

# SODEXO EMPLOYS PARTNERSHIP APPROACH AT GOSPORT



**sodexo**  
QUALITY OF LIFE SERVICES

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Open and honest relationship helps  
Borough Council in Hampshire meet  
the needs of its residents.



## THE CHALLENGE

Gosport Borough Council in Hampshire, like any other local council, faces a complex set of pressures. Despite funding cuts, there is a rising demand for services and economic growth. Having a services partner that understands those challenges and introduces innovative ideas to support the council's objectives is critical. And that's where Sodexo come in.

## THE SOLUTION

Gosport covers an area of 11 square miles and is one of the most densely populated areas within the South of England with 32 people per hectare. At the beginning of April 2011, Sodexo began a ten-year contract providing grounds maintenance services to Gosport Borough Council.

Sodexo provides a diverse range of grounds maintenance services, including maintenance of grassed areas, flower and shrub beds, open spaces, cemeteries, seasonal displays, sports pitches and hedge cutting. This includes 24 community football pitches, 6 rugby pitches, 6 bowling greens and 4 cricket pitches. That's not to mention the weekly clearing of shingle to ensure boats can launch safely, community projects, and even providing vending services at the council's town hall.

However, it's Sodexo's approach that makes the difference at Gosport. Sodexo has developed an open and honest relationship with Gosport Borough Council and adopted a partnership approach, which effectively makes Sodexo an extension of Gosport's council team.

For example, Sodexo works in partnership with the client to review costs on a quarterly basis to determine where best to allocate resource for the following quarter. This open book philosophy means Gosport Borough Council and Sodexo share a joint strategy on financial spend. Sodexo is also working alongside the client on joint projects to support the local community. For example, Sodexo has supplied 27 local schools with Rocket Gardens, an initiative designed to help children grow their own fruit and vegetable patches at school. Not only does the initiative help children understand where their food comes from, but it also supports and promotes both Sodexo's and the council's health and wellbeing agenda.

To support its own environmental objectives and enhance Gosport Borough Council's green credentials, Sodexo sources compostable cups from a local company for the vending machines in the town hall. Sodexo is now working with the client to set up a joint composting facility so that the used cups can be composted to enrich the soil in nearby parks where Sodexo maintains the grounds.

## THE BENEFITS

The open working relationship between Sodexo and Gosport Borough Council has paid dividends.

As well as enabling the implementation of a joint strategy on spending, it has allowed for transparency and trust, which means both parties can focus on the ultimate customers – the residents of Gosport.

Every year, Sodexo and the client review customer satisfaction and identify where they need to increase or decrease work activity, which helps the partnership allocate costs based on customer needs. Judging by the improvements in customer satisfaction since Sodexo took on the contract, this has clearly been a beneficial approach.

Counsellor Burgess, chair of the community board at Gosport Borough Council, says: "Throughout the whole tender process we were impressed with Sodexo's approach to meeting our expectations and finding innovations to drive efficiencies for the residents of Gosport.

"The key to any long-term relationship is transparency and Sodexo is clearly an organisation that is forward thinking in its approach to delivering a comprehensive, open and sustainable grounds maintenance service."