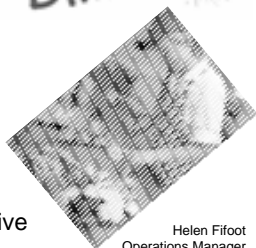




Our School Dinners

Transforming School Food

A School Catering Perspective



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Healthy food in our schools

School Dinners – A Reality Check For Nottinghamshire around 2002

Couch potato & convenience food generation
Lack of nutritional awareness in society – parental apathy
Children's diets in school driven by commercialisation have reflected eating trends outside of school
Children want food they recognise or perceive as 'Cool'
Catering Chefs want to produce food that children will eat

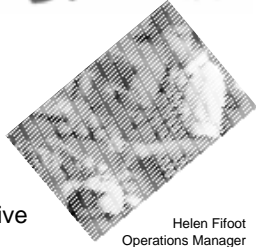





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Healthy food in our schools

The heat in the UK's school kitchens has been intense:


Take a variety of ingredients and mix

- ❖ In 2000 schools had the opportunity to manage their own catering budgets – suddenly we as School Caterers were competing in a competitive market against outside contractors.
- ❖ We had to operate as a viable business within the County Council and this remains the case.
- ❖ Reality – the cheapest catering option is not always the best – BUT someone has to pay.
- ❖ Obesity, the affects of diet and a need for dramatic dietary improvement became a national agenda.
- ❖ A healthy measure of government legislation and funding
- ❖ Overnight media attention

Fold in raised customer expectations


and you have the *recipe for A School Meals Revolution*







Healthy food in our schools


Nottinghamshire were already changing to face these challenges and suddenly we become a even greater national publicity target – **Was The School Meals Service responsible for all health issues amongst children leading to health problems in later life?**



Jamie Oliver thought so!




....but actually what he and we wanted all along is for children to enjoy good food that is well cooked and fun (and being healthy is a great added benefit)



Revolution in Nottinghamshire



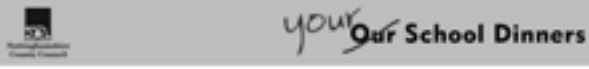
- ❖ We employed a dedicated Food Development Manager in 2003
- ❖ We adopted a hard line strategy to make wholesale menu changes resulting in our new school menu style now into their 5th year and still developing
- ❖ Increased spending levels on food and greater local sourcing.
- ❖ Appointed a Healthy Eating Project Manager in 2004
- ❖ At the instigation of the Schools Catering Service the Food Improvement Team (FIT) was created.
- ❖ All unit cooks trained to NCFE Intermediate Certificate in Nutrition and Health
- ❖ Huge investment in marketing and promotion to parents, pupils, head teachers and school staff and our own catering teams.

How did we market and promote our Revolution

Customer Perception Survey


Conferences




Consulting with Our Customers:-

To measure:-

- Parental perception to menus and descriptions
- Identify & clarify likes & dislikes (*Children & Parents*)
- Identify media impact
- Improve communication



Healthy School Dinners = good mood food







New Look Cook Book incorporating nutritional information

New Look Menu Information

Dining Room/School Posters


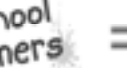
Head Teachers File


School Portfolio for Nottinghamshire Schools



Healthy School Dinners = good mood food


Improved Marketing for Nottinghamshire Schools



Healthy School Dinners = good mood food




Healthy food in our schools

Breakfast	Full Lunch	Afternoon Tea
<ul style="list-style-type: none"> Porridge Hot Chocolate Hot Milk Hot Fruit Hot Bread Hot Cakes Hot Pancakes Hot Sandwichs Hot Burgers Hot Curry Hot Pasta Hot Soup Hot Stew Hot Potatoes Hot Rice Hot Lentils Hot Beans Hot Peas Hot Corn Hot Sweetcorn Hot Potatoes Hot Peas Hot Corn Hot Sweetcorn 	<ul style="list-style-type: none"> Hot Sandwichs Hot Burgers Hot Curry Hot Pasta Hot Soup Hot Stew Hot Potatoes Hot Peas Hot Corn Hot Sweetcorn Hot Potatoes Hot Peas Hot Corn Hot Sweetcorn 	<ul style="list-style-type: none"> Hot Sandwichs Hot Burgers Hot Curry Hot Pasta Hot Soup Hot Stew Hot Potatoes Hot Peas Hot Corn Hot Sweetcorn Hot Potatoes Hot Peas Hot Corn Hot Sweetcorn

Healthy food in our schools

Web Site

Information for parents of new pupils starting school and transferring to secondary schools

Calendar

Healthy food in our schools

Service style at lunch time/ dining environment/supervision at lunch time

Offer less choice
Encourage adults to eat with pupils
Allow sandwich and dinner children to sit together if possible and encourage a routine of sitting and waiting for groups to finish eating – encourage socialisation
Allow older pupils to look after younger pupils
Make lunch time less threatening, more social able and encourage chatter rather than loud noise

Display pupils' artwork in the dining area
Have a properly set "top table"/ mid day supervisors' award scheme
Display menus and support pupil in making choices – photograph versions also available

Healthy food in our schools

How can a food in school policy and the School Meals Service help?

Breakfast and Learning Clubs

Healthy food in our schools

Education/Curriculum Theme Events/Parent Events/Taster sessions


Taster sessions for pupils and/or parents – remove the fear of trying new foods because it's not lunch and pupils will not go hungry

Picnic

Healthy food in our schools

Cookery Clubs

School catering staff - helping to develop practical cookery skills in a school catering kitchen, developing knowledge of food and where it comes from – all ages of pupils can take up this option and in some schools parents can also participate.






Healthy food in our schools

What Improvements have been Achieved

Feel Good...

Much Playground Chat :
about pitta breads, salmon and tortilla wraps

And
web site comments for example " our daughter attends Morven Park, I have just had sight of the menu for the school dinners that you are putting on @ Morven Park, my partner and I would like to congratulate you on the choice of meals that you are offering"








Healthy food in our schools

Measurable

Stabilised Month on Month Growth in Meal Numbers:



Average Daily Primary Meal Nos.	2004	2005	2006	2007
Jan	24,645	23,410 -5%	21,001 -10.3%	21,756 +3.6%
April	23,784	21,474 -9.7%	20,391 -5%	21,244 +4.2%
Sept	20,597	17,905 -13.1%	18,160 +1.4%	18,534 +2.1%

Healthy food in our schools

The Challenges continue to mount:

- The results of National Job Evaluation – consultation just started
- Increasing food costs
- Schools increasingly demanding solutions to the issues surrounding dinner money collection


Healthy food in our schools

good mood food



