customer experience

Our Values



Show You Care



Know Your Stuff



Share a Smile



Go the Extra Mile

We know we're getting it wrong when we:



Say "it's not my job"



Openly criticise colleagues



Sap energy from others



Ignore issues and problems