




# School Meal Uptake League Tables - are you in the top 10?

Bill McGowan  
Managing Director




# 'School Meals in Scotland 2010'

## Scottish Government annual survey



**Statistical Publication Notice**  
ISSN 1479-7569 (online)

A National Statistics Publication for Scotland  
**SCHOOL MEALS IN SCOTLAND, 2010**  
29<sup>th</sup> June, 2010



This statistical publication notice provides results of the latest annual survey of school meals. The information was collected in early 2010 from all publicly funded schools in Scotland.

This publication also looks back to local authority expenditure on meals in 2008-09 (the financial year prior to the 2010 School Meals survey). The information is provided in Annex A of this publication notice. The expenditure data can be related to the results of the 2009 School Meals survey and should not be interpreted in relation to the 2010 School Meals data presented in this publication notice.

The main findings from the 2010 School Meals survey are:

School meals (free or paid for)

- Of those pupils present on the survey day, 46.1 per cent took a meal supplied by the school, an increase from 45.1 per cent in 2009 (Table 3).
- Just over fifty per cent of the pupils who were present on the survey day took a meal in **primary schools**, an increase from 48.8 per cent in 2009 and the highest rate recorded over the last ten years (Table 3).
- The percentage present taking meals in **secondary schools** has increased marginally from 39.2 in 2009 to 39.6 in 2010. However, the percentage of pupils present and taking meals in secondary schools has been decreasing gradually from a high of 51.2 per cent in 2003 (Table 3).
- The percentage of pupils taking meals was highest in remote rural areas (56.8 per cent of primary and 55.9 per cent of secondary) (Table 5). In large urban areas 46.9 per cent of primary and 27.6 per cent of secondary pupils took a school meal (Table 5).

Free school meals

- In 2010, across all sectors, 118,983 pupils (17.8 per cent of the total school roll) were registered for free school meals – an increase of 17,010 (16.7 per cent) on the previous year (Table 1).

1

- Review of uptake figures for free and paid in primary and secondary
- Using marketing to improve uptake performance



**TEENAGERS OF TODAY ARE FIRST IN HISTORY TO BE  
LESS HEALTHY THAN THEIR PARENTS**

The Daily Mail

## **The 25st teenager**

At 15 she's a junk food junkie, consuming 7,500 calories a day and three times the size she should be

Daily Mail

**Obesity levels spark warning over diabetes**

Evening Times

***Healthy eating worries Scots more than  
the environment***


The Herald

***12,000 in fat fight***

Sunday Mail

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- Of those pupils present on the survey day, 46.1 per cent took a meal supplied by the school, an increase from 45.1 per cent in 2009 (Table 3).
- Just over fifty per cent of the pupils who were present on the survey day took a meal in **primary schools**, an increase from 48.8 per cent in 2009 and the highest rate recorded over the last ten years (Table 3).
- The percentage present taking meals in **secondary schools** has increased marginally from 39.2 in 2009 to 39.6 in 2010. However, the percentage of pupils present and taking meals in secondary schools has been decreasing gradually from a high of 51.2 per cent in 2003 (Table 3).
- The percentage of pupils taking meals was highest in remote rural areas (56.8 per cent of primary and 55.9 per cent of secondary) (Table 5). In large urban areas 46.9 per cent of primary and 27.6 per cent of secondary pupils took a school meal (Table 5).

Free school meals

- In 2010, across all sectors, 118,063 pupils (17.8 per cent of the total school roll) were registered for free school meals – an increase of 17,010 (16.7 per cent) on the previous year (Table 1).

1

# **Primary schools: Free meal uptake**

**% of pupils registered for free school meals  
and present, taking free school meals, 2006  
to 2010  
(Table 12)**

**Primary: Free Meals, %**

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2006

2007

2008

2009

2010

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**Scotland**

**88.2**

**87.1**

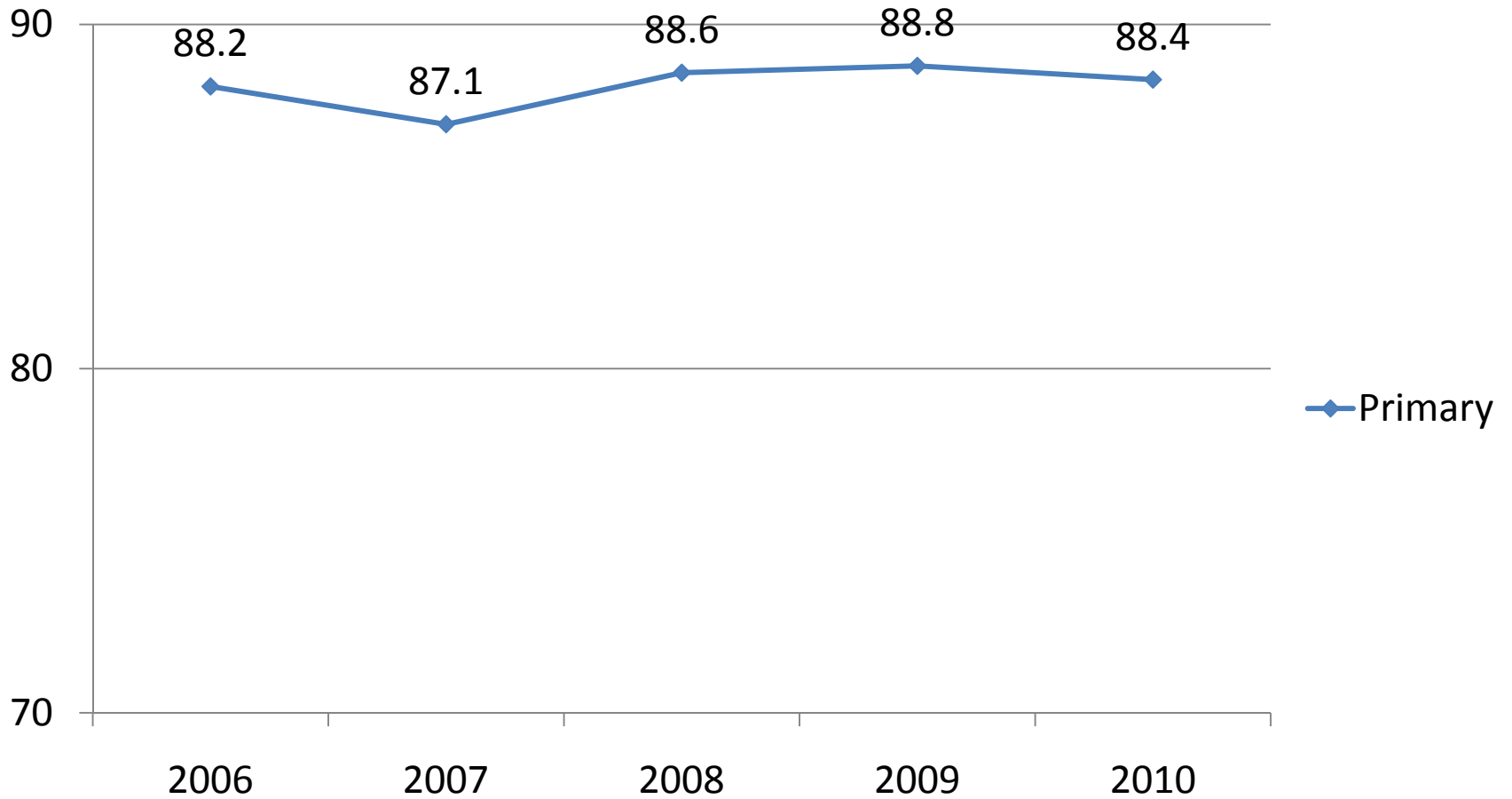
**88.6**

**88.8**

**88.4**

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# Primary schools: Free meal uptake %





**Primary: Free Meals, %**

		2006	2007	2008	2009	2010
<b>Scotland</b>		<b>88.2</b>	<b>87.1</b>	<b>88.6</b>	<b>88.8</b>	<b>88.4</b>
23	Perth & Kinross	90.4	86.2	80.6	82.0	84.4
24	Clackmannanshire	84.1	82.9	83.6	86.5	84.3
25	Scottish Borders <sup>(1)</sup>	84.7	79.3	81.9	84.8	84.0
26	Renfrewshire	81.1	79.6	79.3	80.9	83.9
27	Angus	86.0	89.7	89.6	86.8	83.7
28	South Lanarkshire	84.8	84.6	87.0	88.2	82.8
29	Dundee City	93.0	77.9	77.6	79.8	82.6
30	East Renfrewshire	81.7	78.6	76.4	82.2	79.9
31	Stirling	81.2	84.3	100.0	88.5	78.6
32	Inverclyde	84.7	84.1	83.8	84.9	76.5

(1) Local authorities that took part in the trial of free school meals to all pupils in P1-P3 in 2007/08. (2) When counting the number of pupils taking school meals, Edinburgh City do not include meals taken at morning break, whereas other Authorities do.

**Primary: Free Meals, %**

		2006	2007	2008	2009	2010
1	Orkney Islands	96.0	89.5	91.9	94.4	98.2
2	Falkirk	98.8	97.4	99.3	99.0	97.4
3	Aberdeenshire	95.4	94.7	94.0	95.2	95.2
4	Shetland Islands	96.7	98.7	97.5	96.3	95.1
5	Aberdeen City	95.4	93.2	92.0	94.5	94.5
6	West Lothian	93.1	95.3	92.0	94.2	94.2
7	Edinburgh, City of <sup>(2)</sup>	93.0	92.5	91.3	92.0	93.6
8	Moray	93.9	94.5	90.9	94.3	93.0
9	Argyll & Bute	89.8	92.0	91.5	90.5	92.3
10	South Ayrshire	90.2	89.5	85.5	90.1	90.5

<b>Scotland</b>		<b>88.2</b>	<b>87.1</b>	<b>88.6</b>	<b>88.8</b>	<b>88.4</b>
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23	Perth & Kinross	90.4	86.2	80.6	82.0	84.4
24	Clackmannanshire	84.1	82.9	83.6	86.5	84.3
25	Scottish Borders <sup>(1)</sup>	84.7	79.3	81.9	84.8	84.0
26	Renfrewshire	81.1	79.6	79.3	80.9	83.9
27	Angus	86.0	89.7	89.6	86.8	83.7
28	South Lanarkshire	84.8	84.6	87.0	88.2	82.8
29	Dundee City	93.0	77.9	77.6	79.8	82.6
30	East Renfrewshire	81.7	78.6	76.4	82.2	79.9
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4	Shetland Islands	96.7	98.7	97.5	96.3	95.1
5	Aberdeen City	95.4	93.2	92.0	94.5	94.5
6	West Lothian	93.1	95.3	92.0	94.2	94.2
7	Edinburgh, City of <sup>(2)</sup>	93.0	92.5	91.3	92.0	93.6
8	Moray	93.9	94.5	90.9	94.3	93.0
9	Argyll & Bute	89.8	92.0	91.5	90.5	92.3
10	South Ayrshire	90.2	89.5	85.5	90.1	90.5

	<b>Scotland</b>	<b>88.2</b>	<b>87.1</b>	<b>88.6</b>	<b>88.8</b>	<b>88.4</b>
17	East Lothian	90.0	83.7	89.0	89.4	88.0
18	North Lanarkshire	86.7	87.7	86.3	86.2	87.6
19	Fife <sup>(1)</sup>	87.7	86.2	90.5	89.0	87.4
20	Highland	82.8	85.1	82.0	85.7	86.2
21	Eilean Siar	91.6	91.9	91.4	81.9	86.0
22	East Dunbartonshire	80.1	83.0	86.5	85.7	84.8
23	Perth & Kinross	90.4	86.2	80.6	82.0	84.4
24	Clackmannanshire	84.1	82.9	83.6	86.5	84.3
25	Scottish Borders <sup>(1)</sup>	84.7	79.3	81.9	84.8	84.0
26	Renfrewshire	81.1	79.6	79.3	80.9	83.9
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5	Aberdeen City	95.4	93.2	92.0	94.5	94.5
6	West Lothian	93.1	95.3	92.0	94.2	94.2
7	Edinburgh, City of <sup>(2)</sup>	93.0	92.5	91.3	92.0	93.6
8	Moray	93.9	94.5	90.9	94.3	93.0
9	Argyll & Bute	89.8	92.0	91.5	90.5	92.3
10	South Ayrshire	90.2	89.5	85.5	90.1	90.5
11	Glasgow City <sup>(1)</sup>	85.6	84.6	91.0	89.9	90.4
12	North Ayrshire	92.6	92.2	90.2	89.6	90.0
13	West Dunbartonshire <sup>(1)</sup>	87.6	87.0	90.0	90.4	89.7
14	Midlothian	93.3	97.2	99.9	88.8	89.4
15	Dumfries & Galloway	88.3	84.7	83.1	89.4	88.9
16	East Ayrshire <sup>(1)</sup>	91.1	90.0	90.3	88.1	88.4
	<b>Scotland</b>	<b>88.2</b>	<b>87.1</b>	<b>88.6</b>	<b>88.8</b>	<b>88.4</b>
17	East Lothian	90.0	83.7	89.0	89.4	88.0
18	North Lanarkshire	86.7	87.7	86.3	86.2	87.6
19	Fife <sup>(1)</sup>	87.7	86.2	90.5	89.0	87.4
20	Highland	82.8	85.1	82.0	85.7	86.2
21	Eilean Siar	91.6	91.9	91.4	81.9	86.0
22	East Dunbartonshire	80.1	83.0	86.5	85.7	84.8
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6	West Lothian	93.1	95.3	92.0	94.2	94.2
7	Edinburgh, City of <sup>(2)</sup>	93.0	92.5	91.3	92.0	93.6
8	Moray	93.9	94.5	90.9	94.3	93.0
9	Argyll & Bute	89.8	92.0	91.5	90.5	92.3
10	South Ayrshire	90.2	89.5	85.5	90.1	90.5
11	Glasgow City <sup>(1)</sup>	85.6	84.6	91.0	89.9	90.4
12	North Ayrshire	92.6	92.2	90.2	89.6	90.0
13	West Dunbartonshire <sup>(1)</sup>	87.6	87.0	90.0	90.4	89.7
14	Midlothian	93.3	97.2	99.9	88.8	89.4
15	Dumfries & Galloway	88.3	84.7	83.1	89.4	88.9
16	East Ayrshire <sup>(1)</sup>	91.1	90.0	90.3	88.1	88.4
	<b>Scotland</b>	<b>88.2</b>	<b>87.1</b>	<b>88.6</b>	<b>88.8</b>	<b>88.4</b>
17	East Lothian	90.0	83.7	89.0	89.4	88.0
18	North Lanarkshire	86.7	87.7	86.3	86.2	87.6
19	Fife <sup>(1)</sup>	87.7	86.2	90.5	89.0	87.4
20	Highland	82.8	85.1	82.0	85.7	86.2
21	Eilean Siar	91.6	91.9	91.4	81.9	86.0
22	East Dunbartonshire	80.1	83.0	86.5	85.7	84.8
23	Perth & Kinross	90.4	86.2	80.6	82.0	84.4
24	Clackmannanshire	84.1	82.9	83.6	86.5	84.3
25	Scottish Borders <sup>(1)</sup>	84.7	79.3	81.9	84.8	84.0
26	Renfrewshire	81.1	79.6	79.3	80.9	83.9
27	Angus	86.0	89.7	89.6	86.8	83.7
28	South Lanarkshire	84.8	84.6	87.0	88.2	82.8
29	Dundee City	93.0	77.9	77.6	79.8	82.6
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(1) Local authorities that took part in the trial of free school meals to all pupils in P1-P3 in 2007/08. (2) When counting the number of pupils taking school meals, Edinburgh City do not include meals taken at morning break, whereas other Authorities do.

# **Secondary schools: Free meal uptake**

**% of pupils registered for free school meals  
and present, taking free school meals, 2006  
to 2010  
(Table 18)**

**Secondary: Free Meals %**

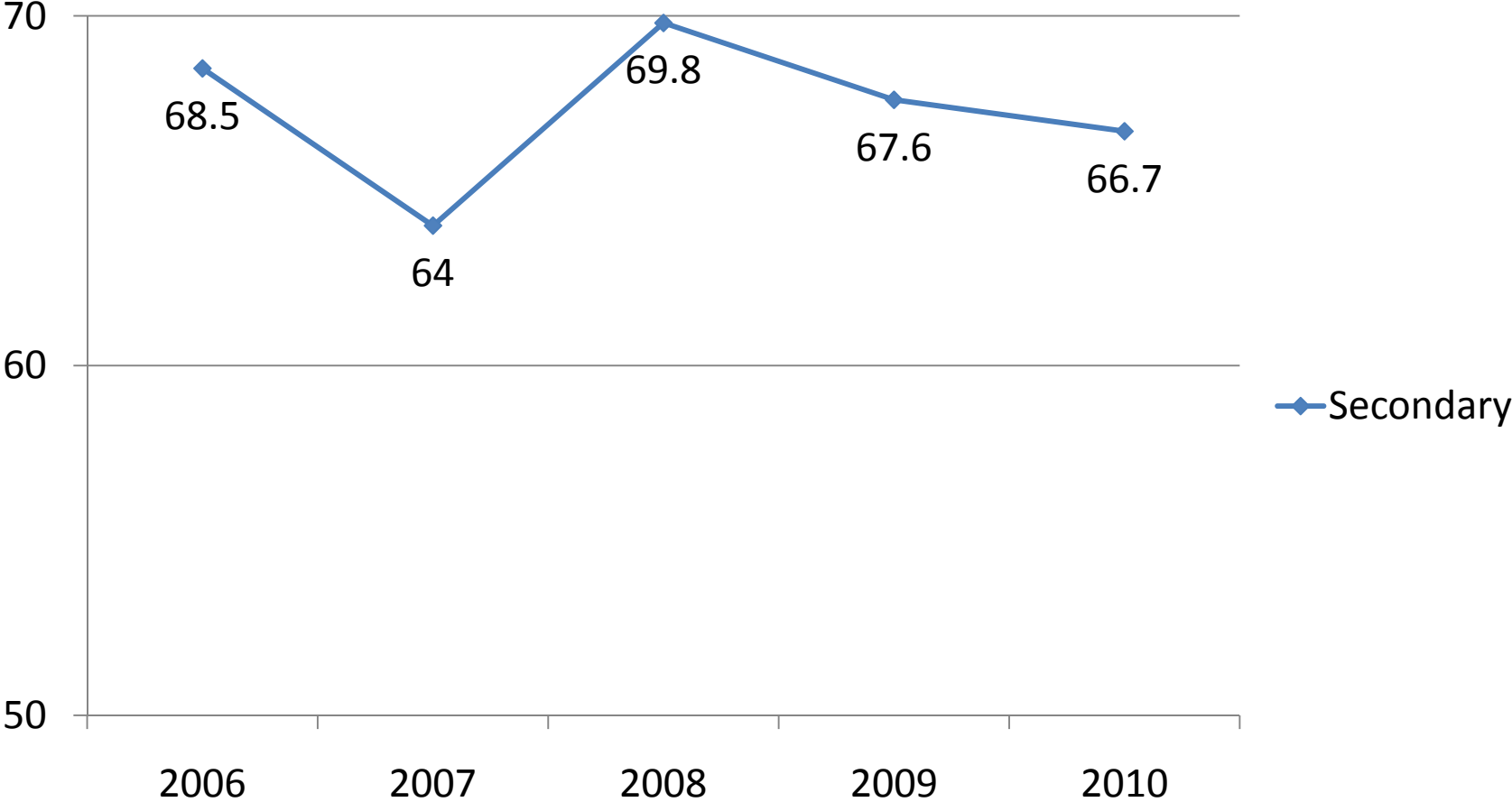
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	2006	2007	2008	2009	2010
<b>Scotland</b>	<b>68.5</b>	<b>64.0</b>	<b>69.8</b>	<b>67.6</b>	<b>66.7</b>

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(1) When counting the number of pupils taking school meals, Edinburgh City do not include meals taken at morning break, whereas other Authorities do.

# Secondary schools: Free meal uptake %





**Secondary: Free Meals %**

	2006	2007	2008	2009	2010
1					
2					
3					
4					
5					
6					
7					
8					
9					
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13					
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16					
17					
18					
19					
<b>Scotland</b>	<b>68.5</b>	<b>64.0</b>	<b>69.8</b>	<b>67.6</b>	<b>66.7</b>
20					
21					
22					
23 West Dunbartonshire	79.5	80.4	86.6	74.2	63.6
24 Edinburgh, City of <sup>(1)</sup>	66.5	59.4	64.5	66.7	63.2
25 Stirling	61.9	52.7	55.2	78.9	61.5
26 Dumfries & Galloway	78.9	72.2	60.7	63.0	61.1
27 Inverclyde	60.7	58.2	64.7	65.9	60.3
28 Aberdeen City	73.6	65.5	75.9	51.4	59.8
29 Argyll & Bute	69.7	78.0	76.4	69.3	59.3
30 Glasgow City	60.6	51.5	66.3	63.7	57.4
31 Midlothian	73.5	62.1	100.0	56.0	55.6
32 Renfrewshire	59.4	62.0	59.2	52.0	48.5

(1) When counting the number of pupils taking school meals, Edinburgh City do not include meals taken at morning break, whereas other Authorities do.

## Secondary: Free Meals %

		2006	2007	2008	2009	2010
1	Angus	87.9	76.1	86.4	85.6	90.6
2	Falkirk	94.7	92.2	87.1	88.9	86.6
3	Scottish Borders	78.3	67.3	76.1	51.3	86.1
4	Clackmannanshire	75.1	70.4	65.6	52.8	83.3
5	Orkney Islands	71.0	68.3	66.7	61.8	76.4
6	South Lanarkshire	51.8	47.4	47.8	58.1	76.4
7	Perth & Kinross	88.1	76.1	75.8	68.3	75.9
8	Moray	74.3	75.4	80.0	71.3	75.8
9	East Ayrshire	74.7	73.9	75.3	76.0	73.8
10	West Lothian	69.7	75.1	72.9	75.7	73.1
11						
12						
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20						
21						
22						
23	West Dunbartonshire	79.5	80.4	86.6	74.2	63.6
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26	Dumfries & Galloway	78.9	72.2	60.7	63.0	61.1
27	Inverclyde	60.7	58.2	64.7	65.9	60.3
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29	Argyll & Bute	69.7	78.0	76.4	69.3	59.3
30	Glasgow City	60.6	51.5	66.3	63.7	57.4
31	Midlothian	73.5	62.1	100.0	56.0	55.6
32	Renfrewshire	59.4	62.0	59.2	52.0	48.5

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20	Shetland Islands	82.7	81.8	84.2	63.9	66.7
21	Fife	75.7	77.5	77.9	76.7	66.6
22	Aberdeenshire	68.8	74.0	70.8	62.7	65.2
23	West Dunbartonshire	79.5	80.4	86.6	74.2	63.6
24	Edinburgh, City of <sup>(1)</sup>	66.5	59.4	64.5	66.7	63.2
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8	Moray	74.3	75.4	80.0	71.3	75.8
9	East Ayrshire	74.7	73.9	75.3	76.0	73.8
10	West Lothian	69.7	75.1	72.9	75.7	73.1
11	East Dunbartonshire	58.6	62.5	76.3	74.0	73.0
12	East Lothian	68.9	65.8	77.6	78.7	70.3
13	North Lanarkshire	69.7	72.0	72.0	66.6	69.4
14	South Ayrshire	75.8	60.3	65.7	71.2	69.3
15	North Ayrshire	69.9	72.6	76.3	77.8	69.0
16	East Renfrewshire	74.6	72.4	73.2	75.9	68.6
17	Highland	73.0	66.1	72.1	66.5	68.5
18	Dundee City	83.8	61.5	63.5	63.0	67.7
19	Eilean Siar	82.1	67.4	75.3	85.2	66.9
	<b>Scotland</b>	<b>68.5</b>	<b>64.0</b>	<b>69.8</b>	<b>67.6</b>	<b>66.7</b>
20	Shetland Islands	82.7	81.8	84.2	63.9	66.7
21	Fife	75.7	77.5	77.9	76.7	66.6
22	Aberdeenshire	68.8	74.0	70.8	62.7	65.2
23	West Dunbartonshire	79.5	80.4	86.6	74.2	63.6
24	Edinburgh, City of <sup>(1)</sup>	66.5	59.4	64.5	66.7	63.2
25	Stirling	61.9	52.7	55.2	78.9	61.5
26	Dumfries & Galloway	78.9	72.2	60.7	63.0	61.1
27	Inverclyde	60.7	58.2	64.7	65.9	60.3
28	Aberdeen City	73.6	65.5	75.9	51.4	59.8
29	Argyll & Bute	69.7	78.0	76.4	69.3	59.3
30	Glasgow City	60.6	51.5	66.3	63.7	57.4
31	Midlothian	73.5	62.1	100.0	56.0	55.6
32	Renfrewshire	59.4	62.0	59.2	52.0	48.5

(1) When counting the number of pupils taking school meals, Edinburgh City do not include meals taken at morning break, whereas other Authorities do.

**Secondary: Free Meals %**

		2006	2007	2008	2009	2010
1	Angus	87.9	76.1	86.4	85.6	90.6
2	Falkirk	94.7	92.2	87.1	88.9	86.6
3	Scottish Borders	78.3	67.3	76.1	51.3	86.1
4	Clackmannanshire	75.1	70.4	65.6	52.8	83.3
5	Orkney Islands	71.0	68.3	66.7	61.8	76.4
6	South Lanarkshire	51.8	47.4	47.8	58.1	76.4
7	Perth & Kinross	88.1	76.1	75.8	68.3	75.9
8	Moray	74.3	75.4	80.0	71.3	75.8
9	East Ayrshire	74.7	73.9	75.3	76.0	73.8
10	West Lothian	69.7	75.1	72.9	75.7	73.1
11	East Dunbartonshire	58.6	62.5	76.3	74.0	73.0
12	East Lothian	68.9	65.8	77.6	78.7	70.3
13	North Lanarkshire	69.7	72.0	72.0	66.6	69.4
14	South Ayrshire	75.8	60.3	65.7	71.2	69.3
15	North Ayrshire	69.9	72.6	76.3	77.8	69.0
16	East Renfrewshire	74.6	72.4	73.2	75.9	68.6
17	Highland	73.0	66.1	72.1	66.5	68.5
18	Dundee City	83.8	61.5	63.5	63.0	67.7
19	Eilean Siar	82.1	67.4	75.3	85.2	66.9
	<b>Scotland</b>	<b>68.5</b>	<b>64.0</b>	<b>69.8</b>	<b>67.6</b>	<b>66.7</b>
20	Shetland Islands	82.7	81.8	84.2	63.9	66.7
21	Fife	75.7	77.5	77.9	76.7	66.6
22	Aberdeenshire	68.8	74.0	70.8	62.7	65.2
23	West Dunbartonshire	79.5	80.4	86.6	74.2	63.6
24	Edinburgh, City of <sup>(1)</sup>	66.5	59.4	64.5	66.7	63.2
25	Stirling	61.9	52.7	55.2	78.9	61.5
26	Dumfries & Galloway	78.9	72.2	60.7	63.0	61.1
27	Inverclyde	60.7	58.2	64.7	65.9	60.3
28	Aberdeen City	73.6	65.5	75.9	51.4	59.8
29	Argyll & Bute	69.7	78.0	76.4	69.3	59.3
30	Glasgow City	60.6	51.5	66.3	63.7	57.4
31	Midlothian	73.5	62.1	100.0	56.0	55.6
32	Renfrewshire	59.4	62.0	59.2	52.0	48.5

(1) When counting the number of pupils taking school meals, Edinburgh City do not include meals taken at morning break, whereas other Authorities do.

# **Primary schools: Free or paid uptake**

**Percentage of pupils present taking  
school meals (free or paid for), 2001 to  
2010  
(Table 13)**

**Primary: Free or Paid %**

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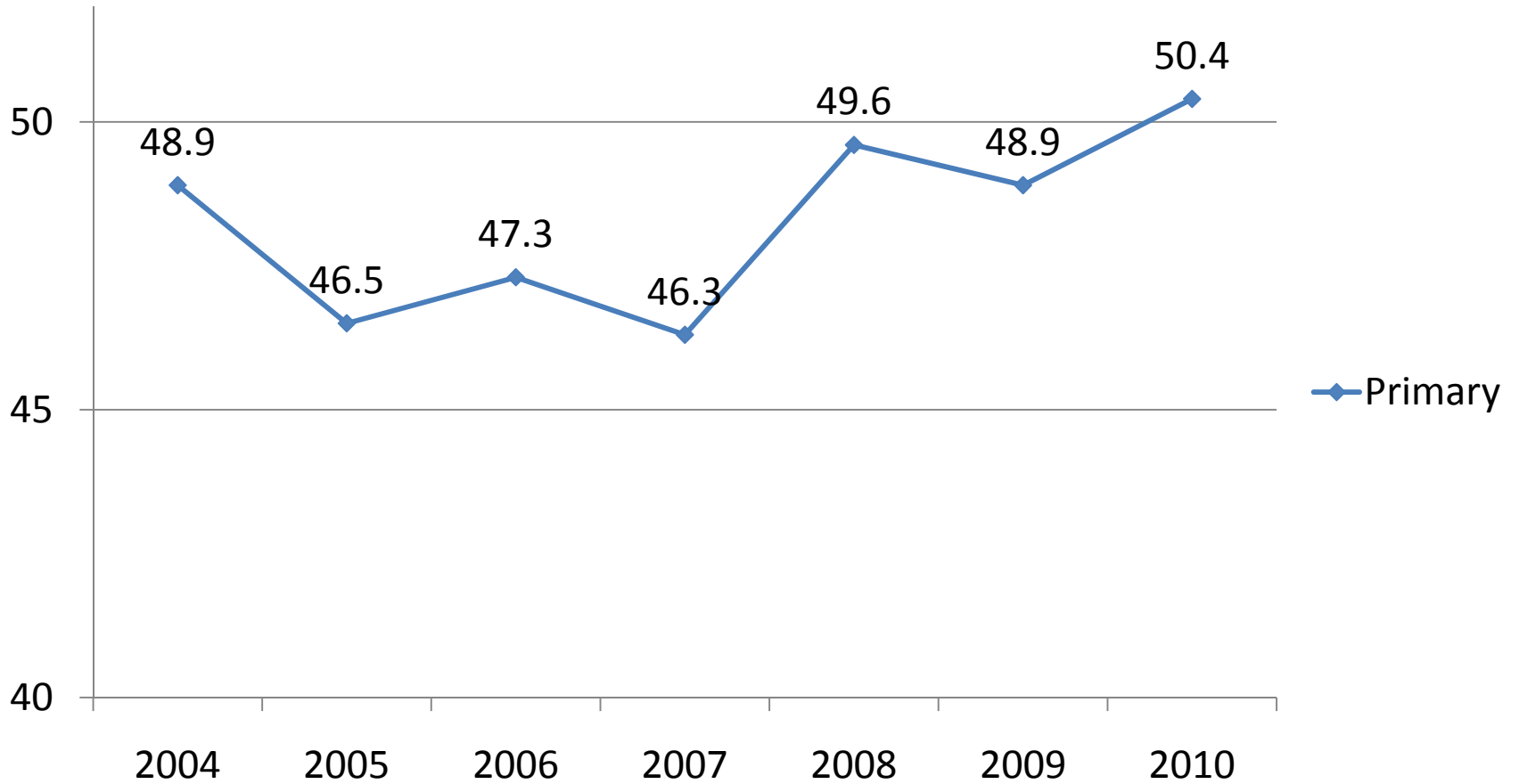
2001    2002    2003    2004    2005    2006    2007    2008    2009    2010<sup>(1)</sup>

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<b>Scotland<sup>(4)</sup></b>	<b>48.2</b>	<b>49.6</b>	<b>49.6</b>	<b>48.9</b>	<b>46.5</b>	<b>47.3</b>	<b>46.3</b>	<b>49.6</b>	<b>48.9</b>	<b>50.4</b>
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# Primary schools: Free or paid uptake %





**Primary: Free or Paid %**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 <sup>(1)</sup>
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										
11										
12										
13										
14										
15										
16										
17										
18										
<b>Scotland<sup>(4)</sup></b>	<b>48.2</b>	<b>49.6</b>	<b>49.6</b>	<b>48.9</b>	<b>46.5</b>	<b>47.3</b>	<b>46.3</b>	<b>49.6</b>	<b>48.9</b>	<b>50.4</b>
19										
20										
21										
22										
23 West Lothian	42.5	43.0	44.9	45.6	45.7	43.5	44.8	45.4	47.6	45.4
24 Clackmannanshire	51.1	49.8	48.6	42.6	37.7	37.9	39.2	41.6	43.5	44.5
25 East Ayrshire <sup>(2)</sup>	43.3	44.0	46.4	45.4	44.4	44.7	43.4	51.9	40.7	43.2
26 Stirling	46.4	47.3	48.0	44.9	44.7	40.0	33.1	32.1	31.6	42.5
27 East Lothian	45.3	45.2	45.7	45.1	39.5	41.1	36.3	40.1	36.9	41.0
28 Edinburgh, City of	37.6	36.9	38.2	38.6	40.2	39.9	37.8	37.8	38.9	40.5
29 Scottish Borders <sup>(2)</sup>	39.1	37.8	33.3	35.1	34.6	38.3	33.1	49.6	39.1	39.0
30 East Renfrewshire	31.0	37.6	37.2	37.4	35.1	35.8	34.6	34.6	38.0	38.7
31 East Dunbartonshire	39.8	42.7	38.9	38.7	36.6	37.6	37.2	35.0	38.2	36.7
32 Renfrewshire	44.7	52.1	48.3	45.8	32.4	37.3	33.9	34.0	32.3	35.6

(1) Eligibility for FME was extended in August 2009. See background note 7 for further information. (2) Local authorities that took part in the trial of free school meals to all pupils in P1-P3 in 2007/08. (3) Included in Glasgow prior to 2004. (4) A trial took place in 2008, providing free school meals to all pupils in P1-P3. This affects the comparability of number and percentage of meals taken in Primary over time. See background note 5 for further information. (5) Following the positive evaluation of the free school lunches trial, carried out in 2007/08, West Dunbartonshire provided free school meals to every P1-P3 pupil from August 2009. (6) When counting the number of pupils taking school meals, Edinburgh City do not include meals taken at morning break, whereas other Authorities do.

**Primary: Free or Paid %**

		2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 <sup>(1)</sup>
1	Shetland Islands	88.5	89.1	90.5	88.1	87.6	87.2	87.4	83.9	83.9	83.6
2	Orkney Islands	80.8	80.4	77.7	78.7	80.0	76.6	76.9	75.9	76.3	74.8
3	Midlothian	49.3	53.3	55.5	64.2	57.4	57.5	61.7	63.7	60.8	62.7
4	Glasgow City <sup>(2)</sup>	61.7	63.0	65.0	65.7	62.6	59.8	56.8	64.8	58.8	60.2
5	Highland	39.9	43.4	44.6	46.0	41.6	43.3	45.4	43.3	55.5	59.9
6	West Dunbartonshire <sup>(2)(5)</sup>	59.4	58.5	63.5	58.9	43.6	45.8	47.8	57.3	50.1	58.9
7	Falkirk	59.0	59.6	59.9	60.1	62.4	62.9	62.9	62.8	62.0	58.3
8	Aberdeenshire	53.5	54.6	53.8	51.3	52.4	52.6	53.1	53.5	56.9	56.4
9	Eilean Siar	57.0	60.5	61.2	63.5	56.8	60.4	64.6	62.6	57.5	55.8
10	South Lanarkshire	45.4	47.6	48.7	50.1	42.7	43.4	45.1	53.1	53.2	55.4
11											
12											
13											
14											
15											
16											
17											
18											
	<b>Scotland<sup>(4)</sup></b>	<b>48.2</b>	<b>49.6</b>	<b>49.6</b>	<b>48.9</b>	<b>46.5</b>	<b>47.3</b>	<b>46.3</b>	<b>49.6</b>	<b>48.9</b>	<b>50.4</b>
19											
20											
21											
22											
23	West Lothian	42.5	43.0	44.9	45.6	45.7	43.5	44.8	45.4	47.6	45.4
24	Clackmannanshire	51.1	49.8	48.6	42.6	37.7	37.9	39.2	41.6	43.5	44.5
25	East Ayrshire <sup>(2)</sup>	43.3	44.0	46.4	45.4	44.4	44.7	43.4	51.9	40.7	43.2
26	Stirling	46.4	47.3	48.0	44.9	44.7	40.0	33.1	32.1	31.6	42.5
27	East Lothian	45.3	45.2	45.7	45.1	39.5	41.1	36.3	40.1	36.9	41.0
28	Edinburgh, City of	37.6	36.9	38.2	38.6	40.2	39.9	37.8	37.8	38.9	40.5
29	Scottish Borders <sup>(2)</sup>	39.1	37.8	33.3	35.1	34.6	38.3	33.1	49.6	39.1	39.0
30	East Renfrewshire	31.0	37.6	37.2	37.4	35.1	35.8	34.6	34.6	38.0	38.7
31	East Dunbartonshire	39.8	42.7	38.9	38.7	36.6	37.6	37.2	35.0	38.2	36.7
32	Renfrewshire	44.7	52.1	48.3	45.8	32.4	37.3	33.9	34.0	32.3	35.6

(1) Eligibility for FME was extended in August 2009. See background note 7 for further information. (2) Local authorities that took part in the trial of free school meals to all pupils in P1-P3 in 2007/08. (3) Included in Glasgow prior to 2004. (4) A trial took place in 2008, providing free school meals to all pupils in P1-P3. This affects the comparability of number and percentage of meals taken in Primary over time. See background note 5 for further information. (5) Following the positive evaluation of the free school lunches trial, carried out in 2007/08, West Dunbartonshire provided free school meals to every P1-P3 pupil from August 2009. (6) When counting the number of pupils taking school meals, Edinburgh City do not include meals taken at morning break, whereas other Authorities do.

**Primary: Free or Paid %**

		2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 <sup>(1)</sup>
1	Shetland Islands	88.5	89.1	90.5	88.1	87.6	87.2	87.4	83.9	83.9	83.6
2	Orkney Islands	80.8	80.4	77.7	78.7	80.0	76.6	76.9	75.9	76.3	74.8
3	Midlothian	49.3	53.3	55.5	64.2	57.4	57.5	61.7	63.7	60.8	62.7
4	Glasgow City <sup>(2)</sup>	61.7	63.0	65.0	65.7	62.6	59.8	56.8	64.8	58.8	60.2
5	Highland	39.9	43.4	44.6	46.0	41.6	43.3	45.4	43.3	55.5	59.9
6	West Dunbartonshire <sup>(2)(5)</sup>	59.4	58.5	63.5	58.9	43.6	45.8	47.8	57.3	50.1	58.9
7	Falkirk	59.0	59.6	59.9	60.1	62.4	62.9	62.9	62.8	62.0	58.3
8	Aberdeenshire	53.5	54.6	53.8	51.3	52.4	52.6	53.1	53.5	56.9	56.4
9	Eilean Siar	57.0	60.5	61.2	63.5	56.8	60.4	64.6	62.6	57.5	55.8
10	South Lanarkshire	45.4	47.6	48.7	50.1	42.7	43.4	45.1	53.1	53.2	55.4
11											
12											
13											
14											
15											
16											
17											
18											
	<b>Scotland<sup>(4)</sup></b>	<b>48.2</b>	<b>49.6</b>	<b>49.6</b>	<b>48.9</b>	<b>46.5</b>	<b>47.3</b>	<b>46.3</b>	<b>49.6</b>	<b>48.9</b>	<b>50.4</b>
19	Perth & Kinross	44.8	42.6	37.9	41.5	39.5	45.6	43.1	41.2	46.7	49.4
20	North Lanarkshire	42.6	44.9	44.3	43.3	42.4	44.4	46.2	45.7	48.5	48.2
21	Fife <sup>(2)</sup>	46.2	51.0	48.5	46.3	45.5	45.9	44.4	60.9	48.3	47.9
22	Moray	40.6	41.6	42.5	40.7	39.7	44.4	40.8	40.8	49.0	47.3
23	West Lothian	42.5	43.0	44.9	45.6	45.7	43.5	44.8	45.4	47.6	45.4
24	Clackmannanshire	51.1	49.8	48.6	42.6	37.7	37.9	39.2	41.6	43.5	44.5
25	East Ayrshire <sup>(2)</sup>	43.3	44.0	46.4	45.4	44.4	44.7	43.4	51.9	40.7	43.2
26	Stirling	46.4	47.3	48.0	44.9	44.7	40.0	33.1	32.1	31.6	42.5
27	East Lothian	45.3	45.2	45.7	45.1	39.5	41.1	36.3	40.1	36.9	41.0
28	Edinburgh, City of	37.6	36.9	38.2	38.6	40.2	39.9	37.8	37.8	38.9	40.5
29	Scottish Borders <sup>(2)</sup>	39.1	37.8	33.3	35.1	34.6	38.3	33.1	49.6	39.1	39.0
30	East Renfrewshire	31.0	37.6	37.2	37.4	35.1	35.8	34.6	34.6	38.0	38.7
31	East Dunbartonshire	39.8	42.7	38.9	38.7	36.6	37.6	37.2	35.0	38.2	36.7
32	Renfrewshire	44.7	52.1	48.3	45.8	32.4	37.3	33.9	34.0	32.3	35.6

(1) Eligibility for FME was extended in August 2009. See background note 7 for further information. (2) Local authorities that took part in the trial of free school meals to all pupils in P1-P3 in 2007/08. (3) Included in Glasgow prior to 2004. (4) A trial took place in 2008, providing free school meals to all pupils in P1-P3. This affects the comparability of number and percentage of meals taken in Primary over time. See background note 5 for further information. (5) Following the positive evaluation of the free school lunches trial, carried out in 2007/08, West Dunbartonshire provided free school meals to every P1-P3 pupil from August 2009. (6) When counting the number of pupils taking school meals, Edinburgh City do not include meals taken at morning break, whereas other Authorities do.

**Primary: Free or Paid %**

		2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 <sup>(1)</sup>
1	Shetland Islands	88.5	89.1	90.5	88.1	87.6	87.2	87.4	83.9	83.9	83.6
2	Orkney Islands	80.8	80.4	77.7	78.7	80.0	76.6	76.9	75.9	76.3	74.8
3	Midlothian	49.3	53.3	55.5	64.2	57.4	57.5	61.7	63.7	60.8	62.7
4	Glasgow City <sup>(2)</sup>	61.7	63.0	65.0	65.7	62.6	59.8	56.8	64.8	58.8	60.2
5	Highland	39.9	43.4	44.6	46.0	41.6	43.3	45.4	43.3	55.5	59.9
6	West Dunbartonshire <sup>(2)(5)</sup>	59.4	58.5	63.5	58.9	43.6	45.8	47.8	57.3	50.1	58.9
7	Falkirk	59.0	59.6	59.9	60.1	62.4	62.9	62.9	62.8	62.0	58.3
8	Aberdeenshire	53.5	54.6	53.8	51.3	52.4	52.6	53.1	53.5	56.9	56.4
9	Eilean Siar	57.0	60.5	61.2	63.5	56.8	60.4	64.6	62.6	57.5	55.8
10	South Lanarkshire	45.4	47.6	48.7	50.1	42.7	43.4	45.1	53.1	53.2	55.4
11	Aberdeen City	49.6	47.8	50.7	53.4	55.1	54.3	52.2	53.4	50.3	54.5
12	Argyll & Bute	54.9	57.0	58.5	55.2	50.9	55.6	56.4	54.7	53.8	54.2
13	Inverclyde	57.3	59.0	56.1	53.5	49.2	48.8	45.9	46.7	49.4	51.7
14	Angus	43.7	36.1	39.4	38.5	42.7	43.2	46.6	48.9	53.1	51.4
15	North Ayrshire	57.1	57.0	59.3	53.6	51.6	49.5	47.6	48.4	45.3	51.1
16	South Ayrshire	49.4	50.5	53.2	48.1	48.4	45.6	47.2	49.4	49.5	51.0
17	Dumfries & Galloway	57.8	58.9	55.4	47.0	42.2	46.8	45.5	47.5	48.6	50.8
18	Dundee City	42.9	44.9	43.0	44.0	42.2	52.4	42.2	41.6	44.0	50.6
	<b>Scotland<sup>(4)</sup></b>	<b>48.2</b>	<b>49.6</b>	<b>49.6</b>	<b>48.9</b>	<b>46.5</b>	<b>47.3</b>	<b>46.3</b>	<b>49.6</b>	<b>48.9</b>	<b>50.4</b>
19	Perth & Kinross	44.8	42.6	37.9	41.5	39.5	45.6	43.1	41.2	46.7	49.4
20	North Lanarkshire	42.6	44.9	44.3	43.3	42.4	44.4	46.2	45.7	48.5	48.2
21	Fife <sup>(2)</sup>	46.2	51.0	48.5	46.3	45.5	45.9	44.4	60.9	48.3	47.9
22	Moray	40.6	41.6	42.5	40.7	39.7	44.4	40.8	40.8	49.0	47.3
23	West Lothian	42.5	43.0	44.9	45.6	45.7	43.5	44.8	45.4	47.6	45.4
24	Clackmannanshire	51.1	49.8	48.6	42.6	37.7	37.9	39.2	41.6	43.5	44.5
25	East Ayrshire <sup>(2)</sup>	43.3	44.0	46.4	45.4	44.4	44.7	43.4	51.9	40.7	43.2
26	Stirling	46.4	47.3	48.0	44.9	44.7	40.0	33.1	32.1	31.6	42.5
27	East Lothian	45.3	45.2	45.7	45.1	39.5	41.1	36.3	40.1	36.9	41.0
28	Edinburgh, City of	37.6	36.9	38.2	38.6	40.2	39.9	37.8	37.8	38.9	40.5
29	Scottish Borders <sup>(2)</sup>	39.1	37.8	33.3	35.1	34.6	38.3	33.1	49.6	39.1	39.0
30	East Renfrewshire	31.0	37.6	37.2	37.4	35.1	35.8	34.6	34.6	38.0	38.7
31	East Dunbartonshire	39.8	42.7	38.9	38.7	36.6	37.6	37.2	35.0	38.2	36.7
32	Renfrewshire	44.7	52.1	48.3	45.8	32.4	37.3	33.9	34.0	32.3	35.6

(1) Eligibility for FME was extended in August 2009. See background note 7 for further information. (2) Local authorities that took part in the trial of free school meals to all pupils in P1-P3 in 2007/08. (3) Included in Glasgow prior to 2004. (4) A trial took place in 2008, providing free school meals to all pupils in P1-P3. This affects the comparability of number and percentage of meals taken in Primary over time. See background note 5 for further information. (5) Following the positive evaluation of the free school lunches trial, carried out in 2007/08, West Dunbartonshire provided free school meals to every P1-P3 pupil from August 2009. (6) When counting the number of pupils taking school meals, Edinburgh City do not include meals taken at morning break, whereas other Authorities do.

**Primary: Free or Paid %**

		2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 <sup>(1)</sup>
1	Shetland Islands	88.5	89.1	90.5	88.1	87.6	87.2	87.4	83.9	83.9	83.6
2	Orkney Islands	80.8	80.4	77.7	78.7	80.0	76.6	76.9	75.9	76.3	74.8
3	Midlothian	49.3	53.3	55.5	64.2	57.4	57.5	61.7	63.7	60.8	62.7
4	Glasgow City <sup>(2)</sup>	61.7	63.0	65.0	65.7	62.6	59.8	56.8	64.8	58.8	60.2
5	Highland	39.9	43.4	44.6	46.0	41.6	43.3	45.4	43.3	55.5	59.9
6	West Dunbartonshire <sup>(2)(5)</sup>	59.4	58.5	63.5	58.9	43.6	45.8	47.8	57.3	50.1	58.9
7	Falkirk	59.0	59.6	59.9	60.1	62.4	62.9	62.9	62.8	62.0	58.3
8	Aberdeenshire	53.5	54.6	53.8	51.3	52.4	52.6	53.1	53.5	56.9	56.4
9	Eilean Siar	57.0	60.5	61.2	63.5	56.8	60.4	64.6	62.6	57.5	55.8
10	South Lanarkshire	45.4	47.6	48.7	50.1	42.7	43.4	45.1	53.1	53.2	55.4
11	Aberdeen City	49.6	47.8	50.7	53.4	55.1	54.3	52.2	53.4	50.3	54.5
12	Argyll & Bute	54.9	57.0	58.5	55.2	50.9	55.6	56.4	54.7	53.8	54.2
13	Inverclyde	57.3	59.0	56.1	53.5	49.2	48.8	45.9	46.7	49.4	51.7
14	Angus	43.7	36.1	39.4	38.5	42.7	43.2	46.6	48.9	53.1	51.4
15	North Ayrshire	57.1	57.0	59.3	53.6	51.6	49.5	47.6	48.4	45.3	51.1
16	South Ayrshire	49.4	50.5	53.2	48.1	48.4	45.6	47.2	49.4	49.5	51.0
17	Dumfries & Galloway	57.8	58.9	55.4	47.0	42.2	46.8	45.5	47.5	48.6	50.8
18	Dundee City	42.9	44.9	43.0	44.0	42.2	52.4	42.2	41.6	44.0	50.6
	<b>Scotland<sup>(4)</sup></b>	<b>48.2</b>	<b>49.6</b>	<b>49.6</b>	<b>48.9</b>	<b>46.5</b>	<b>47.3</b>	<b>46.3</b>	<b>49.6</b>	<b>48.9</b>	<b>50.4</b>
19	Perth & Kinross	44.8	42.6	37.9	41.5	39.5	45.6	43.1	41.2	46.7	49.4
20	North Lanarkshire	42.6	44.9	44.3	43.3	42.4	44.4	46.2	45.7	48.5	48.2
21	Fife <sup>(2)</sup>	46.2	51.0	48.5	46.3	45.5	45.9	44.4	60.9	48.3	47.9
22	Moray	40.6	41.6	42.5	40.7	39.7	44.4	40.8	40.8	49.0	47.3
23	West Lothian	42.5	43.0	44.9	45.6	45.7	43.5	44.8	45.4	47.6	45.4
24	Clackmannanshire	51.1	49.8	48.6	42.6	37.7	37.9	39.2	41.6	43.5	44.5
25	East Ayrshire <sup>(2)</sup>	43.3	44.0	46.4	45.4	44.4	44.7	43.4	51.9	40.7	43.2
26	Stirling	46.4	47.3	48.0	44.9	44.7	40.0	33.1	32.1	31.6	42.5
27	East Lothian	45.3	45.2	45.7	45.1	39.5	41.1	36.3	40.1	36.9	41.0
28	Edinburgh, City of	37.6	36.9	38.2	38.6	40.2	39.9	37.8	37.8	38.9	40.5
29	Scottish Borders <sup>(2)</sup>	39.1	37.8	33.3	35.1	34.6	38.3	33.1	49.6	39.1	39.0
30	East Renfrewshire	31.0	37.6	37.2	37.4	35.1	35.8	34.6	34.6	38.0	38.7
31	East Dunbartonshire	39.8	42.7	38.9	38.7	36.6	37.6	37.2	35.0	38.2	36.7
32	Renfrewshire	44.7	52.1	48.3	45.8	32.4	37.3	33.9	34.0	32.3	35.6

(1) Eligibility for FME was extended in August 2009. See background note 7 for further information. (2) Local authorities that took part in the trial of free school meals to all pupils in P1-P3 in 2007/08. (3) Included in Glasgow prior to 2004. (4) A trial took place in 2008, providing free school meals to all pupils in P1-P3. This affects the comparability of number and percentage of meals taken in Primary over time. See background note 5 for further information. (5) Following the positive evaluation of the free school lunches trial, carried out in 2007/08, West Dunbartonshire provided free school meals to every P1-P3 pupil from August 2009. (6) When counting the number of pupils taking school meals, Edinburgh City do not include meals taken at morning break, whereas other Authorities do.

# **Secondary schools: Free or paid uptake**

**Percentage of pupils present taking  
school meals (free or paid for), 2001 to  
2010  
(Table 19)**

**Secondary: Free or Paid %**

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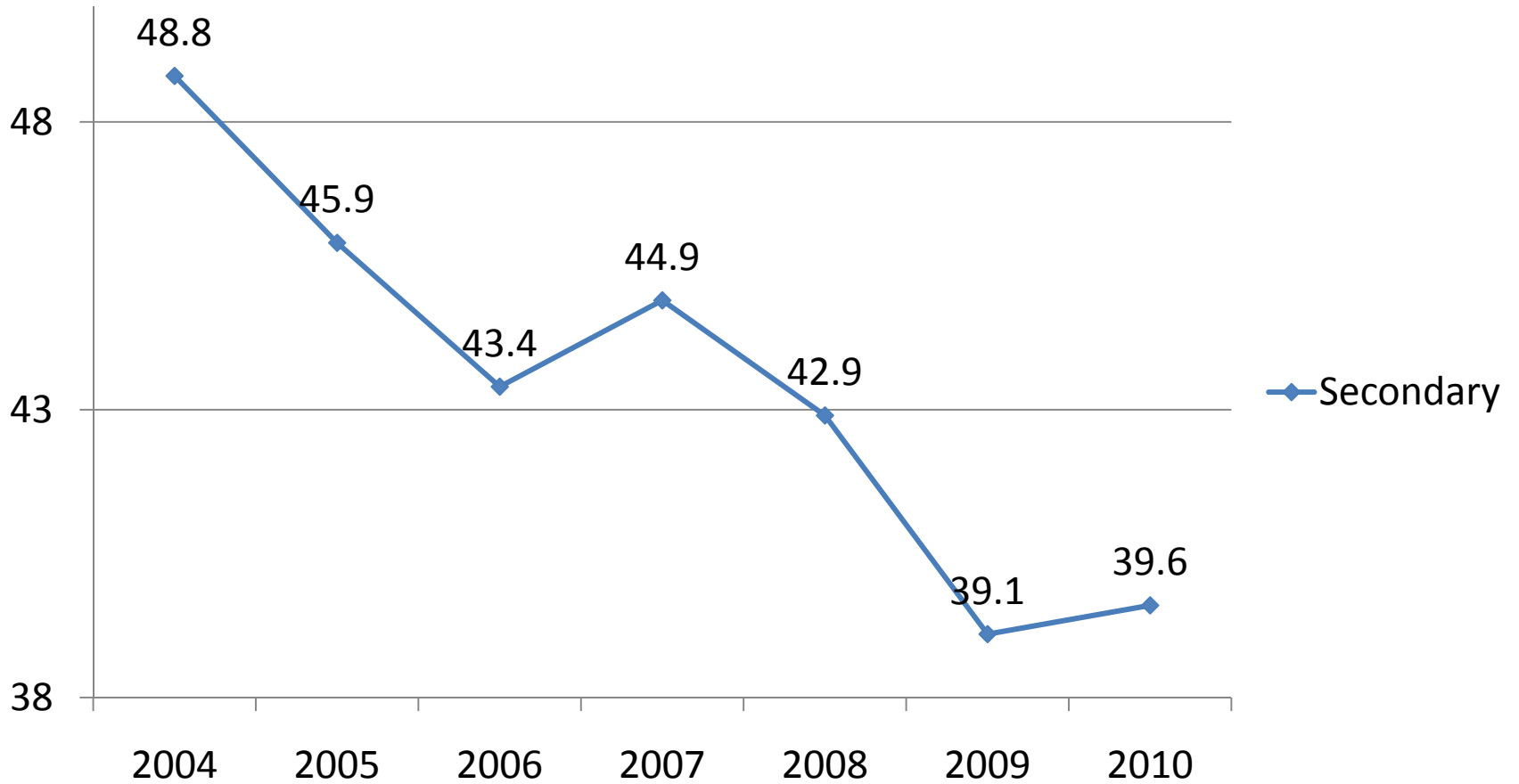
2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 <sup>(1)</sup>
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**Scotland****48.5****50.3****51.2****48.8****45.9****43.4****44.9****42.9****39.1****39.6**

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# Secondary schools: Free or paid uptake %





**Secondary: Free or Paid %**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 <sup>(1)</sup>
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										
11										
12										
13										
14										
15										
16										
17										
<b>Scotland</b>	<b>48.5</b>	<b>50.3</b>	<b>51.2</b>	<b>48.8</b>	<b>45.9</b>	<b>43.4</b>	<b>44.9</b>	<b>42.9</b>	<b>39.1</b>	<b>39.6</b>
18										
19										
20										
21										
22										
23 Moray	31.9	37.0	39.2	42.4	47.6	39.8	36.6	37.1	36.6	32.5
24 Inverclyde	50.8	56.7	55.8	48.0	49.3	44.3	49.5	37.8	37.9	32.3
25 North Ayrshire	47.9	43.8	44.1	43.1	39.7	33.4	34.6	37.5	30.8	32.2
26 Glasgow City	49.8	48.2	49.4	46.4	43.2	44.3	36.1	31.9	30.1	29.4
27 Scottish Borders	50.1	38.6	44.7	49.4	30.6	37.0	32.4	36.5	27.9	28.3
28 Dumfries & Galloway	69.4	69.2	61.6	54.0	49.1	34.5	43.0	35.0	30.8	28.2
29 Renfrewshire	55.3	47.2	58.6	50.3	35.3	36.3	38.9	33.2	24.6	28.0
30 South Ayrshire	45.6	50.6	57.1	36.6	33.9	32.8	23.9	28.4	29.7	26.2
31 Dundee City	40.9	42.8	47.4	27.4	37.7	24.5	31.5	34.5	19.4	23.9
32 Edinburgh, City of <sup>(3)</sup>	33.1	31.3	31.9	34.1	27.8	23.0	26.5	22.0	23.0	19.3

(1) Eligibility for FME was extended in August 2009. See background note 7 for further information. (2) Included in Glasgow prior to 2004. (3) When counting the number of pupils taking school meals, Edinburgh City do not include meals taken at morning break, whereas other Authorities do.

**Secondary: Free or Paid %**

		2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 <sup>(1)</sup>
1	Shetland Islands	89.7	89.2	96.8	90.9	91.3	90.9	92.6	92.2	95.7	91.8
2	Orkney Islands	64.5	69.6	70.3	63.5	62.2	63.6	89.0	83.9	62.9	78.6
3	Angus	54.0	61.0	54.7	47.0	45.8	49.5	49.8	49.7	53.6	62.2
4	Highland	49.9	46.7	68.5	70.6	66.4	65.5	66.2	68.2	53.2	57.8
5	Falkirk	50.2	50.8	50.8	52.4	53.4	56.5	56.7	58.0	56.3	57.7
6	Argyll & Bute	64.9	56.2	65.9	58.8	57.6	63.9	61.9	60.9	55.4	56.1
7	Midlothian	56.5	67.5	70.2	72.1	62.6	70.7	63.7	65.5	56.0	51.9
8	Eilean Siar	53.4	54.7	50.7	60.7	51.4	50.1	53.4	49.9	49.6	50.1
9	South Lanarkshire	47.9	42.7	38.7	42.4	36.3	38.8	39.9	37.7	48.5	50.0
10	East Renfrewshire	51.9	50.8	59.6	55.7	45.0	49.3	56.6	56.6	52.0	47.5
11											
12											
13											
14											
15											
16											
17											
	<b>Scotland</b>	<b>48.5</b>	<b>50.3</b>	<b>51.2</b>	<b>48.8</b>	<b>45.9</b>	<b>43.4</b>	<b>44.9</b>	<b>42.9</b>	<b>39.1</b>	<b>39.6</b>
18											
19											
20											
21											
22											
23	Moray	31.9	37.0	39.2	42.4	47.6	39.8	36.6	37.1	36.6	32.5
24	Inverclyde	50.8	56.7	55.8	48.0	49.3	44.3	49.5	37.8	37.9	32.3
25	North Ayrshire	47.9	43.8	44.1	43.1	39.7	33.4	34.6	37.5	30.8	32.2
26	Glasgow City	49.8	48.2	49.4	46.4	43.2	44.3	36.1	31.9	30.1	29.4
27	Scottish Borders	50.1	38.6	44.7	49.4	30.6	37.0	32.4	36.5	27.9	28.3
28	Dumfries & Galloway	69.4	69.2	61.6	54.0	49.1	34.5	43.0	35.0	30.8	28.2
29	Renfrewshire	55.3	47.2	58.6	50.3	35.3	36.3	38.9	33.2	24.6	28.0
30	South Ayrshire	45.6	50.6	57.1	36.6	33.9	32.8	23.9	28.4	29.7	26.2
31	Dundee City	40.9	42.8	47.4	27.4	37.7	24.5	31.5	34.5	19.4	23.9
32	Edinburgh, City of <sup>(3)</sup>	33.1	31.3	31.9	34.1	27.8	23.0	26.5	22.0	23.0	19.3

(1) Eligibility for FME was extended in August 2009. See background note 7 for further information. (2) Included in Glasgow prior to 2004. (3) When counting the number of pupils taking school meals, Edinburgh City do not include meals taken at morning break, whereas other Authorities do.

**Secondary: Free or Paid %**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 <sup>(1)</sup>
1 Shetland Islands	89.7	89.2	96.8	90.9	91.3	90.9	92.6	92.2	95.7	91.8
2 Orkney Islands	64.5	69.6	70.3	63.5	62.2	63.6	89.0	83.9	62.9	78.6
3 Angus	54.0	61.0	54.7	47.0	45.8	49.5	49.8	49.7	53.6	62.2
4 Highland	49.9	46.7	68.5	70.6	66.4	65.5	66.2	68.2	53.2	57.8
5 Falkirk	50.2	50.8	50.8	52.4	53.4	56.5	56.7	58.0	56.3	57.7
6 Argyll & Bute	64.9	56.2	65.9	58.8	57.6	63.9	61.9	60.9	55.4	56.1
7 Midlothian	56.5	67.5	70.2	72.1	62.6	70.7	63.7	65.5	56.0	51.9
8 Eilean Siar	53.4	54.7	50.7	60.7	51.4	50.1	53.4	49.9	49.6	50.1
9 South Lanarkshire	47.9	42.7	38.7	42.4	36.3	38.8	39.9	37.7	48.5	50.0
10 East Renfrewshire	51.9	50.8	59.6	55.7	45.0	49.3	56.6	56.6	52.0	47.5
11										
12										
13										
14										
15										
16										
17										
<b>Scotland</b>	<b>48.5</b>	<b>50.3</b>	<b>51.2</b>	<b>48.8</b>	<b>45.9</b>	<b>43.4</b>	<b>44.9</b>	<b>42.9</b>	<b>39.1</b>	<b>39.6</b>
18 East Ayrshire	37.3	42.9	41.5	45.0	43.8	35.7	40.0	41.5	47.1	39.3
19 West Dunbartonshire	56.1	56.4	56.3	45.5	48.6	45.1	57.0	54.0	50.1	38.5
20 East Lothian	32.2	32.1	28.5	33.7	31.2	38.9	41.6	37.9	35.5	37.6
21 Aberdeen City	50.5	55.0	48.8	54.8	52.5	50.0	42.0	45.9	38.7	36.9
22 North Lanarkshire	42.5	53.5	54.7	50.3	42.3	32.2	47.6	35.7	37.6	36.6
23 Moray	31.9	37.0	39.2	42.4	47.6	39.8	36.6	37.1	36.6	32.5
24 Inverclyde	50.8	56.7	55.8	48.0	49.3	44.3	49.5	37.8	37.9	32.3
25 North Ayrshire	47.9	43.8	44.1	43.1	39.7	33.4	34.6	37.5	30.8	32.2
26 Glasgow City	49.8	48.2	49.4	46.4	43.2	44.3	36.1	31.9	30.1	29.4
27 Scottish Borders	50.1	38.6	44.7	49.4	30.6	37.0	32.4	36.5	27.9	28.3
28 Dumfries & Galloway	69.4	69.2	61.6	54.0	49.1	34.5	43.0	35.0	30.8	28.2
29 Renfrewshire	55.3	47.2	58.6	50.3	35.3	36.3	38.9	33.2	24.6	28.0
30 South Ayrshire	45.6	50.6	57.1	36.6	33.9	32.8	23.9	28.4	29.7	26.2
31 Dundee City	40.9	42.8	47.4	27.4	37.7	24.5	31.5	34.5	19.4	23.9
32 Edinburgh, City of <sup>(3)</sup>	33.1	31.3	31.9	34.1	27.8	23.0	26.5	22.0	23.0	19.3

(1) Eligibility for FME was extended in August 2009. See background note 7 for further information. (2) Included in Glasgow prior to 2004. (3) When counting the number of pupils taking school meals, Edinburgh City do not include meals taken at morning break, whereas other Authorities do.

**Secondary: Free or Paid %**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 <sup>(1)</sup>
1 Shetland Islands	89.7	89.2	96.8	90.9	91.3	90.9	92.6	92.2	95.7	91.8
2 Orkney Islands	64.5	69.6	70.3	63.5	62.2	63.6	89.0	83.9	62.9	78.6
3 Angus	54.0	61.0	54.7	47.0	45.8	49.5	49.8	49.7	53.6	62.2
4 Highland	49.9	46.7	68.5	70.6	66.4	65.5	66.2	68.2	53.2	57.8
5 Falkirk	50.2	50.8	50.8	52.4	53.4	56.5	56.7	58.0	56.3	57.7
6 Argyll & Bute	64.9	56.2	65.9	58.8	57.6	63.9	61.9	60.9	55.4	56.1
7 Midlothian	56.5	67.5	70.2	72.1	62.6	70.7	63.7	65.5	56.0	51.9
8 Eilean Siar	53.4	54.7	50.7	60.7	51.4	50.1	53.4	49.9	49.6	50.1
9 South Lanarkshire	47.9	42.7	38.7	42.4	36.3	38.8	39.9	37.7	48.5	50.0
10 East Renfrewshire	51.9	50.8	59.6	55.7	45.0	49.3	56.6	56.6	52.0	47.5
11 Clackmannanshire	42.6	40.8	44.9	37.1	38.1	31.7	32.8	31.9	37.2	47.0
12 Aberdeenshire	40.8	44.0	45.8	45.2	47.0	48.7	57.2	55.9	50.5	45.1
13 Stirling	67.9	71.8	69.3	69.5	63.5	58.8	45.9	44.6	34.1	44.5
14 Fife	53.9	64.5	57.3	56.3	60.0	56.9	58.8	57.8	43.7	44.4
15 East Dunbartonshire	47.9	51.5	46.3	41.1	40.9	28.6	29.1	29.9	25.7	44.1
16 Perth & Kinross	41.8	51.7	49.7	43.6	46.3	43.5	36.7	29.9	32.9	40.9
17 West Lothian	49.9	53.1	53.5	54.0	53.1	46.8	45.4	45.7	35.8	40.0
<b>Scotland</b>	<b>48.5</b>	<b>50.3</b>	<b>51.2</b>	<b>48.8</b>	<b>45.9</b>	<b>43.4</b>	<b>44.9</b>	<b>42.9</b>	<b>39.1</b>	<b>39.6</b>
18 East Ayrshire	37.3	42.9	41.5	45.0	43.8	35.7	40.0	41.5	47.1	39.3
19 West Dunbartonshire	56.1	56.4	56.3	45.5	48.6	45.1	57.0	54.0	50.1	38.5
20 East Lothian	32.2	32.1	28.5	33.7	31.2	38.9	41.6	37.9	35.5	37.6
21 Aberdeen City	50.5	55.0	48.8	54.8	52.5	50.0	42.0	45.9	38.7	36.9
22 North Lanarkshire	42.5	53.5	54.7	50.3	42.3	32.2	47.6	35.7	37.6	36.6
23 Moray	31.9	37.0	39.2	42.4	47.6	39.8	36.6	37.1	36.6	32.5
24 Inverclyde	50.8	56.7	55.8	48.0	49.3	44.3	49.5	37.8	37.9	32.3
25 North Ayrshire	47.9	43.8	44.1	43.1	39.7	33.4	34.6	37.5	30.8	32.2
26 Glasgow City	49.8	48.2	49.4	46.4	43.2	44.3	36.1	31.9	30.1	29.4
27 Scottish Borders	50.1	38.6	44.7	49.4	30.6	37.0	32.4	36.5	27.9	28.3
28 Dumfries & Galloway	69.4	69.2	61.6	54.0	49.1	34.5	43.0	35.0	30.8	28.2
29 Renfrewshire	55.3	47.2	58.6	50.3	35.3	36.3	38.9	33.2	24.6	28.0
30 South Ayrshire	45.6	50.6	57.1	36.6	33.9	32.8	23.9	28.4	29.7	26.2
31 Dundee City	40.9	42.8	47.4	27.4	37.7	24.5	31.5	34.5	19.4	23.9
32 Edinburgh, City of <sup>(3)</sup>	33.1	31.3	31.9	34.1	27.8	23.0	26.5	22.0	23.0	19.3

(1) Eligibility for FME was extended in August 2009. See background note 7 for further information. (2) Included in Glasgow prior to 2004. (3) When counting the number of pupils taking school meals, Edinburgh City do not include meals taken at morning break, whereas other Authorities do.

**Secondary: Free or Paid %**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 <sup>(1)</sup>
1 Shetland Islands	89.7	89.2	96.8	90.9	91.3	90.9	92.6	92.2	95.7	91.8
2 Orkney Islands	64.5	69.6	70.3	63.5	62.2	63.6	89.0	83.9	62.9	78.6
3 Angus	54.0	61.0	54.7	47.0	45.8	49.5	49.8	49.7	53.6	62.2
4 Highland	49.9	46.7	68.5	70.6	66.4	65.5	66.2	68.2	53.2	57.8
5 Falkirk	50.2	50.8	50.8	52.4	53.4	56.5	56.7	58.0	56.3	57.7
6 Argyll & Bute	64.9	56.2	65.9	58.8	57.6	63.9	61.9	60.9	55.4	56.1
7 Midlothian	56.5	67.5	70.2	72.1	62.6	70.7	63.7	65.5	56.0	51.9
8 Eilean Siar	53.4	54.7	50.7	60.7	51.4	50.1	53.4	49.9	49.6	50.1
9 South Lanarkshire	47.9	42.7	38.7	42.4	36.3	38.8	39.9	37.7	48.5	50.0
10 East Renfrewshire	51.9	50.8	59.6	55.7	45.0	49.3	56.6	56.6	52.0	47.5
11 Clackmannanshire	42.6	40.8	44.9	37.1	38.1	31.7	32.8	31.9	37.2	47.0
12 Aberdeenshire	40.8	44.0	45.8	45.2	47.0	48.7	57.2	55.9	50.5	45.1
13 Stirling	67.9	71.8	69.3	69.5	63.5	58.8	45.9	44.6	34.1	44.5
14 Fife	53.9	64.5	57.3	56.3	60.0	56.9	58.8	57.8	43.7	44.4
15 East Dunbartonshire	47.9	51.5	46.3	41.1	40.9	28.6	29.1	29.9	25.7	44.1
16 Perth & Kinross	41.8	51.7	49.7	43.6	46.3	43.5	36.7	29.9	32.9	40.9
17 West Lothian	49.9	53.1	53.5	54.0	53.1	46.8	45.4	45.7	35.8	40.0
<b>Scotland</b>	<b>48.5</b>	<b>50.3</b>	<b>51.2</b>	<b>48.8</b>	<b>45.9</b>	<b>43.4</b>	<b>44.9</b>	<b>42.9</b>	<b>39.1</b>	<b>39.6</b>
18 East Ayrshire	37.3	42.9	41.5	45.0	43.8	35.7	40.0	41.5	47.1	39.3
19 West Dunbartonshire	56.1	56.4	56.3	45.5	48.6	45.1	57.0	54.0	50.1	38.5
20 East Lothian	32.2	32.1	28.5	33.7	31.2	38.9	41.6	37.9	35.5	37.6
21 Aberdeen City	50.5	55.0	48.8	54.8	52.5	50.0	42.0	45.9	38.7	36.9
22 North Lanarkshire	42.5	53.5	54.7	50.3	42.3	32.2	47.6	35.7	37.6	36.6
23 Moray	31.9	37.0	39.2	42.4	47.6	39.8	36.6	37.1	36.6	32.5
24 Inverclyde	50.8	56.7	55.8	48.0	49.3	44.3	49.5	37.8	37.9	32.3
25 North Ayrshire	47.9	43.8	44.1	43.1	39.7	33.4	34.6	37.5	30.8	32.2
26 Glasgow City	49.8	48.2	49.4	46.4	43.2	44.3	36.1	31.9	30.1	29.4
27 Scottish Borders	50.1	38.6	44.7	49.4	30.6	37.0	32.4	36.5	27.9	28.3
28 Dumfries & Galloway	69.4	69.2	61.6	54.0	49.1	34.5	43.0	35.0	30.8	28.2
29 Renfrewshire	55.3	47.2	58.6	50.3	35.3	36.3	38.9	33.2	24.6	28.0
30 South Ayrshire	45.6	50.6	57.1	36.6	33.9	32.8	23.9	28.4	29.7	26.2
31 Dundee City	40.9	42.8	47.4	27.4	37.7	24.5	31.5	34.5	19.4	23.9
32 Edinburgh, City of <sup>(3)</sup>	33.1	31.3	31.9	34.1	27.8	23.0	26.5	22.0	23.0	19.3

(1) Eligibility for FME was extended in August 2009. See background note 7 for further information. (2) Included in Glasgow prior to 2004. (3) When counting the number of pupils taking school meals, Edinburgh City do not include meals taken at morning break, whereas other Authorities do.

# Marketing is the recipe for success in improving school meal uptake



# Why?

- Service-provision is generally very good
- Many authorities stuck in 3<sup>rd</sup> gear with uptake (particularly in secondary schools)
- Current marketing is not as effective as it needs to be

# Why?

- Because it's what people who sell things do (including food retailers!)
- It's what your competitors are doing outside the school gates





# Why?

- Because it's what people who sell things do (including food retailers!)
- It's what your competitors are doing outside the school gates
- Impacts and imparts messages about healthy eating in a way that pupils will relate and respond to positively.

# An effective marketing strategy

Key stage summary: school meals marketing strategy development

1. Evaluate current school meals marketing approach

2. Create initial marketing strategy outline

3. Consult with stakeholders on marketing strategy outline

4. Develop full marketing strategy

5. Roll-out marketing strategy using pilot method





Marketing programme helped increase secondary school uptake to 56% in 2010\*

\* Scottish Government 'School Meals in Scotland 2010' report



- Focus groups with secondary school pupils led to an outside catering facility that delivered a 20% increase in uptake in the pilot.



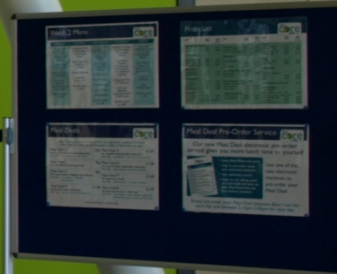


## West Dunbartonshire Council



- Full branding programme for secondary schools







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## West Dunbartonshire Council



- Pictorial menus that helped Pre 5, Primary 1-3 and special needs pupils increase their awareness and understanding of school meals menus

# Final Thought -

# Final Thought - Be Innovative

# Final Thought - Be Innovative

- School pop/rock bands performing in dining hall at lunchtime
- Let pupils make video clips that can be shown in dining hall at lunchtime
- Get role models into schools to talk to pupils about the importance to their career of health and wellbeing



## School Meal Uptake League Tables - are you in the top 10?

Bill McGowan  
Managing Director

