

School Food Ambassadors Newsletter – Issue 7

Dear School Food Ambassadors,

Taking forward the recommendations of the School Food Ambassador Reference Group and feedback from last year's National Learning Seminars for School Food Ambassadors; we are supporting a number of regional events in partnership with regional Government Offices. Good practice will be taken from each event and shared at one National Learning Seminar early next year. The event will be held on 27th January, Pride Park, Derby. Further details to follow.

Best wishes,

Krys Zasada

Krys Zasada, Delivery Manager, Local Authority Targeted Support, School Food Trust



National Good Practice Network

What's new? Go online and check out these new additions. Click [here](#) to sign in...

- **“Research in your region”**: a comprehensive review of childhood nutrition studies being carried out in the United Kingdom
- **“Top Tips”**: suggestions on how to fulfil your role as a School Food Ambassador
- **A stakeholder communications map**. After consultation with the South East regional school food group this simple document has been created to help you to ensure you are communicating with all the people who influence school food.

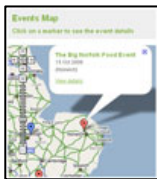
Coming up... After consultation with the School Food Ambassador Reference Group we are also looking at developing a buddying system for the on-line National Good Practice Network. In the future, by selecting your interests from a list of themes you will be able to identify other School Food Ambassadors looking to share good practice about that topic. <http://ambassadors.schoolfoodtrust.org.uk>

School Food Ambassador Newsletter Issue 7 continued...



2007/08 School Meal Take-up figures are now confirmed

The joint Local Authority Caterers Association (LACA) and School Food Trust Annual Take-up Survey is now live on the School Food Trust website. [Click here](#).



School Food Ambassador Events: a date for your diaries

The National Event for School Food Ambassadors and Government Office Regional Colleagues will be on 27th January at Pride Park, Derby. **If you would like to attend this event, please reply to the 'expression of interest' email by 28th October.** We will provide overnight accommodation for those with a journey of over 3 hours.

We have confirmed partnership events with the Government Offices in the North West, West Midlands, South East and South West.

More details will be added to the events section of the National Good Practice Network as they are confirmed. [Click here to sign in](#).

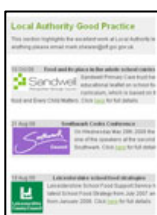


School Food Ambassador Reference Group

Colin McIntosh, Head of Business Support, Education & Children's Services at Reading County Council has unfortunately resigned from his place on the School Food Ambassador Reference Group.

This group helps shape developments to the National Good Practice Network and the role of School Food Ambassador as well as being a collective voice for School Food Ambassadors across the Government Office Region. **If any School Food Ambassadors from within the South East Region would like to take up this place, please email [Laura](#).**

For more information the Terms of Reference for the group are published on the National Good Practice Network, [click here to sign in](#).



Good Practice in Action: we need more!

This month, Sandwell's School Food Ambassador Krystyna Bickley and colleague, Sandra Baker have shared their leaflet on school food and its place in the curriculum, based on the links between school food and Every Child Matters. To view the leaflet and all recent additions, including the Southwark's School Cooks Conference, [click here to sign in](#).

Please email [Stuart](#) or [Laura](#) with your good practice on school food marketing and we will share these nationally.

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School Lunch Grant: Consultation with School Food Ambassadors required!

It has come to our attention that some School Forums have not yet met to devolve the School Lunch Grant. **Fulfil the role of School Food Ambassador by emailing [Stuart](#) or [Laura](#) with the date that your school forum met or is planning to meet.**



Million Meals Partners: your help is crucial!

The most recent resource available to you is the parent taster pack. Use this to encourage schools to run parent taster sessions and show parents and carers how tasty and attractive school meals really are.



Did you know the Million Meals theme of the month for October is 'Make the Food Tasty and Attractive?' Encourage schools in your area to send in their entries on what they are doing to 'Make the Food Tasty and Attractive.' The winning school gets £5,000 worth of Kitchen and Dining Room equipment! **Click [here](#) to sign in and download the short entry form!**



School FEAST: Deadline passed!

The deadline date for the School FEAST centre and partnership bids has now closed. We are currently looking at all the applications so please keep a look out for the announcement of the second wave of centres and partnerships on 11th November. www.schoolfeast.co.uk



Voluntary Code of Practice for Drinks: now live!

Following a public consultation, the Voluntary Code of Practice for Drinks has been launched. **Click [here](#).**



Support for the Nutrient-based standards: send this out!

Attached is a summary sheet of School Food Trust support on the Nutrient-based standards. **Please click [here](#) to read, and then cascade as appropriate.**



Real Meals: Simple Cooking Made Easy

Last month, after a public consultation, the Department for Children, Schools and Families launched the Real Meals cookbook with recipes every child should learn to cook. **Download the cook book [here](#).** Secondary school Headteachers can order hard copies for their Year 7 pupils.

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Targeted Capital Fund: updated!



We have been working with the Department for Children, Schools and Families for some months to agree how to allocate the remaining £100m Targeted Capital Fund. We are particularly pleased that the fund is now to be used to fund capital projects in kitchens **and** dining rooms that will lead to an increase in school meal take up. Our website now has full details, click [here](#).

Free School Meals: Announcement!



Alan Johnson, Health Secretary and Ed Balls, Secretary of State for Children, have announced a £20 million package to offer primary school children from deprived areas free school meals. Local authorities and PCTs will be asked to bid to join the pilots on the basis of matched funding.

The decision follows a report prepared by London Economics on behalf of School Food Trust in June 2008, which showed that 400,000 children, classed as living in poverty did not qualify for free school meals under the current eligibility criteria.

Read the press release [here](#) and the report [here](#).

Finally...



School Food Trust website: searching tips!

Are you, or others, having difficulty finding information on the School Food Trust website? www.schoolfoodtrust.org.uk. It is very quick and easy to use the advanced search option on Google to find what you are looking for.

www.google.co.uk/advanced_search

Our search mechanism does not have the functionality to link words, therefore if you put in 'School Food Trust' in the search function, it will bring up every page that has the word, school, along with every page that has the word food and the word trust in it.

Use the advanced search function on Google, type in the words you are searching for in the 'all these words box' or use the exact wording or phrase box to find an exact phrase e.g. School Food Trust. Then if you use the search within the domain option you enter our web address 'schoolfoodtrust.org.uk'. This will bring up only pages where those words are linked together.

Google's explanation of the Advanced Search Function is here

www.google.com/support/bin/static.py?page=searchguides.html&ctx=advanced&hl=en

Fulfil the role of School Food Ambassador by forwarding this guidance on to anyone you know who has difficulty finding information on our website.