

Information Update

March 2009

It's true!

If you eat better you do better

A recent report from the Institute of Social and Economic Research for Essex University has shown the positive effects a healthy school meal can have on the learning abilities of pupils as well as their health and well being. The report looked at Jamie Oliver's 'feed me better' campaign in Greenwich and highlighted the impact it had made on Key Stage 2 test scores in English and Science.

Their report shows that between 2004-2006, the percentage of pupils reaching level 4 in English increased by 3 to 6 percentage points and the percentage of pupils reaching level 5 in Science increased by 3 to 8 percentage points. It also found that a substantial decrease in absenteeism occurred in Greenwich schools after the campaign, in particular in "authorised absences", which are more likely to be due to sickness (and therefore health orientated).

The Trust's chief executive, Judy Hargadon, said of the research: "This is a really useful report which should enable local authorities, caterers and others to convince school leadership teams of the merits of the school food reform agenda. I hope it means that all schools will now get behind our Million Meals campaign and make the small changes to their school food provision which have been shown to make a big difference to children's health and performance". The full report can be found at: <http://www.iser.essex.ac.uk/publications/working-papers/iser/2009-01.pdf>

Inside this issue:

| | |
|---|---|
| Free school meals initiative in Islington | 2 |
| Meal deals update | 2 |
| New School FEAST ads | 3 |
| Local authority targeted support | 4 |
| Special needs schools | 4 |
| Change4 life update | 5 |
| Million meals | 5 |
| Let's get cooking | 7 |

Check out Islington's new plan to provide free school meals to all primary school children! — Page 2

New School FEAST ad campaign launched

The School Food Trust has launched a new series of advertisements outlining the benefits of sending schools cooks and others on a School FEAST training course. The ads will run in publications relevant to local authorities, caterers and headteachers. [See page 3 for a first look!](#)



Fresh Look at Marketing School Food published

The latest guide in the Trust's fresh look series has been printed and will be distributed to schools, caterers and local authorities from Monday 9 March 2009. The guide aims to help all those involved in the school food service to successfully market school food to children and parents.



Eat Better Do Better

Islington initiative: Free school meals for all primary school children

Primary school children are to be offered free school meals in the borough of Islington after the local council passed a budget securing the money for the initiative.

All children at primary schools and nurseries in Islington, North London will receive the dinners, councillors said.

The initiative will cost £2.9 million over the next two years and will benefit around 12,000 pupils at 45 schools and nurseries

If your local authority is running a similar scheme, even if it is just for particular year groups, or a limited number of schools, please do let us know.

Meal Deal Pilot and Case Studies Update

The Trust has been researching to see whether the promotion of Meal Deals is a viable way for schools to meet the nutritional standards. This project has been student led throughout and has involved students developing both the menu and marketing materials.

Since our last update Queen Katherine School, Kendal launched their new Meal Deal menu on the 26th January 2009. The school has also integrated a new cashless system within the school that will support the nutritional analysis and speed up service. Chace School, Enfield will be launching their new menu on the 2nd March 2009 and Marriott's School, Stevenage will be launching on the 9th March. Reddish Vale School, Stockport and Towers School, Kent will be launching soon after on the 16th March.

To follow the progress of the pilot studies on the online diary you can sign up as a partner on the "Million Meals" website and follow this link:

<http://millionmeals.schoolfoodtrust.org.uk/meal-deals/>

The Trust has also written up an additional case study, highlighting good practice of another school that have already implemented Meal Deals. To read the case studies and/or contact any of the schools in the case studies please follow the link. <http://www.schoolfoodtrust.org.uk/content.asp?ContentId=674>

School FEAST Update

The School FEAST network has celebrated its first full year in operation with a network meeting in Doncaster.



Using the remaining capital (approx £500,000) allocated for the development of the School FEAST network remains a priority and the Trust is currently in the process of trying to increase the coverage of School FEAST centres in London with a 3rd round of applications – new centres to be approved by Aside from the national marketing effort (opposite on page 3) a marketing pilot is being carried out in collaboration with the East of England Partnership, and this work will feed back in early summer and influence a broader marketing programme going forward. In the mean time, following a successful press and media network event in 2008, a follow up workshop for the School FEAST network will take place in March 09.

Engaging the whole workforce

Training for school cooks and the engagement of caterers and the school management team is vital to the success of school meals. As well as focusing on cooks, the School Food Trust is piloting Lunchtime Supervisor training in two local authorities during the spring with evaluation being reported in the summer.



Food Excellence and Skills Training

Give me the
food skills
to wear
with pride.

Tracy ☺

Transforming school food

Starting and sustaining improvements in school food is a hot topic that needs to be addressed by all involved in school food provision.

So what's the key ingredient for success? A confident, motivated and fully-trained school food team.

School FEAST centres equip all staff in the school food team with the skills to prepare and cook healthier and tastier meals that live up to new government requirements.

To find your nearest School FEAST centre or training alternative visit us online at www.schoolfeast.co.uk or call 0800 089 5001.

Remember,
some courses
are fully
funded.

North East embraces social marketing

Three local authorities in the North East have joined forces with their Government office and Healthy Schools to address school meal take up through Social Marketing. This pilot, funded by the Department of Health, will test a number of interventions over the summer term, including: targeted head teacher communications; evaluation of single choice menus; training for lunch-time supervisors and school cooks on customer service; dining hall management; health and safety; healthy eating and engaging children.

Local Authority Targeted Support

In the October newsletter we wrote to tell you that the Trust would be working with 15 individual Local Authorities (LAs) over this financial year to increase the take up of school lunches by developing and implementing a tailored support package.

Since then, we have been working with LAs to complete initial diagnostic reviews and stakeholder workshops. At these workshops we have been gathering people's views and ideas and will be using them to inform the action plans that we are currently writing with the LAs.

We have also funded ideas for improvements with some LAs, including market research and the development of a school food strategy. The Get Real 'Real Fast Food Show' has visited Secondary schools in some of these LAs and we are running an integrated marking initiative in three of them. Some LAs are part of a collaborative with Million Meals looking at how Partners can best promote the campaign locally; others are receiving training for midday meal supervisors.

Supported learning groups where LAs come together to share their challenges and successes have been looking at the issues of Free School Meals and Long Term Funding and we have also held a national event for all School Food Ambassadors in Derby in February.

Update on NI 52 – take up of school lunches

The Trust will be sending out one survey this year, which combines questions from our previous January and Annual surveys. The survey will be sent to our LA contacts during the week beginning 9th March and the deadline for survey returns will be mid-May.

The main purpose of the Trust's Annual Survey is to collect data for NI 52 - take up of school lunches - which is officially introduced in April 2009. Local authorities (LAs) will be required to provide information not only for their own catering or contracted services but for all schools across the LA.

For more information the NI 52 and collecting take up data [click here](#) or e mail info@sft.qsi.gov.uk.

Eating Well for Special Needs Pupils: a practical guide (20/3/2009)

On 20th March the School Food Trust, Healthy Schools, Regional Public Health Group London and the Government Office for the East of England will launch 'Eating Well for Special Needs Pupils: a practical guide - a new guide and training DVD resource' at the Emirates Stadium, London.

The event aims to:

- Celebrate and share the good practice taking place in schools across the country in eating well for special needs pupils
- Give an overview of how the guide and DVD can be used to promote and support a Whole School Approach
- Provide national, regional and local partners with the opportunity for discussion and networking

Caterers and schools in the London and South East area can register by following this link:

http://www.schoolfoodtrust.org.uk/event_detail.asp?EventId=6

Change4Life update

Change4Life is a nationwide movement which aims to help us all, but especially our kids, eat better, move more and live longer. There has been a huge amount of activity lately, so we've tried to include as much as we can in this update!

Toolkits and case studies

The Change4Life toolkits that are now available, both in printed form and on the website (within 'Partner tools' in the Partners and supporters section at www.nhs.uk/change4life).



These have been created for use when talking to families about healthy eating and physical activity and include posters, leaflets, stickers and other items to keep kids busy. You can order your copy of the toolkit now by calling the local supporter hotline on 0300 123 3434*.

Change4Life pack for schools

A Change4Life pack is now also available for schools, containing copies of the 'How are the kids?' questionnaire for children to take home and complete with their parents plus display materials to raise awareness within schools.

Schools that receive the NHS fruit and vegetables delivery will automatically receive one of these packs, including the questionnaires, with their deliveries over the next few weeks.

Getting the message

A hard-hitting campaign has just been launched by the Change4Life partnership made up of the British Heart Foundation, Cancer Research UK and Diabetes UK to highlight the effects that being overweight and physically inactive can have on our bodies and long-term health. To see examples of the ads you can visit www.4yourkids.org.uk.

Million Meals – new resources for schools

Million Meals now has over 4200 school signed up to the campaign which is great news. Schools can sign up to the campaign just by going to www.schoolfoodtrust.org.uk/millionmeals - it takes less than 2 minutes to sign up! Schools that sign up to the campaign get access to a range of fantastic resources that can help them improve their meal service and increase take up, the latest resources available to schools are as follows:

Work Up An Appetite For Change – a pack for School Councils

This new pack has evolved from an understanding that school councils, while taking an active interest in school meals, often need help, ideas and guidance in bringing about the change that they and their peers desire when it comes to the type of food they eat and the environment that they eat it in. *Work Up An Appetite For Change* is a project based resource pack that takes the form of a 6-step 'plan' that the school council can follow. The plan, requiring collaboration with and approval from Catering Managers, Teachers and School Leadership Teams, has been constructed to lead school council members through a process of debate, fellow pupil research and action.

Be Creative

Be Creative: think outside the (lunch) box is a new pack with a series of fun, flexible resources for teaching Key Stage 4 students. They centre around helping schools to devise their own marketing campaign promoting school food to their peers and developing a deeper understanding of healthy eating. The pack contains detailed lesson plans and worksheets for; KS4 Business studies, English, PHSE and Science to encourage students to take an interest in promoting school meals and the benefits of healthy eating.

Have you thought about the value of an apprentice?

Now is a good time to consider taking on an apprentice to help improve your productivity and reduce your costs. Apprenticeships are work based learning programmes designed around your needs.

Apprenticeships are open to all age groups over 16 years and as employees, apprentices work alongside experienced staff to gain job-specific skills. Off-the-job, usually on a day release basis, apprentices receive training with a local training provider such as a college.

So why an apprentice?

- Apprentices deliver real returns to your bottom line. The majority of Employers in a recent survey said "Apprentices helped them to improve productivity and to be more competitive".*
- They also said "That training apprentices is more cost effective than hiring skilled staff, leading to lower overall training and recruitment costs".*
- Apprenticeships deliver skills designed around your needs
- Apprentices tend to be eager, motivated and loyal and committed to their chosen career.

Apprenticeships that you could consider are:

- Hospitality & Catering
- Business Administration
- Customer Service
- Marketing & Communications

The government are keen that all businesses and organisations consider apprenticeships and have set up a website and dedicated advisors to support you through the process, visit www.apprenticeships.org.uk for further information. Alternatively you could contact your local SchoolFEAST training centre who will be able to advise you about Apprenticeships.

*Apprenticeships survey conducted on behalf of Learning & Skills Council, February 2008



The Collaborative Food Procurement Conference

On 24th March the Collaborative Food Procurement Conference will take place in Birmingham. The public sector spends around £2billion per year on food and drink. In its 2006 report Smarter food procurement in the public sector, the National Audit Office identified the scope for savings of £224million to be made by 2011 through a range of procurement measures including collaboration.

The Collaborative Food Procurement Conference is your opportunity to contribute to this important area of Government where efficiency and delivery of wider public policy objectives meet. You will discover how your organisation or sector can make significant savings by working with others locally, regionally and nationally. In a time of economic uncertainty, rising standards and the potential for shrinking budgets this could hardly be more apposite.

For more information, the programme and to register your attendance, please access the following link:

www.online.ogcbuyingsolutions.gov.uk/bcm/aboutbuyingsolutions/eventsexternal

Let's Get Cooking recruitment targets 23 more local authorities

As part of *Let's Get Cooking's* national recruitment roll-out, the next live, online, sign-up by schools is in the following local authorities in June 2009.

- **East Midlands:** Nottinghamshire
- **East of England:** Cambridgeshire, Thurrock
- **London:** Haringey, Newham, Tower Hamlets, Waltham Forest
- **North East:** Durham
- **North West:** Cheshire, Halton, Knowsley, Warrington, Wirral
- **South East:** East Sussex, Milton Keynes, West Sussex
- **South West:** South Gloucestershire, Torbay, Wiltshire
- **West Midlands:** Staffordshire, Stoke -on -Trent
- **Yorkshire and Humber:** Bradford, East Riding of Yorkshire

Action: If the local authority you cover is listed, please use any opportunities to alert schools to this and to look out for their invitation **in May to apply in June**. Places are limited and *Let's Get Cooking* is very popular, with club places quickly snapped up by schools as soon as each recruitment wave opens, so it's crucial interested schools don't miss their chance.

Invitation letters will be sent to headteachers at all schools in these local authorities **in May**, alerting them to this opportunity and giving detailed sign-up instructions, which is via the *Let's Get Cooking* website. *Let's Get Cooking clubs* receive:

- funding for cooking equipment and running costs
- training for adult helpers and leaders
- a wide range of printed and online resources
- access to regional staff who provide support and advice.

For more information, please email ruth.coulthard@sft.gsi.gov.uk or rae.shearer@sft.gsi.gov.uk

- **School Food Trust , N904 Moorfoot, Sheffield, S1 4PQ**
- **Phone: 0844 800 9048, Fax: 0114 259 1291, E-mail: info@sft.gsi.gov.uk**
- **To order our resources please email: information.requests@sft.gsi.gov.uk**
- **For questions about the new standards , our information line is available from 8.00am - 9pm Monday to Friday and 10am - 4pm on Saturdays .**

