

WILDFOWL AND WETLANDS TRUST ACHIEVE SAVINGS OF OVER 21% IN FIRST THREE MONTHS OF WORKING WITH PSL

Background

Founded in 1946, Wildfowl & Wetlands Trust (WWT) is Britain's leading conservation organisation and is the only UK charity with a national network of nine specialist wetland visitor centres.

Committed to the protection of wetlands and all that depend on them for survival, WWT's aim is to raise public awareness and inspire people to help conservation work both in the UK and around the world.



As with any charity, WWT has to be particularly prudent in its spending, ensuring it purchases the best produce at the best possible cost. In addition to this, its catering department has a desire and need to epitomize a strong environmental message both when purchasing food produce and determining dishes offered to its visitors.

Bruce Strachan, Director of Trading for WWT, said, "Our public reputation is critical to our success. As such the environmental slant has to flow through everything we do. Getting the balance right is also imperative in order to remain viable. I had worked with PSL in the past and approached them to help us achieve our food-related aims both from a point of view of meeting bottom line requirements and establishing the right 'branding' across our sites."

In April 2009 PSL started working with all 9 WWT sites.

21% savings in first three months

True to form, WWT had a clear vision of their requirements. Bruce explained, "We gave PSL a good brief at the outset, with specific guidelines. This meant PSL could incorporate these when preparing their plans and objectives for the Trust.

"Within the first three months alone we had achieved food savings of over 21%! We would never have done this on our own.

"Our purchasing has been tightened and is now controlled by one or two people for all the sites instead of nine as there used to be. This also enables us to ensure a more uniform catering plan across the WWT which is imperative before we can start work on creating a 'brand'."

Conscientious suppliers

PSL recognised WWT's need to source local, fresh produce where possible whilst maximising the benefits of combining purchases of other items for their national network of sites.

Bruce added, "PSL have helped us find suppliers who use 'WWT friendly' policies, ie conscientious suppliers who have regard for our environment. We are delighted that this has not proved to be a costly exercise as in the first two months we actually achieved savings of £15k.

Convincing staff

The introduction of a new working relationship does not always go without opposition. Chefs, in particular, can be fiercely protective of their working environment and may not be keen to readily work alongside and take advice from external sources.

The introduction of PSL into WWT was no exception. Bruce explained, "Some staff were initially reticent about accepting PSL. But with PSL's help, and by proving that their knowledge and experience could benefit our chefs, our staff are convinced that working with them was the right step to take.

"We now work closely with PSL and have a happy working relationship."

Future plans

In addition to further improving purchasing savings, PSL is working on assisting WWT create a 'brand' across the organisation.



Matt Tough, Sales & Marketing Director of PSL summarised, "We are acutely aware of the importance of transmitting a strong environmental image through food – having assisted The Eden Project with a similar task. When Wildfowl & Wetlands Trust approached us we were very excited to have the opportunity of working with such a long-standing and worthy charity. Having successfully commenced the project of improving purchasing savings, PSL is looking forward to commencing our work with them in the important task of establishing a uniform brand across all its sites."

For further information please contact Matt Tough, Sales & Marketing Director on: 07778 285321.