

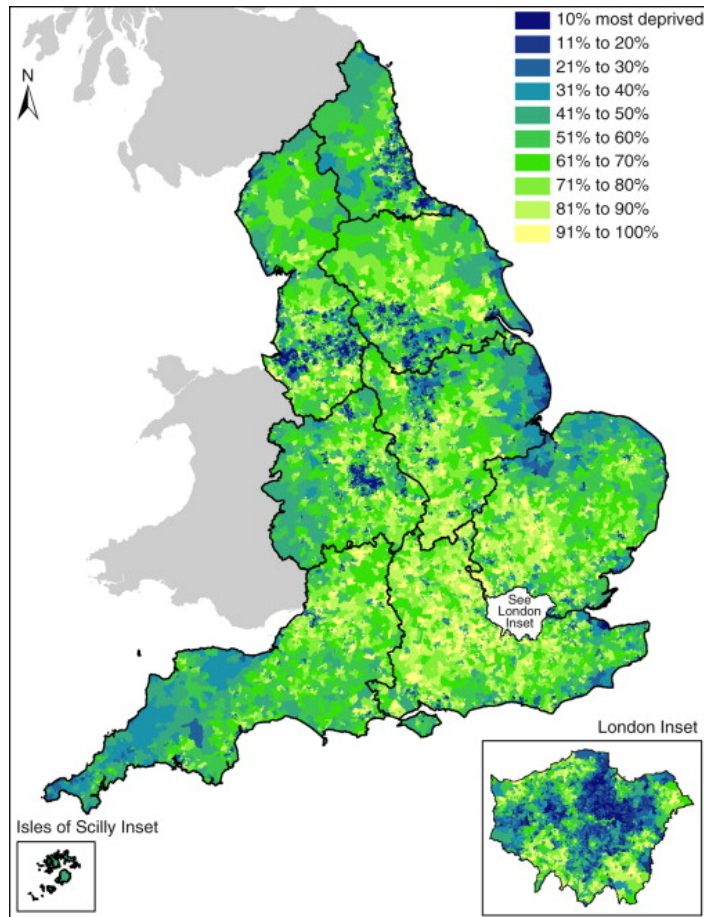
APSE Catering Advisory Group Meeting
12th April 2013



Blackpool Council

John Blackledge
Assistant Chief Executive Leisure & Operational Services

Free School Breakfasts & Milk – Blackpool Context



- Poverty & Deprivation
- Education & Children's Outcomes
- Employment & Benefits
- Health & Lifestyles
- Housing

Council Priorities



- Tackle child poverty, raise aspirations and improve educational achievement
- Safeguard and protect the most vulnerable
- Improve health and well-being especially for the most disadvantaged



Concerns in Relation to Children



- Poor results
- Poor attendance
- Poor punctuality
- Victims of circumstance
- Higher proportions of malnourishment
- Children hungry

Children First



- No child should start their day hungry
- Priority Lead Budgeting
- 'Leadership'



Breakfast & Free School Milk



- All primary school children
- 33 schools started 7th January 2013
- Circa 11,000 breakfasts served daily
- Fruit juice & 2 items
- Not one size fits all
- Maximising resources
- Physical activity
- Opportunity for innovation & creativity

Cool Milk

Monitoring & Evaluation

- Northumbria University - Qualitative
- UCLAN - Quantitative



