

Moredon Sporting Hub Committee Report

Date: June 2026

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Subject: Proposal for Grab-and-Go Sandwich / Salad Display Fridge

1. Purpose of Report

The purpose of this report is to ask Committee Members to consider the purchase of a multi-deck chilled display fridge for the café at Moredon Sporting Hub.

The proposed unit would allow the café to introduce a more effective “grab-and-go” offer for sandwiches, salads and other chilled food items. The aim is to improve customer flow, increase food sales, make better use of counter space, and support the continued growth of the café operation.

The proposed unit is the Adexa BLUEL206 Wall Cabinet Multi-Deck Refrigerator, with an estimated purchase cost of approximately £1,770.00 (subject to final supplier pricing, delivery and specification confirmation).

[Wall Cabinet Multi Deck Refrigerator With Full Glass Door Black 1320x700x2000mm | Adexa BLUEL206](#)



2. Context

The café continues to see strong growth. April café sales increased from £10,018.92 in 2025 to £13,866.63 in 2026, representing an increase of £3,847.71 and a year-on-year uplift of 38.4%.

As the café becomes busier, the current counter-based food display and service model is likely to become less efficient, particularly during peak trading periods. Customers wishing to purchase pre-made food currently rely on staff availability and counter space, which can slow service and limit impulse purchases.

The proposal is to relocate handmade sandwiches, salads and similar chilled products into a dedicated self-service display fridge. This would:

- Improve visibility of chilled food items.
- Allow customers to select items quickly.
- Reduce pressure on staff during busy periods.
- Free up counter space for cakes, traybakes and other higher-margin items.
- Support a wider food offer at the Hub.

The proposed fridge would be positioned adjacent to the existing drinks fridges, where it would be visible to customers and staff.

3. Financial Considerations

The estimated capital cost of the fridge is approximately £1,770.00.

The café expenses budget for this financial year is £82,644.74, with £12,096 spent year-to-date since 1st April 2026. However, as café income grows, associated operating costs such as ingredients, consumables and packaging will also increase. For this reason, Members may wish to consider whether the fridge should be treated as a small capital investment rather than absorbed into day-to-day café operating expenditure.

The proposal is supported by an expected income return. The April sales increase alone exceeds the estimated purchase cost of the fridge, although Members should note that increased turnover does not automatically equate to net profit. The key consideration is whether the fridge is likely to generate enough additional profit to justify the initial outlay.

The supporting analysis identifies the following example product margins:

Product	Unit Cost including Labour	Sale Price	Cash Profit per Unit	Margin
Ham & Salad Sandwich	£3.02	£3.80	£0.78	20.5%
Coffee & Walnut Cake	£1.18	£2.80	£1.62	57.9%
Chocolate Brownie Traybake	£0.75	£2.20	£1.45	65.9%

The proposal relies on two linked benefits:

First, increased sandwich and salad sales through better visibility and quicker customer access.

Second, improved counter space for higher margin cakes and traybakes.

The estimated payback period of approximately 199 days under a moderate sales scenario, or approximately 86 days under a higher sales scenario. These figures are based on additional daily sales and should be treated as indicative rather than guaranteed.

4. Operational Considerations

Sandwiches and salads would continue to be prepared in-house by café staff. The current costing assumes a staffing allowance of £1.50 per sandwich, based on approximately five minutes of preparation time at an average labour cost of £18.00 per hour.

Prepared items would need to be:

- Wrapped appropriately.
- Labelled with date, price and allergen information.
- Stored and displayed at the correct chilled temperature.
- Managed through a clear stock rotation process.
- Removed from sale at the end of their permitted shelf life.

It is proposed for a 'First-In', 'First-Out' stock rotation system, with morning staff moving shorter-dated items to the front of the display and placing fresher items behind.

Sandwiches and salads would have a three-day shelf life. Before implementation, this should be checked against the Council's food safety procedures, allergen controls, temperature monitoring arrangements and any relevant advice from the Council's food safety competent person or inspecting authority.

5. Security and Stock Loss

An open multideck fridge may increase the risk of theft or unpaid items. This risk can be managed by locating the unit in a visible area, within sight of the main reception area, and within existing CCTV coverage.

Members should note that some level of shrinkage may still occur. This should be monitored during the initial period of operation so that the Council can understand whether the unit is generating the expected return.

6. Matters for Members to Consider

Members are asked to consider:

- Whether the purchase supports the wider development of the café offer at Moredon Sporting Hub.
- Whether the estimated cost of approximately £1,770 represents a reasonable investment.
- Whether the estimated return on investment is robust.

7. Officer Recommendation

It is recommended that Committee Members:

1. **APPROVE** the purchase of a multi-deck chilled display fridge for the café at Moredon Sporting Hub.
2. **Delegate authority to officers** to confirm the final specification, supplier, delivery cost, warranty provision and installation requirements, provided the total cost does not exceed an agreed budget limit of **£1,770**, or such other limit as Members determine.
3. **Agree the budget source** for the purchase, either through the café budget, an appropriate capital/equipment budget.
4. **Require officers to monitor performance** for an initial period of three to six months, including sales uplift, wastage, stock loss, customer demand and operational impact.
5. **Request that food safety controls are reviewed** before implementation, including allergen labelling, shelf-life arrangements, temperature monitoring and stock rotation procedures.