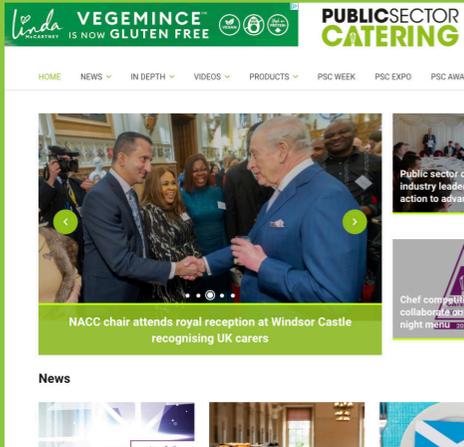


# PUBLICSECTOR CATERING



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PORTFOLIO INFORMATION

**Collectively the industry provides in excess of 2.6bn meals every year  
in approximately 93,000 sites across the UK**

**Working together to feed a healthy  
and sustainable nation**

### **Mission Statement**

To serve as the central hub for sharing information, ideas, and insight among professionals working within Public Sector Catering.

We provide both virtual and in-person opportunities for operators and suppliers to connect, exchange best practices, and collaborate - driving continuous improvement and benefiting the entire industry.

#### **Brand overview**

Public Sector Catering is a multi-platform media, events and information brand supplying those working in catering across the public sector, whether they are employed directly by the state or by a contractor supplying the industry.

**We provide services and information across all key areas of the public sector including:**

- Schools
- Colleges & Universities
- Hospitals
- Care Providers
- MoD
- Prison Service
- Government

#### **The platforms we use to supply the industry include:**

##### **Magazines**

- Print and digital formats
- Monthly, quarterly and annual publications

##### **Digital**

- Websites
- e-newsletters
- Social media
- Webinars
- Video

##### **Events and Networking:**

- Exhibitions
- Conferences & Seminars
- Awards
- Round tables
- Networking groups

##### **Data and insight**

- Direct Marketing (email and post)
- Opinion Former research
- Outbound telephone sales and marketing



**Media Brand**

Public Sector Catering is driven by a multi-platform media portfolio that provides its target user with the ability to access the information they desire in the format they prefer.

**Public Sector Catering Magazine**

There are 11 issues of Public Sector Catering published throughout the year. The magazine looks at the key issues affecting the sector as well as being the title that supports events and exhibitions within the foodservice industry.

The printed magazine is sent to c. 2,000 hand-selected key decision makers and influencers across public sector catering with 11,000+ further copies distributed digitally and made available online via [www.publicsectorcatering.co.uk](http://www.publicsectorcatering.co.uk)

SECTOR		PRINT	DIGITAL
EDUCATION	Primary and secondary schools including academies and local authorities	394	2119
	Multi Academy Trust HQ	83	447
	Universities	294	1581
	Colleges and training companies	95	246
HEALTHCARE	NHS Trusts, hospitals and private healthcare	458	786
	Care Providers	124	4,000
GOVERNMENT DEPARTMENTS	MoD/defence services, emergency services	46	147
	Prison	46	96
CONTRACT CATERERS		477	1800
		<b>2017</b>	<b>11222</b>

### Digital

The digital version will continue with the monthly round-up of key issues across the industry. Sent to more than 11,000 people and promoted across the digital portfolio it is free and available to all working across the industry.

**PUBLICSECTOR CATERING**  
FEBRUARY 2023  
www.publicsectorcatering.co.uk

- Communal dining**  
Why eating together has benefits in healthcare settings
- Winter conference**  
TUCC event's focus on resilience and innovation
- Route to market**  
What suppliers and distributors are doing for you

**The way ahead**  
Industry's 'Most Influential' group lays out goals for PSC Alliance

**VEGETICINE** **PUBLICSECTOR CATERING** **VEGETICINE**  
www.publicsectorcatering.co.uk

**LATEST INDUSTRY NEWS**

- NACC chair details plans to expand at Minister Carter's recognition of UK sector**
- The School Food People launches 2023 Awards for Excellence**
- Hospitality House extends catering partnership with Heritage Portfolio**
- Food Standards Scotland publishes new 5-year strategy**
- Spain GB has announced a major £200,000 apprenticeship Levy Transfer Pledge to help small to medium sized enterprises (SMEs) and charities across the UK access apprenticeship training and develop essential skills in their workforce**
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- Levy to lead APC Liverpool's catering offer after winning contract**
- NACC Liverpool has awarded the food and beverage services contract to Levy, a global leader in culinary experiences for events, entertainment and sports venues**
- Nabbits temporarily relocates flagship store to Tower Street**
- Due to building refurbishment, Nabbits has temporarily relocated its flagship store on Chelmsbury Avenue to a new and redesigned venue just two minutes' walk away on Tower Street**

**Public Sector Catering Magazine - February issue**

- PSC Alliance: Industry's 'Most Influential' group lays out goals**
- Communal dining: Why eating together has benefits in healthcare settings**
- Winter conference: TUCC event's focus on resilience and innovation**
- Route to market: What suppliers and distributors are doing for you**
- Schools: APFG for School Food to start inquiry**

**READ ONLINE**

**PUBLICSECTOR CATERING**

**LATEST INDUSTRY NEWS**

- The School Food People launches 2023 Awards for Excellence**  
Nominations for The School Food People Awards for Excellence 2023 are now open with the winners being announced on Wednesday 5th July during The School Food People Show and Forum at the Hilton Birmingham Metropole. [Read More](#)
- SHARING THE FUTURE OF HOSPITALITY**  
[FIND OUT MORE](#)
- Hospitality House extends catering partnership with Heritage Portfolio**  
Hospitality House has confirmed a five-year extension of its catering and hospitality partnership with Heritage Portfolio at one of Scotland's most historic houses. [Read More](#)
- Spain GB allows £200,000 to help SMEs access apprenticeship training**  
Spain GB has announced a major £200,000 apprenticeship Levy Transfer Pledge to help small to medium sized enterprises (SMEs) and charities across the UK access apprenticeship training and develop essential skills in their workforce. [Read More](#)
- Food Standards Scotland publishes new 5-year strategy**  
Food Standards Scotland (FSS) has published its strategy for 2023-2031, setting out how the organisation will work to protect public health, promote healthier diets and maintain confidence in Scotland's food system over the next five years. [Read More](#)
- Levy to lead APC Liverpool's catering offer after winning contract**  
NACC Liverpool has awarded the food and beverage services contract to Levy, a global leader in culinary experiences for events, entertainment and sports venues. [Read More](#)
- Nabbits temporarily relocates flagship store to Tower Street**  
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**READ ONLINE**

### Monthly digital publication:

Distributed to over 11,000+ readers

### Website: [www.publicsectorcatering.co.uk](http://www.publicsectorcatering.co.uk)

Average page views per month: 37,700

Average unique visitors per month: 13,050

### Daily newsletter:

Distributed 5 days per week to over 8,000+ readers



### Social Media:

12,000+ followers



WEBSITE

**The online portfolio for Public Sector Catering**

is comprehensive and provides a huge variety of access points for operators and suppliers.

**Website**

The website content is constantly evolving to reflect the market it services and includes:

**News...** the latest news and updates from across the entire sector including in-depth longer reads on key issues, research, interviews and campaigns

**Products...**latest new products

**Webinars and interviews...** a portfolio of live and recorded events and interviews are available throughout the year

**On the Road...** video exploration of kitchens and chefs across the industry

**Events are essential to Public Sector Catering;** how else can food and drink be sampled? But more than that, sharing good practice that strives to achieve a better service that delivers a healthy and sustainable nation is equally important. Our portfolio aims to support this:

**PUBLICSECTOR  
CATERING  
EXPO**

The biennial expo, taking place every two years, brings together chef and caterers from across all areas of the public sector, it includes an exhibition of over 100 suppliers with lively seminar sessions and a programme of live demonstrations, and a plethora of speakers. [www.psceexpo.co.uk](http://www.psceexpo.co.uk)



The annual Public Sector Catering Awards are open to individuals, teams, companies and organisations including contract caterers operating in a public sector environment with 19 award categories recognising all areas of the sector. [www.pscawards.co.uk](http://www.pscawards.co.uk)

**PUBLICSECTOR  
CATERING  
ALLIANCE**

The biennial PSC Alliance Forum, will be bringing together around 100 key public sector catering decision makers from across the whole of public sector giving exhibitors the opportunity to meet them. There will be constant networking opportunities at the forum during the exhibition viewing, and the evening dinner. With the percentage of invited guests higher than the number of exhibitors the evening dinners makes this invaluable.



The Public Sector Catering Alliance is the umbrella organisation for meal providers working in schools, hospitals, care settings, universities, prisons and the military. It also supports the caterers of tomorrow through catering colleges throughout the UK. It fosters collaboration among them on issues of mutual concern and serves as a focus for joint action, including liaison with Government on topics such as procurement, food standards and sustainability.

**Associations:** The principal associations driving the Alliance are: The School Food People (TSFP), the Hospital Caterers Association (HCA), the National Association of Care Catering (NACC), The University Caterers Organisation (TUCO), ASSIST FM (local authority providers in Scotland), and the Professional Association of Catering in Education (PACE).

Together with:



**Underpinning the entire business** is a database that drives operator and supplier interaction. It also provides the source for a number of information and commercial opportunities.

**Bespoke solutions**

**Email marketing**

- Reach our Public Sector database of over 25,000 contacts selectable by individual sector
- Detailed reporting
- One off emails or fully automated engagement campaigns
- Full design service available

**Direct marketing**

- From a single letter to a brochure, flyer, catalogue or samples
- We can deliver your information on your products and services into the hands of key decision makers across the public sector catering industry.

**Lead Generation & Appointment Setting**

- In-house team fluent in foodservice generating appointments and leads for your team
- Follow up on direct marketing activities, samples or events
- With over 20 years of experience marketing products and services public sector caterers, we can help your business or brand stand out

**Research & Fact Finding**

- Bespoke research activities tailored to your requirements
- Qualitative and quantitative findings
- Highly targeted data
- Full reporting and analysis

**Roundtables**

- Venue & facilitation of a face-to-face discussion with a senior panel of industry guests including representatives from your company
- Results published in four pages of editorial coverage post event
- Double Page Spread advertisement within the relevant issue and online
- Results and findings distributed via email to the relevant readers

**Future of Public Sector Catering report:**

Future of Public Sector Catering 2023-2028 - An in-depth look at the public sector foodservice market complete with data, insight and analysis.

**PUBLICSECTOR CATERING**  
DATA PORTAL

The UK's first and most comprehensive data resource for sites and contacts delivering catering services in the public sector

Powered by **caterlyst**

To find out more about the Public Sector Catering Data Portal or to arrange a demonstration, please get in touch:

T: 0845 000 2500  
E: [info@dewberryredpoint.co.uk](mailto:info@dewberryredpoint.co.uk)  
[www.publicsectorcatering.co.uk](http://www.publicsectorcatering.co.uk)

**PUBLICSECTOR CATERING**

THE FUTURE OF PUBLIC SECTOR CATERING 2023 to 2028

A comprehensive current state-of-the-market overview and a forecast of how public sector catering will develop over the next 3-5 years, including key economic forecasts and a detailed look at changing customer behaviour, trends and attitudes. The report provides a unique insight into what is shaping the future of the public sector catering industry.

**ON SALE NOW**

Total Care Homes	UK	England	Wales	Scotland	Northern Ireland
Total	17,079	14,515	1,024	1,022	405
Residential Care Homes	12,023	10,496	767	523	174
Nursing Homes	5,052	4,039	257	502	231
Care Home Population	608,171	500,792	56,179	33,353	11,808
Care Home Staff	751,801	650,000			

## RATE CARD - Print & Digital monthly publication

PRINT	PER MONTH
FALSE FRONT COVER	£5,500
DOUBLE PAGE SPREAD	£5,130
FULL PAGE	£2,850
HALF PAGE	£1,567
QUARTER PAGE	£862
QUARTER STRIP	£940
BELLYBAND INTO DPS	POA
INSERTS	POA
TIP ON	POA
ADVERTORIALS	POA
<b>CLASSIFIED</b>	
SINGLE SHOWCASE	£330
DOUBLE SHOWCASE	£600
TOP SUPPLIER (PER ANNUM)	£750

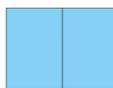
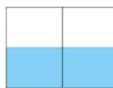
## RATE CARD - Website & Online

ONLINE	PER MONTH
MPU / BANNER	£750
EXPANDABLE MPU / BANNER	£1,000
SKINS (Run of site)	£5,000
WEBSITE TAKEOVER (solus banner and MPU branding on homepage)	£1,750
WEBSITE TAKEOVER (ROS skins with solus banner and MPU branding on homepage)	£6,000
DAILY NEWSLETTER BANNER SPONSORSHIP	£250 per day

Discounted rates for series bookings, contact us for more details.

MECHANICAL DATA

ADVERTISING PROMOTION SPECIFICATION

	TYPE	TRIM	BLEED		
<b>PUBLICSECTOR</b> <b>CATERING</b>	<b>MAGAZINE</b>				
	False Front Cover		210 x 228mm	216 x 231mm	
	DPS	270 x 396mm	297 x 420mm	303 x 426mm	
	Half DPS	113 x 388mm	145 x 420mm	148 x 426mm	
	Page	270 x 186mm	297 x 210mm	303 x 216mm	
	Half Vertical	270 x 91mm	297 x 105mm	303 x 111mm	
	Half Horizontal	134 x 186mm	148 x 210mm	154 x 216mm	
	Quarter	90 x 200	100 x 210	103 x 216	

**WALLPLANNER**

Advert 60mm x 50mm

**DIGITAL SPECIFICATION**

E-Newsletter Banner 728 pixels wide x 90 pixels high (and ideally 320 x 50 and 468 x 60)  
MPU 300 pixels wide x 250 pixels high

**ACCEPTABLE IMAGES**

Jpeg, TIFF, EPS, GIF, PNG file. All images must be high resolution, 300dpi (118 pixels) minimum

**PDF**

All fonts embedded, 300dpi high resolution, CMYK  
NB please convert all spot & pantone colours to CMYK before sending the PDF

Through our industry contacts we work on a number of contracted projects that complement the work of the PSC brand portfolio.

**The School Food People**

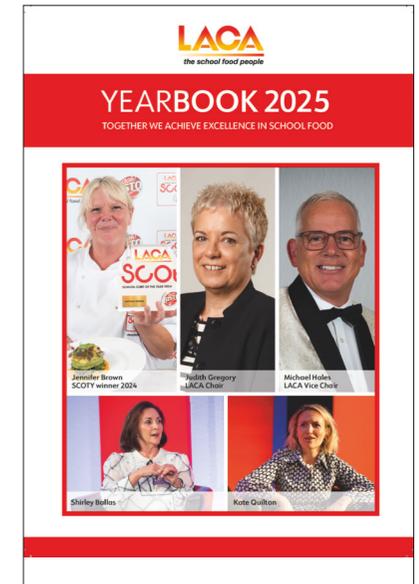
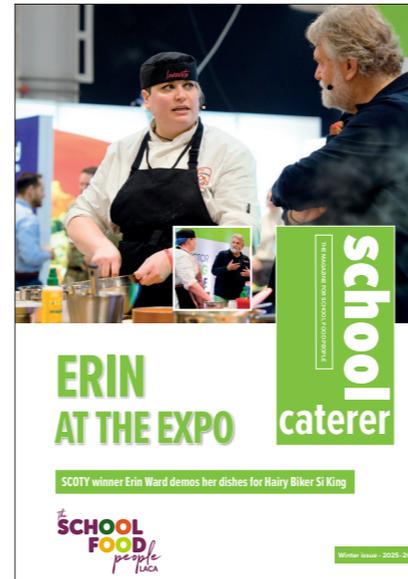
Contracted work includes:

- **The School Food People Show & Forum:** Conference, exhibition, awards and networking dinners for school food industry
- **The School Food People Seminars:** Biannual update events to support the School Food People Show & Forum
- **School Chef of the Year:** Annual search to find the country’s best school caterer
- **Grab ‘N’ Go Challenge:** Annual search for the best Grab & Go recipe for the school meals sector.
- **www.theschoolfoodpeople.co.uk:** The School Food People website for promoting their campaigning and lobbying activities and events. Also the platform for news and membership information
- **School Caterer:** Print and digital magazine for members and people working in school food
- **The School Food People Handbook:** Annual publication for The School Food People members  
[www.theschoolfoodpeople.co.uk](http://www.theschoolfoodpeople.co.uk)

**HCA - Hospital Caterers Association**

Contracted to facilitate their annual Leadership and Development Forum – conference, exhibition, awards and networking dinners  
[www.hcaforum.co.uk](http://www.hcaforum.co.uk)

**ASSIST FM** - Contracted to facilitate their annual conference, exhibition, awards and networking dinners  
[www.assistfmconference.co.uk](http://www.assistfmconference.co.uk)



**MANAGING DIRECTOR**

Andrew Archer  
020 3398 0277  
m: 07989 387606  
andrewa@dewberryredpoint.co.uk

**SALES**

**group sales director**

Stuart Barnett  
020 3398 0270  
m: 07536 110509  
sbarnett@dewberryredpoint.co.uk

**group sales manager**

Adele Mason  
020 3398 0272  
m: 07861 733854  
adele.mason@dewberryredpoint.co.uk

**sales manager**

Jac Brailey  
020 3398 0271  
m: 07885 865447  
jackib@dewberryredpoint.co.uk

**EVENTS**

**group events director**

Jo Reeves  
020 3398 0193  
jor@dewberryredpoint.co.uk

**events manager**

Laura Stone  
020 3398 0194  
lauras@dewberryredpoint.co.uk

**EDITORIAL**

**group editor in chief**

David Foad  
020 3398 0275  
davidf@dewberryredpoint.co.uk

**reporter**

Edward Waddell  
020 3398 0276  
edward.waddell@dewberryredpoint.co.uk

**DESIGN**

**creative director**

Gurd Bhandal  
020 3398 0196  
gurdb@dewberryredpoint.co.uk

