



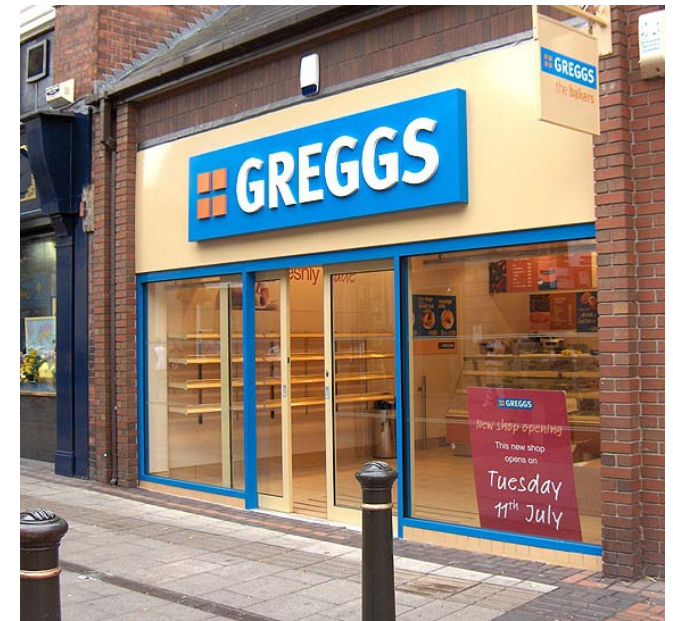
Using marketing to achieve measurable improvement in school meal uptake

Using marketing to achieve measurable improvement in school meal uptake

- The crucial role of marketing
- A proven marketing model for improving uptake
- Case study on increasing secondary school meal uptake to 56%

The crucial role of marketing

1. We need to combat the competition outside the school





The Godfather II

W842 BDT

2. We need to persuade pupils that eating a healthy meal in school is cool



3. We need to stop decline in uptake, achieve targets and improve income

School meal uptake 2009-10*

- Overall uptake Secondary – 35.6% (24.8%)
- Overall uptake Primary – 41.9% (30.1%)

*School Food Trust

School meal uptake

Table 2. LA catered or contracted provision, England, by region

Table 2. Percent take up of school lunches and percent coverage, primary^a and secondary schools with LA catered or contracted provision, by region, England, 2009-2010

Region	Primary ^a						Secondary					
	Number of LAs in region [*]		% take up	Number of schools		% coverage	Number of LAs in region [*]		% take up	Number of schools		% coverage
	Responding	Reporting		Total in LAs responding	Total reported on		Responding	Reporting		Total in LAs responding	Total reported on	
North East	12	12	55.2	898	894	99.6	11	11	41.5	99	96	97.0
North West	22	22	47.2	2269	2166	95.5	19	19	43.4	200	191	95.5
Yorkshire/Humber	15	15	46.5	1773	1773	100.0	14	14	37.3	182	182	100.0
East Midlands	8	8	38.4	1311	1151	87.8	7	6	31.3	108	105	97.2
West Midlands	12	12	44.4	1594	1594	100.0	12	12	34.5	204	204	100.0
East of England	9	9	39.6	1446	1444	99.9	8	8	34.4	129	129	100.0
Inner London	11	11	61.6	555	555	100.0	9	7	40.4	59	48	81.4
Outer London	16	16	39.7	788	788	100.0	8	8	39.4	53	53	100.0
South East	18	18	30.1	2267	2262	99.8	14	14	27.5	134	132	98.5
South West	14	14	30.6	1366	1362	99.7	11	11	24.8	90	87	96.7
England	137	137	41.9	14267	13989	98.1	113	110	35.6	1258	1227	97.5

Base: 137 LAs reporting for primary, 110 LAs reporting for secondary

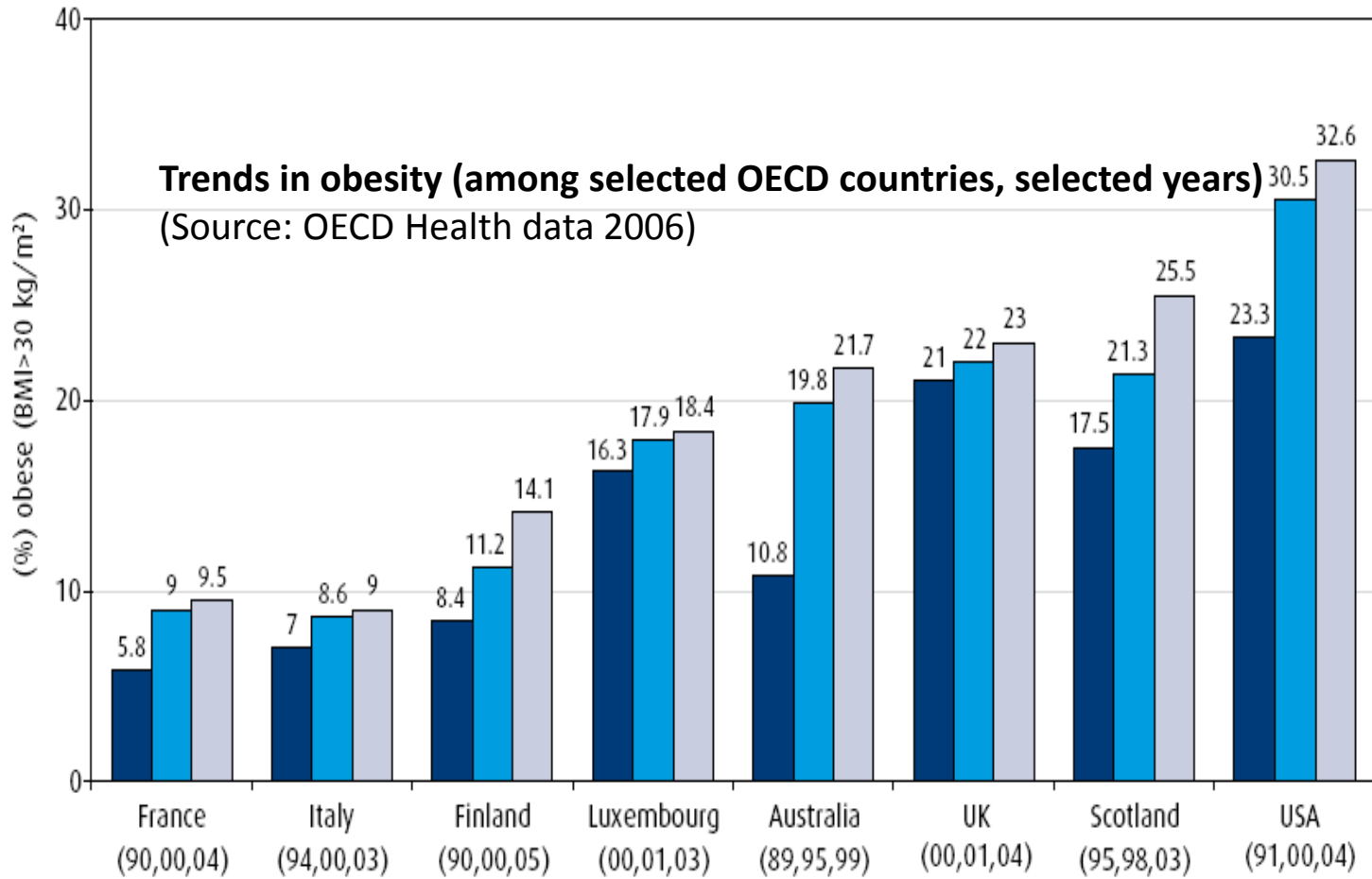
Analysis: weighted by number of pupils attending schools reported on

^a Primary plus special

^{*} Number of LAs in region – Responding: number of LAs in which there was catering provision; Reporting – number of LAs in which take up values were reported

4. We need to combat increasing obesity





UK has one of the highest levels of obesity amongst developed countries

**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

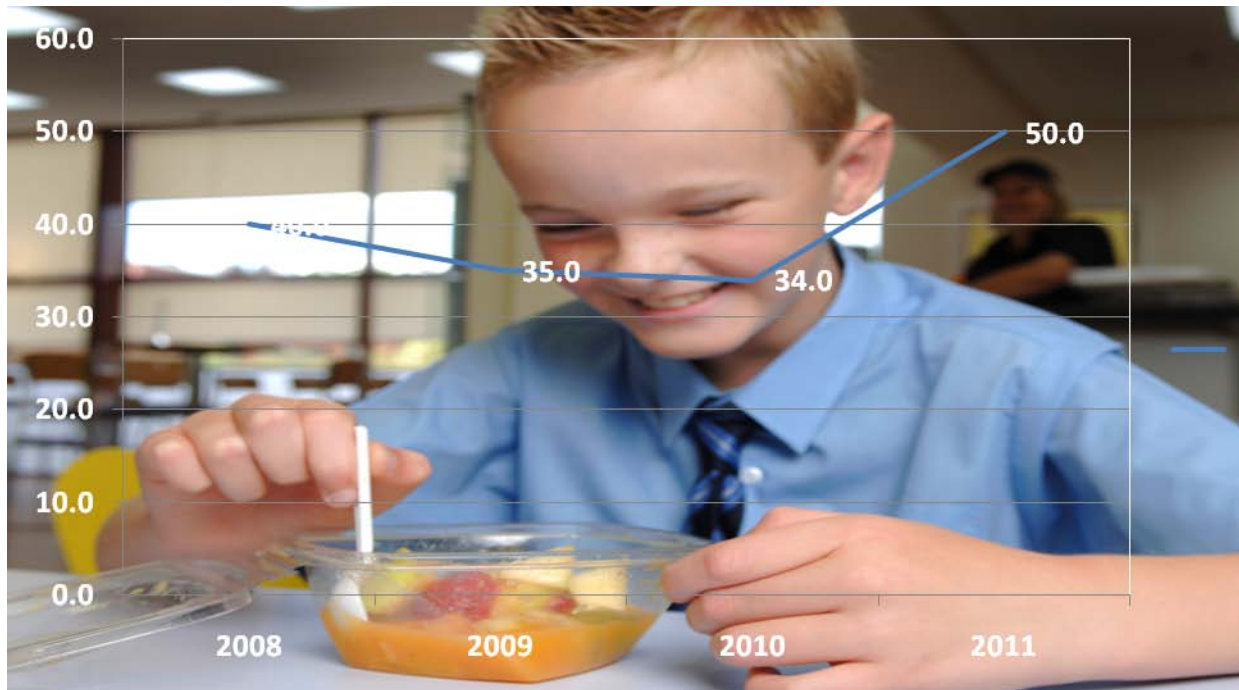
Evening Times

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

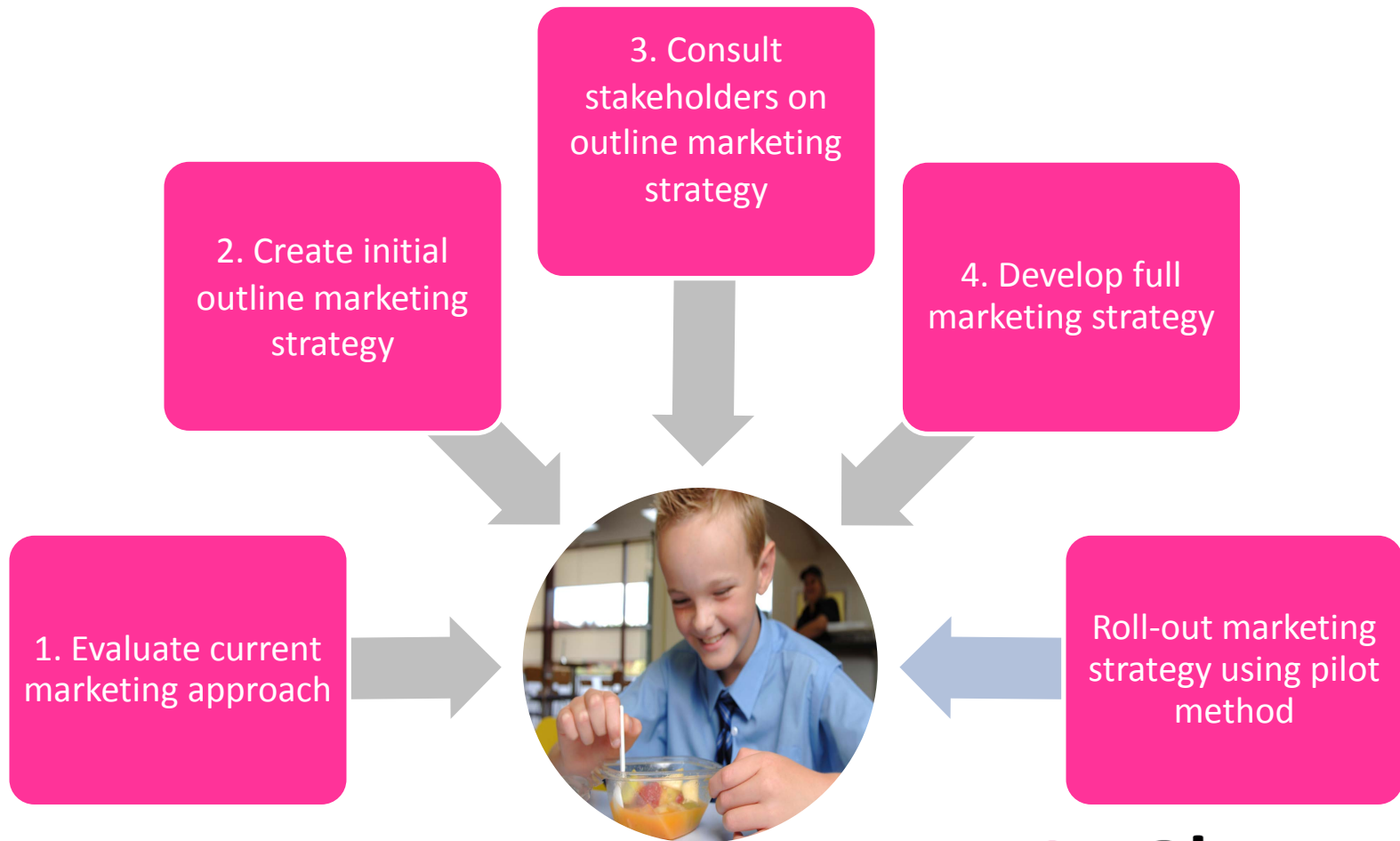
The Herald



A proven marketing model for improving uptake



A proven marketing model for improving uptake



Case study on increasing secondary school meal uptake to 56%



- Rural authority with 90,500 population
- 74 primary schools (6,009 pupils)
- 7 secondary schools (5,477 secondary)



Evaluated current school meals marketing approach



Workshop with catering management team to create initial outline marketing strategy

Appendix 1



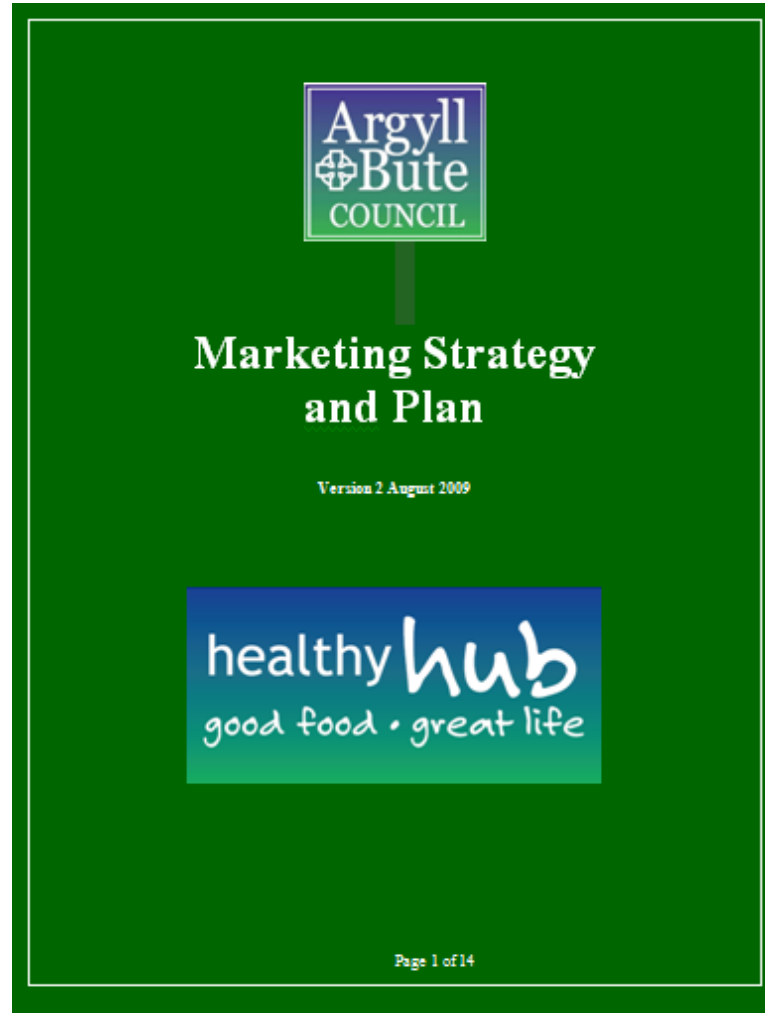
Proposed approach for designing, documenting and implementing secondary school meals marketing plan, Sept 2010. V1

Stage	InChannel inputs	InChannel outputs	Timings	Costs
1. Review of the current uptake performance, including identification of areas/patterns of success and reasons why.	Desk research and detailed study of A&B internal school meal uptake figures. Compare with Scot Gov stats.	Produce report on findings and use as basis for further discussion in planning workshop with client.		Estimate for completion of all stages of marketing plan, as shown, are between £5 and £15k, depending on client input.
	Detailed visits to schools and adjacent areas/food outlets, including interviews with head teachers, caterers and other stakeholders.			This excludes any graphic design, print or other 3 rd party costs associated with stages 5 and 6.
2. Development of theories and innovative ideas for improving uptake	Documenting and preparing candidate theories and innovative ideas for presentation to A&B at workshop meeting	Produce workshop report and review with A&B		Upon appointment, a first stage payment equal to 30% of the total cost will be invoiced.
	Preparation, facilitation and leading workshop meeting with A&B			
3. Testing and development of above theories using stakeholder focus groups (particularly pupils)	Organising, running and reporting on focus groups (maximum of 4)	Produce focus group report and recommendations for strategy implementation		

Consulted stakeholders on outline marketing strategy



Developed a full marketing strategy




Rolled-out marketing strategy using pilot method












**Healthy Hub School Meals
Branding Inventory and Guidelines**

Version 2 August 2009



Page 1 of 13

BRANDING MATERIALS

1. PVC banner 3m x 1m (external or internal)



This banner can be used externally or internally. It is made of durable PVC, ensuring it remains in good condition.

Measuring 3m x 1m, it ensures high visibility for the Healthy Hub brand.

The banners can easily be attached to railings using cable ties, or to internal areas using screws and washers (rampplugs may be required).

2. Freestanding reception sign with A1 portrait menus & Hubway sign



The freestanding reception sign is a double sided sign to display the current week's menus on one side and the Hubway Special meal deals on the other.

There are 4 versions of the menu poster, one for each of the 4 weeks on the menu cycle. Each menu has a number on it indicating the week it is for.

The freestanding reception sign is very prominent and should be located in areas of the dining area with high pupil footfall.



School Meals

*Please tell us what you thought
about your school meal today*

Please turn over









Increased uptake to 56% in 2010*

* Scottish Government 'School Meals in Scotland 2010' report



“The input and support from InChannel was invaluable.

Uptake levels of school meals in our Secondary Schools have increased as a result of the work we have collaborated on.”

**Jayne F Murphy, Facility Services
Argyll and Bute Council**









West Dunbartonshire Council



- Pictorial menus that helped special needs pupils to increase their awareness and understanding of school meals menus



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