

School Food Ambassadors Newsletter – Issue 12

Dear School Food Ambassadors,

Welcome to the 12th Issue of our newsletter, we hope the first months of the new school year have been positive and productive. In this edition you will find details of the National School Food Ambassador Learning Seminar. This September has seen the introduction of secondary school nutritional standards and as you are aware the School Food Regulations are mandatory. Where a school or catering service is not compliant with the standards after the mandatory deadline, the expectation of inspectors is that they would provide evidence that they are “working toward compliance” in a systematic way. This would involve demonstrating a phased approach to meeting both the final food-based and nutrient-based standards, based on a whole school approach. Evidence of working toward the standards should be provided through a record of actions taken to address the shortfalls in compliance and the result of these actions. Please refer to the overview of the Audit & Inspections of school food project below.

May I also take this opportunity to inform you that Stuart Brunton-Douglas has left the School Food Trust to take up a post with Norfolk County Council. I would like to welcome Kathryn Geels who has joined the School Food Trust and will be leading on our work with School Food Ambassadors. Kathryn is contactable on Kathryn.geels@sft.gsi.gov.uk.

Finally, utilise the range of new resources, information and campaigns that are referenced in this newsletter to drive changes to school food and increase school meal take up.

Best wishes,



Peter McGrath, Delivery Manager, Local Authority Targeted Support, School Food Trust



National Learning Seminar: a date for your diaries

The fourth National Learning Seminar will take place in **Bristol** on **Thursday 4th February 2010**. We have chosen Bristol as the host location as previous seminars have taken place across 3 other Government Office Regions, all of which have been less accessible for School Food Ambassadors in the South West.

We will pay overnight accommodation for those with a travel journey (not walking or cycling!) of over 3 hours. Please be aware that hotel spaces will be limited and priority will be given to those with the longest journey.



Audits and Inspections of School Food Project

The Trust has received a number of queries from schools, catering providers and organisations evaluating evidence about producing evidence of compliance. The aim of the Audits and Inspections project was to identify a **recommended minimum set of evidence** which can be realistically produced by schools and catering providers to:

- (a) demonstrate compliance with the final food-based and nutrient-based standards for school lunches, and food-based standards for all food other than lunches
- (b) satisfy the needs of a range of inspectors/auditors by demonstrating that the standards have been met.

Following preliminary research, a draft toolkit will be piloted across primary schools in the West Midlands this autumn, to enable schools and catering providers indicate the evidence of compliance that they have available, and set out recommended next steps if minimum evidence is not available. The final toolkit will be published on the Trust website in January 2010, with an associated training package for evaluators. For further details visit:

www.schoolfoodtrust.org.uk/measuringcompliance/auditsandinspections

For more information about the nutrient-based standards go to

www.schoolfoodtrust.org.uk/nutrientstandards



National Good Practice Network: what's new?

There have been a number of examples of good practice shared recently, thank you to all those that have shared some of the excellent work happening locally to drive changes to school food. Go on-line and check out the new additions. Click <http://ambassadors.schoolfoodtrust.org.uk/whatsnew> and view:

- Suffolk County Caterer's Meal Deal Posters and Menu linking to Change4Life branding
- Northumberland County Council's 'Fuel for Life' campaign
- Worcestershire Healthy Schools team poster promoting school meals
- The Tameside 'UR GOAL 4 LIFE' scheme whereby children score "goals" according to the type of foods they have eaten.
- The Tameside Advertising Campaign
- The Greenwich Healthy Schools Newsletter promoting the Million Meals Campaign and Let's Get Cooking
- Leeds City Council's Cultural and Religious Policy for school food
- Leicestershire's School Food Support Service Plan

Action: Have you met the role of School Food Ambassador by sharing what you are doing to increase school meal take up? If not please email kathryn.geels@sft.qsi.gov.uk immediately, and log on and view these examples of good practice.

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The next National School Food Ambassador **Reference Group meeting** will take place on Tuesday 17th November, Moorfoot, Sheffield. Some key decisions were made at the last meeting, including a revision to the remit. These can be viewed [here](#).

A [links map](#) has been produced, demonstrating how the National School Food Ambassador Reference group can link into school food networks.

Action: Contact members of the National School Food Ambassador Reference Group to ensure your views are heard before their next meeting. Log in and view the membership <http://ambassadors.schoolfoodtrust.org.uk/national-good-practice-network/sfa-reference-group>

We are currently advertising for more School Food Ambassadors to become members of the Reference Group and we welcome interest from Ambassadors in East Midlands, London, North East, North West, South East, South West and the West Midlands. If you are interested in becoming a member, contact us for an informal conversation.

Action: Contact Kathryn Geels for an informal conversation and tell us why you would like to become a member of the School Food Ambassador Reference Group. Don't miss out on this exciting opportunity - email or call Kathryn Geels Kathryn.geels@sft.gsi.gov.uk / Ph: 0207 783 8376 by Friday 6th November 09.



MADGe

As part of its range of support, the School Food Trust has developed numerous centrally created and nationally available marketing programmes targeting students and parents.

Some schools and caterers are well advanced in their range and breadth of marketing initiatives they implement themselves whilst others are less active and need more support. However they have all highlighted a desire for shared practical insights, ideas and learnings and off the shelf marketing material that can be personalised by school and situation.

Marketing and Design Generator (MADGe) is an online resource that is pre populated with resources to promote themes and campaigns that schools can use to market school meals, activities and promotions taking place in the school dining room. Schools can download and design their own posters, letters, stickers and even online adverts with fun and exciting themes and designs tailor made for use in their own schools.

MADGe was officially launched at a special marketing event on the 29th September in Birmingham. The event aimed to engage key decision makers associated with the provision of school food with motivational presentations from Colin Jackson OBE and Tim Campbell, the winner of the first Apprentice.

Action: Sign up now as a Partner www.schoolfoodtrust.org.uk/madge and you will receive access to free resources. Spread the word to schools in your Local Authority and let them know that when they sign up to MADGe they will also be joining the School Food Trust's Million Meals campaign!

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The Really Good School Dinner: Round 2!

After the success of our partnership with the World Food Programme, where donations of just 10p extra on more than 100,000 school lunches provided as many meals for hungry children overseas; the *Really Good School Dinner* is back! We're asking children to enjoy a school lunch and help provide food for some of the world's poorest children, by donating just 10p extra. Each 10p goes to the World Food Programme and covers the cost of a whole meal for a child in a developing country, where families can't always afford food.

Action: Add this to your marketing plans and encourage schools to sign up now!
www.getreal.uk.com/really-good-school-dinner

Participating schools receive a comprehensive pack of resources including important information and lesson plans focusing on hunger and poverty overseas.



Improving Kitchen and Dining Spaces: New Web Pages

The new 'Improving Kitchens and Dining Spaces' section of the School Food Trust website has been launched. It is designed to share best practice, lessons learnt and showcase inspirational ideas on Kitchens and Dining spaces through capital programmes, such as Building Schools for the Future, Primary Capital Programme and Targeted Capital Fund, and innovative school funded / school driven initiatives.

Action: Visit the website www.schoolfoodtrust.org.uk/improvingkitchenanddiningspaces to see the case studies, visuals, support tools and documentation.

For capital programmes, a series of stakeholder checklists have been developed in partnership with a number of Local Authorities, Heads of Catering, Senior Leadership Teams, Designers and Architects. The checklists are designed to share expertise, help meet the needs of those in the field and provide support during the Building Schools for the Future (BSF) and/or Primary Capital Programme (PCP) process. Go to the website for more information www.schoolfoodtrust.org.uk/stakeholderchecklists

Action: If you know of a new or refurbished school kitchen and/or dining space that is innovative and inspirational, or would like to recommend a case study or provide any feedback regarding any of the above, then please e-mail iti_feedback@gsi.gov.uk.



School lunch and learning behaviour in secondary schools: an intervention study

The final report on the School Lunch and Behaviour Study in secondary schools is now available on this link www.schoolfoodtrust.org.uk/documents/slab2. Interestingly, the research concluded that pupils were more likely to concentrate and be engaged in the classroom after lunch, when positive changes were made to the food and dining room.

Action: Utilise the research findings to engage Headteachers, teachers and other key school staff in the whole school approach to school food.

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A fresh look at efficient kitchens and dining spaces

The fifth edition of the fresh look series is now available. This practical guide explores how meal service efficiency and dining hall experience might be improved using small amounts of capital funding. It aims to help all those involved in the school meal service, whether you are a Headteacher, cook, caterer, business manager or lunchtime supervisor.

Printed copies are being distributed to all local authorities, catering providers, opted out schools and School Food Ambassadors who have confirmed their address with us. Go to

www.schoolfoodtrust.org.uk/resources/efficientkitchensanddiningspaces or, for a hard copy while stocks last, please email information.requests@sft.gsi.gov.uk.

Action: Utilise the [guide](#) and additional online resources including full reports from the pilot schools, a workbook to support chance methodology improvements, baseline data collection templates and an engaging student's guide.



Little Book of Goodness

A new resource has been developed and circulated to primary and infant schools across England, during the week beginning 14th September. The guide aims to inform parents of children starting reception of the benefits of choosing school meals for their child(ren). It will also compliment Local Authority objectives of ensuring parents make healthy meal choices and that children are healthy, happy and reaching their full potential. A competition includes the opportunity for 50 parents to win one year of free school meals for their child.

Action: Please circulate this link to children centre leads, sure start leads, parent support workers and parenting teams within your authority.

www.schoolfoodtrust.org.uk/resources/lbg

Please also ensure schools within your area highlight this resource via school newsletters and other appropriate channels.

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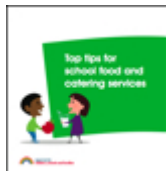
Twitter: about school food



Twitter is a free [social networking](#) and [micro-blogging](#) service that enables its users to send and read messages known as *tweets*. It's free to join and anyone can sign up and create an account.

Action: Follow School Food Trust on our own Twitter <http://twitter.com/schoolfoodtrust> to join in on conversations and get regular updates on all things school food! Tweet Tweet!

And finally...



The Department of Children Schools and Families: Sustainable Schools resource

A new resource has been developed by the Sustainable Schools team, *Top tips for school food and catering services*. Visit the Sustainable Schools area of the Teachernet website www.teachernet.gov.uk/sustainableschools/index.cfm and click on 'essential reading'.

Action: Download or order a copy from [Teachernet online publications](#) and circulate to school governors, Headteachers, key statutory agencies, school finance staff, support staff and your local authority colleagues.