

Gateshead School Catering Service



APSE Catering Advisory Group

Friday 12th April 2013



Michael Lamb: Schools & Civic Catering Manager,
Transport, Cleaning & Catering.

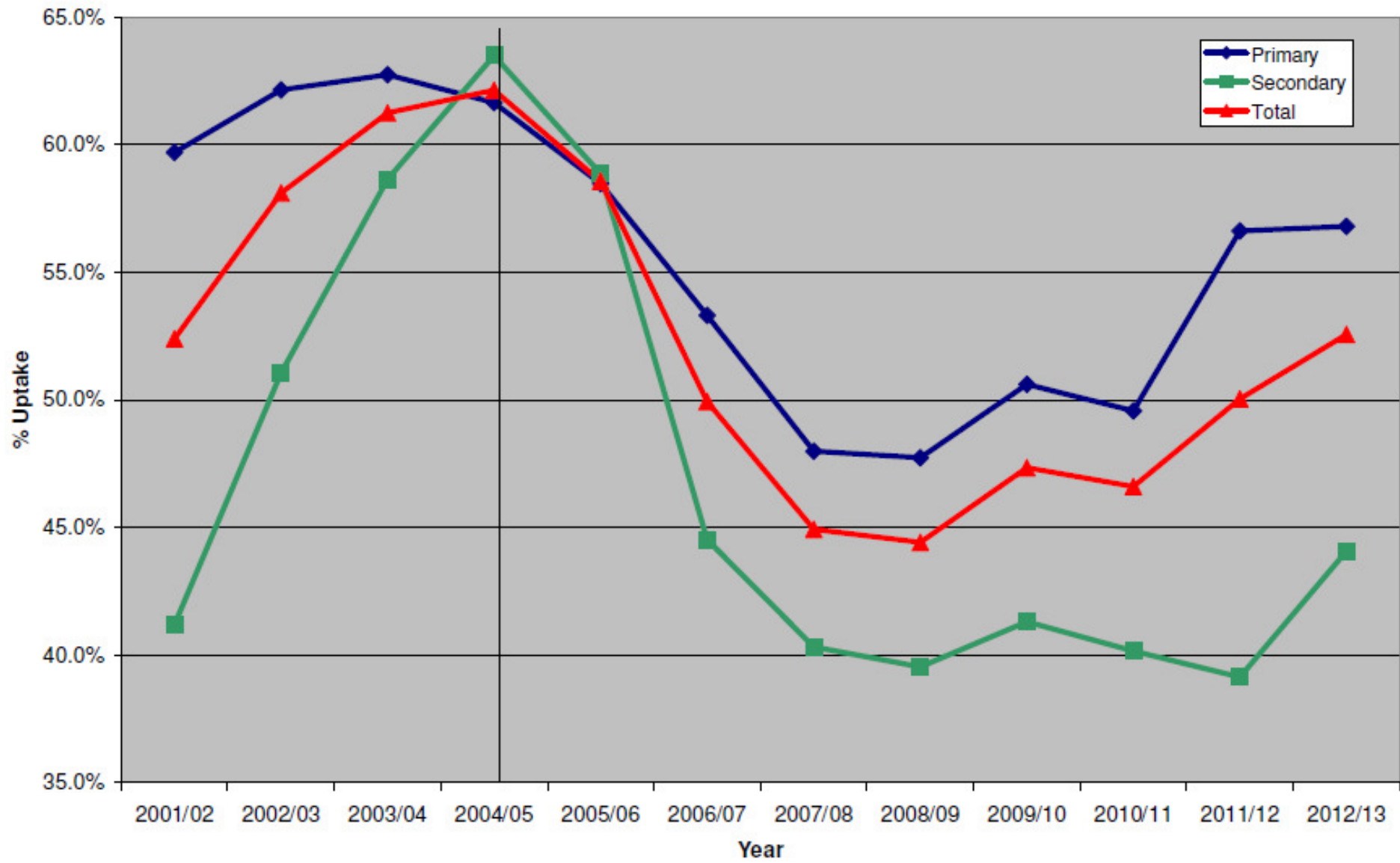
Areas of Discussion

- Horsemeat
- Devolved / Delegated Budgets
- Managing a Successful Catering Service?

About Gateshead

- Provide a Catering Service in 74 Primary Schools and 6 Comprehensive Schools
- Serve around 11,000 meals per day
- Employ 350 staff
- Uptake around 52.5%

Gateshead Paid & Free Meal Uptake 2001 - 2013



Horsemeat – Gateshead's Response



Horsemeat – Gateshead's Response

- Waiting while story developed
- Queries from parents and schools
- Just a matter of time before horsemeat linked to school meals somewhere
- Questioning timing of a press release – no right or wrong answer
- Template letter to all schools issued
- What damage could this cause?
- Uptake growth fragile

Horsemeat – Gateshead's Response

- Confidence in our food chain
- Nutritional standards have helped in this case
- Regional Procurement – NEPO
- Closer relationship with suppliers
- Food Map



Our food map

We buy only quality ingredients from suppliers we trust



-  **All our Fresh Meat & Poultry.**
The Red Tractor logo is your guarantee of quality and origin. Every critical step of the food supply chain is independently inspected to ensure food is produced to quality standards by assured farmers, growers and producers in the UK, from farm to pack.
-  **All our Fish Products**
The MSC's fishery certification program and seafood ecolabel recognise and reward sustainable fishing. The standard is a guarantee that fish has come from well managed and sustainable fish stocks.
-  **Cocoa, Sugar and Bananas**
Fairtrade is a strategy for poverty alleviation and sustainable development. Its purpose is to create opportunities for producers and workers who have been economically disadvantaged or marginalised by the conventional trading system.
-  **Free Range Eggs**
Freedom Food is the RSPCA's farm assurance and food labelling scheme. It aims to improve the welfare of animals farmed for our food. The British Lion mark on egg shells and egg boxes means that the eggs have been produced to the highest standards of food safety.



Horsemeat – Gateshead's Response

- Press release prepared
- Story linked to school meals 15th Feb
- Media enquiries
- Response was geared towards “protecting” the in-house caterer and not necessarily favourable towards the 4 private caterers operating in Gateshead
- Media response was favourable

Council and FSA carrying out probes on school meals



MEAT ROW French economy minister Benoît Hamon claims wholesaler Spanghero is to blame for fraudulently labelling horsemeat as beef. The company's chief says they are innocent

SARAH SCOTT

A TYNESIDE council has been selected to carry out tests and inspections on meat products and businesses following the horse meat scandal.

Newcastle City Council is one of the local authorities instructed by the Food Standards Agency (FSA) to carry out tests on meat products, and checks and inspections of relevant meat plants and other food businesses in their area.

A spokesman said the council was one of the authorities charged by the FSA to go out and investigate in their area. However, no further information on this work could be revealed.

Other councils in the region have also been contacting their own suppliers to reassure residents that their meals, including school meals, were not contaminated with horse meat.

This follows the revelation by Lan-



HAPPY TO REASSURE PARENTS
Dale Robson, service director for Transport, cleaning and catering at Gateshead Council

cashire County Council that their cottage pies, delivered to schools in their area, tested positive for horse meat.

Gateshead Council issued a statement reassuring parents that the meat products served in its schools do not contain horsemeat.

In addition, Gateshead Council has confirmed that it has no direct or indirect link with the school supplier Compass Group or with any of the companies currently under investigation.

Dale Robson, Service Director for

Transport, Cleaning and Catering at Gateshead Council, said: "I am happy to reassure parents that the fresh meat in meals served in Gateshead schools is locally-sourced and does not contain horsemeat.

"We use a highly-reputable Gateshead-based catering butcher for all of our meat supplies. The meat they supply us with is locally-sourced and comes mostly from farms in the North of England via abattoirs which do not slaughter horses. As a result, we currently have no plans to remove beef from school menus."

The council made the announcement after parents asked for reassurance that products being served to their children are not the same as those at the centre of recent investigations by the Food Standards Agency and major supermarkets.

Other councils across the region also reassured parents that they had received assurances from their suppliers that

products did not contain horsemeat.

Durham County Council, Sunderland Council and South Tyneside Council all said they had received reassurances from their suppliers. A spokeswoman for North Tyneside Council said it had been in contact with the FSA but had not been instructed to take any action.

Yesterday the FSA published results of widespread testing on meat products. The FSA said 2,000 tests have been carried out on beef products, with 29 results positive for undeclared horse meat at or above 1%.

These 29 results related to seven different products, which have already been reported and withdrawn from sale.

The products linked to the positive results were confirmed to be Aldi's special frozen beef lasagne and special frozen spaghetti bolognese, the Co-op's frozen quarter pounder burgers, Findus beef lasagne, Ringland's catering burger products, and Toco value frozen burgers and value spaghetti bolognese.



TRACES Asda, Findus and Beefeater, where products containing horsemeat have been discovered during tests

Politicians speak on scandal

POLITICIANS have spoken out against consumers being misled into buying beef which in fact contains horsemeat.

Environment Secretary Owen Paterson said it was "wholly unacceptable" if products marked beef turned out to be horsemeat, which was why it was so important to undertake intensive testing activity to get the full picture.

He said: "My concern is for consumers. The news for them today is that the vast majority of products tested are completely clear of horse DNA.

"Food businesses now have a lot of work to do. They need to move quickly to complete these tests, and they need to show their customers they've taken the right steps to make sure this

doesn't happen again."

Prime Minister David Cameron reportedly believes supermarkets have been too silent on the scandal. A senior No10 source said: "It is not acceptable for retailers to remain silent while their customers have been misled. The supermarkets need to justify their action and reassure the public."

But shadow environment secretary Mary Creagh said: "David Cameron has got to stop hiding behind the retailers and food industry and take decisive action to get a grip on this scandal now."

"He should order the FSA to speed up its testing, so that we have a full picture of just how far this has spread in our communities."

▶ HORSEMEAT SCANDAL

Councils and agency probe school meals

Reassurances made as the row goes on

Sarah Scott

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COUNCILS across the North East have been carrying out investigations to ensure there are no traces of horsemeat in their suppliers' products, including school meals.

As the horsemeat scandal continues, councils in the region are working with the Food Standards Agency (FSA) and contacting their suppliers to reassure residents.

Following the revelation from Lan-

cashire County Council that cottage pie testing positive for horsemeat was delivered to schools in their area, Gateshead Council issued a statement reassuring parents that the meat products served in schools in its area do not contain horsemeat.

The council has confirmed that it has no direct or indirect link with the school supplier Campain Group or with any of the companies currently under investigation.

Dale Robson, Service Director for Transport, Cleaning and Catering at Gateshead Council, said: "I am happy to reassure parents that the fresh meat in meals served in Gateshead schools is locally-sourced and does not contain horsemeat."

"We use a highly-reputable Gateshead-based catering butcher for all of our meat supplies. The meat they supply us with is locally-sourced and comes mostly from farms in the North of

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England via abattoirs which do not slaughter horses.

"As a result, we currently have no plans to remove beef from school menus."

The council made the announcement after parents asked for reassurance that the products being served to their children are not the same as those at the centre of recent investigations by the Food Standards Agency and major supermarkets.

Mr Robson added: "Parents rightly demand that we only serve high-quality and fully-traceable meat to their children that is prepared fresh each day. That's exactly what we do."

School meals are required by government to meet stringent nutritional standards and that, Mr Robson said, usually precludes using some of the highly-processed products at the centre of the horse DNA controversy.

Other councils across the region also told parents that they had received reassurances from their suppliers that products did not contain traces of horse meat.

Conon James Blackburn, Portfolio Holder for City Services at Sunderland City Council, said: "There are more than 11,000 school meals served up in primary schools daily across the city, and many are meat-based. The council works closely with its suppliers and has received reassurances about the supply chain."

Don McLean, Durham county Council's corporate director of resources, said: "We have sought and received reassurances from all of our suppliers that there is no cause for concern re-



REASSURANCES Dale Robson, left, and Sunderland's James Blackburn

garding the products they provide."

A spokesperson for North Tyneside Council said it had been in contact with the FSA but had not been instructed to take any action.

And a spokesperson for South Tyneside Catering Services said: "We have made all of the necessary stringent checks for council-run schools, nurseries and care homes across the borough, and are satisfied with the quality assurance documentation from our meat suppliers."

"We use very little processed or convenience foods, with most of our meals being cooked from raw ingredients and prepared by experienced professional caterers."

Newcastle City Council confirmed it was one of the local authorities charged by the FSA to carry out an investigation of its area, although a spokesman said he could not elaborate on the investigation.

Devolved Budgets

Those who live in scholastic realms share a simple cosmological view of their financial world. They seem to believe that the source of all finance is mysterious; beyond their control and beyond their understanding; as if somewhere in the fiscal heavens there is some celestial creature from whose udder financial nourishment descends. Sometimes the flow falters and they must tweak it until it resumes. In recent years interruptions to the precious stream have become more serious, but this has not fundamentally affected the prevailing and comforting belief.

Brian Knight, Managing School Finance, 1983

Devolved Budgets

- Smoke and Mirrors
- School budgets under pressure and shrinking
- Schools no longer “awash with cash”
- Schools more accountable for managing their own finances
- Past Practice, Post Jamie & Price Setting
- Lunch Grant
- Funding formulas have now changed
- Costs now more transparent – School Catering Costs How Much?!!
- Business Managers
- Budget Officers
- Challenge

Devolved Budgets

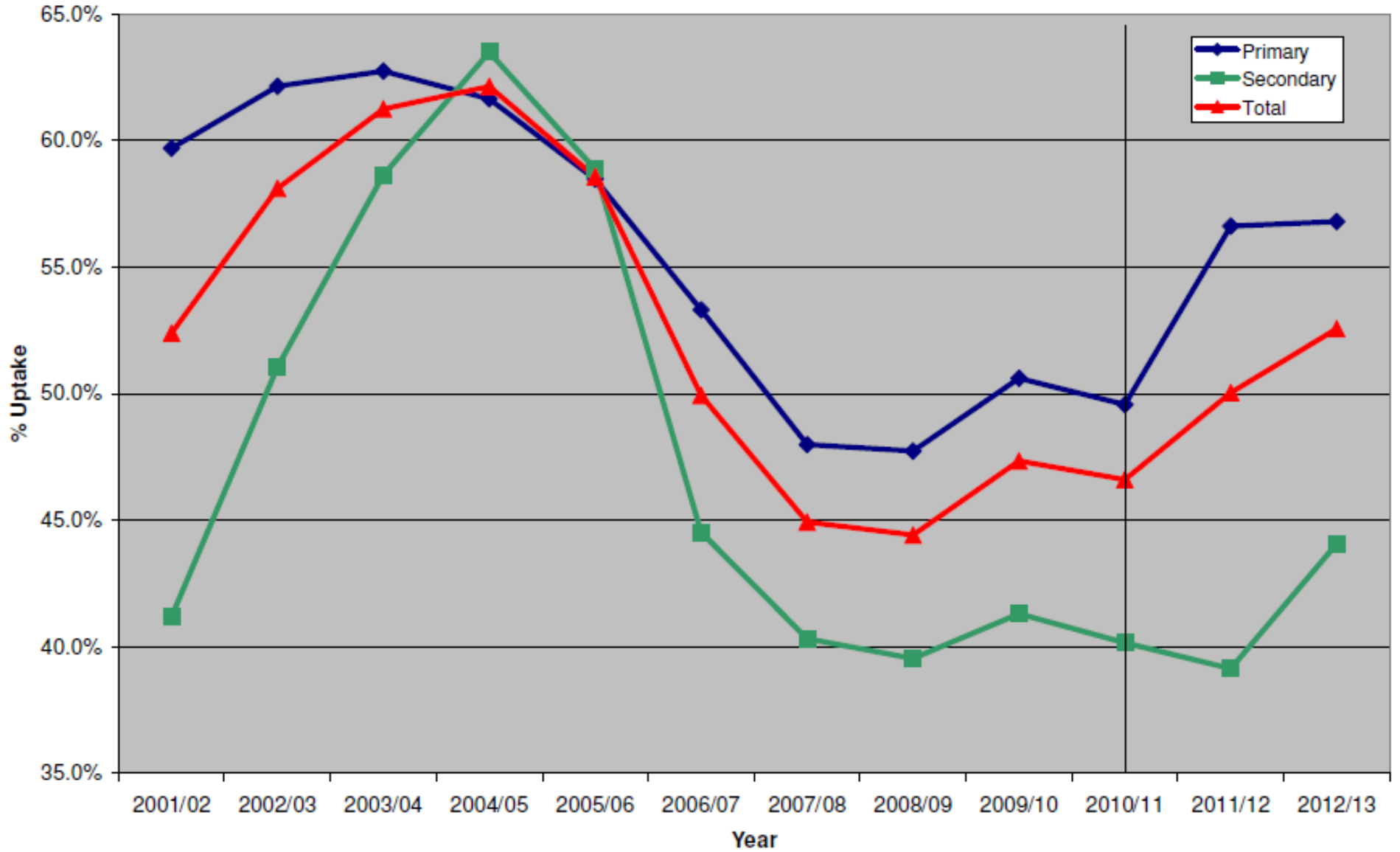
- Services to Schools, SLA's & Buy Back
- In schools interest to promote FSM entitlement but not to take up that actual entitlement
- Opportunities and threats
- Use of performance networks to benchmark and offer VFM

Managing a Successful Service?

- Had some success but goalposts keep moving!
- Number of changes implemented during past 2 years
- Management re-structure
- Mini- review of service – where can we improve?



Gateshead Paid & Free Meal Uptake 2001 - 2013



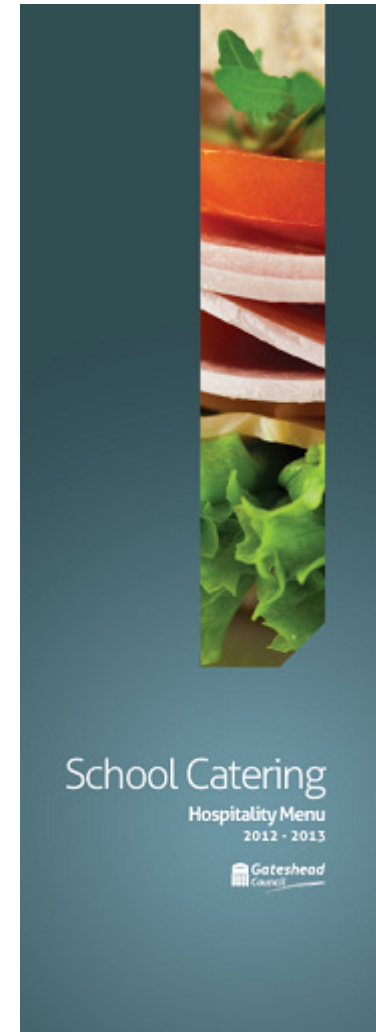
Managing a Successful Service?

- Pricing
- Empowerment
- Name change
- Retainer Pay
- Targeted schools where feedback was satisfactory
- Unit Manager Moves



Initiatives:

- Use of CSE
- Investment in Equipment – new counters – immediate impact
- Focus on presentation ban the bs tin
- Hospitality Catering – additional income
- Marketing – in house for primary and specialist used for comprehensives
- New uniforms











Primary Marketing

Weekly Menus

September 2012 - July 2013

GATESHEAD SCHOOL CATERING

Menu Week 1	Monday	Tuesday	Wednesday	Thursday	Friday
Meat Choice	Peppercorn Pizza served with Pasta Tosses, Peas & Sweetcorn	Roast Pork, Apple Sauce, Yorkshire Pudding & Gravy Served with Creamed Potatoes, Green Beans & Carrots	Chicken Curry, Rice & Naan Bread Served with Fresh Vegetable Medley	Mixed Beef & Dumplings Served with Roast Potatoes, Cabbage & Carrots	Open Baked Sole & Vinegar Fish Fillet Served with Oven Baked Chips, Garden Peas & Beetroot
Meat-Free Option	Assorted Wings Served with Pasta Tosses, Peas & Sweetcorn	Queen Cauliflower & Vegetable Pudding Served with Creamed Potatoes, Green Beans & Carrots	Tuna & Sweetcorn Pasta Salad Served with Fresh Vegetable Medley	Cheese & Tomato Quiche Served with Roast Potatoes, Carrot & Cucumber Sticks	Wiggle Nuggies Served with Oven Baked Chips, Garden Peas & Beetroot
Tea/Hot Potatoes	An assortment of fillings are available daily served with a side salad				
Dessert	Red Grapes & Orange Cake	Strawberry & Apple Jelly Served with Fruit & Cream	Sticky Chocolate Sponge & Custard	Cheese Chocolate Biscuits	Cherry & Chocolate Muffins
Available Daily	Selection of Salads, Wholemeal Bread, Fruit, Cheese & Crackers Assorted HighFats & Drinks				

Week 1: 3 Sep, 24 Sep, 15 Oct, 12 Nov, 3 Dec, 7 Jan, 28 Jan, 22 Feb, 18 Mar, 22 Apr, 21 May, 18 Jun, 1 Jul

Menu Week 2	Monday	Tuesday	Wednesday	Thursday	Friday
Meat Choice	Chicken Goulash Served with Oven Baked Potato Wedges, Peas & Sweetcorn	Mixed Pork & Vegetable Pie Served with Creamed Potatoes & Fresh Vegetable Medley	Beef Burgers, Pasta Shells, & Jersey Cattle Beef Served with Carrots & Green Beans	Bacon in a Mashed Potato Sauce Served with Oven Baked Chips, Sweetcorn & Celeriac	Beefsteak Orange & Potatoes Served with Potato Mashed Potatoes, Baked Beans & Garden Peas
Meat-Free Option	Oven Baked Fish Cakes Served with Oven Baked Potato Wedges, Peas & Sweetcorn	Queen Sausage & Gravy Served with Creamed Potatoes & Fresh Vegetable Medley	Vegetarian Falafel Served with Potato Shells and Salad	Mediterranean Pasta Served with Sweetcorn & Celeriac	Wiggle Nuggies Served with Potato Mashed Potatoes, Baked Beans & Garden Peas
Tea/Hot Potatoes	An assortment of fillings are available daily served with a side salad				
Dessert	Lemon Drizzle Cake	Ice Cream Served with Fruit & Syrahides	Cupcake with Strawberry Icing	Chocolate Chip Crunch	White Chocolate Mousse & Pudding
Available Daily	Selection of Salads, Wholemeal Bread, Fruit, Cheese & Crackers Assorted HighFats & Drinks				

Week 2: 10 Sep, 1 Oct, 22 Oct, 19 Nov, 16 Dec, 13 Jan, 6 Feb, 27 Mar, 20 Apr, 17 May, 13 Jun, 6 Jul

Menu Week 3	Monday	Tuesday	Wednesday	Thursday	Friday
Meat Choice	Wildcat & Grapes Pasta Ring served with Mixed Vegetables	Chicken Slice & Pineapple Served with Boiled Potatoes, Garden Peas & Celeriac	Chicken Fillet, Yorkshire Pudding & Gravy Served with Creamed Potatoes, Carrots & Broccoli	Oven Baked Sausages Served with Oven Baked Country Bread Potatoes & Baked Beans	Salmon Fillets & Tomato Sauce Served with Oven Baked Potato Wedges, Green Beans & Sweetcorn
Meat-Free Option	Margarita Pasta Salad Served with Peas & Mixed Vegetables	Cheese & Onion Pie Served with Boiled Potatoes, Garden Peas & Celeriac	Macaroni Cheese Served with Carrots & Broccoli	Queen Curry & Rice Served with Vegetable Sticks	Carrots & Spring Onion Quiche Served with Oven Baked Potato Wedges, Green Beans & Sweetcorn
Tea/Hot Potatoes	An assortment of fillings are available daily served with a side salad				
Dessert	One Crunch Cookie	Chocolate Jaffa Sponge Served with Custard	Mousse Served with a Mac Shredded Served with Apple Sauce	Vanilla Rice Pudding with Apple Sauce	Butter Biscuits Muffins
Available Daily	Selection of Salads, Wholemeal Bread, Fruit, Cheese & Crackers Assorted HighFats & Drinks				

Week 3: 27 Sep, 1 Oct, 9 Nov, 30 Nov, 17 Dec, 20 Jan, 22 Feb, 21 Mar, 13 Apr, 6 May, 3 Jun, 26 Jun, 15 Jul

Gateshead Council

Let's make lunchtime enjoyable for everyone

1. Always wash your hands before eating
2. Be polite to all of the catering staff
3. Sit properly on your chair
4. Remember your manners (please, thank you etc)
5. Use your knife and fork carefully
6. Do not throw your food
7. Do not talk with your mouth full
8. Put your hand up if you have a problem
9. Tidy up your mess when you have finished
10. Clear your plate before leaving the dinner table

Gateshead Council

Primary Marketing



Which meal will you choose?

Choose which meal you would like from the options below



option	Meal choice
Red	Hot Meal
Green	Vegetarian option
Yellow	Jacket Potato with topping and side salad

What you need to do:

1. Choose your meal each morning and collect your coloured wristband.
2. At lunchtime hand in your wristband and collect your lunch.




Gateshead Council

The five food groups pyramid

Use the food pyramid to help you choose a healthy balanced diet




Use sparingly

For strong teeth & bones

For growth and repair

To fight off disease & infection

To give us energy



Gateshead Council

Comprehensive Branding

- Need for a “brand”
- Use of specialist marketing company
- Listened to views of staff, schools and pupils
- Wanted look and feel of the high street and not necessarily local authority catering!



Hub Branding

the HUB
Your FOOD - Your CHOICE

great new promotions available everyday

15th April - 3rd May
Pasta King
£1.70
Saving you 30p

6th May - 24th May
Curry, Rice & Naan
£1.70
Saving you 30p

3rd June - 28th June
Jacket, Filling & Salad
£1.60
Saving you 20p

1st July - 19th July
Southern Style Chicken Sandwich and 330ml Radnor Hills Water
£2.35
Saving you 30p

the HUB
Your FOOD - Your CHOICE

Find out what's on the menu at your school

General Menu & Tariff		Lunch Deals	
Toast, spread & jam	£0.25	2-course special menu	£2.00
Bagel	£0.70	Main course with veg & potatoes	£1.65
Croissant	£0.60		
Pretzel	£0.90		
Bacon Sandwich	£1.10	Sandwiches	
Sausage Sandwich	£1.00	Fresh selection daily	from £1.55
Chicken Bun	£1.65	Tortilla Wraps	from £1.80
Southern Style Chicken Sandwich & Salad	£2.15	Parinis	from £1.85

Pizza, Pots & Pasta		Extras		Drinks	
Pasta King	£2.00	Soup & a Bun	£1.00	Radnor Hills Mineral Water 330ml	£0.40
Curry, Rice & Naan	£2.00	Vegetable	£0.30	Radnor Hills Mineral Water 500ml	£0.65
Chicken Joes	£2.15	Baked Beans	£0.40	Aqua Juice 330ml	£0.65
Pizza Slice	£1.10	Sauce Portion	£0.10	Aqua Juice 500ml	£0.80
Cheese & Tomato Pizza Square	£0.95			Calypso Fruit Shot 85ml	£0.35
		Desserts		Calypso Juice Carton 200ml	£0.50
Jackets		Hot & Cold Puddings	£0.90	Fair Trade Juice Carton 200ml	£0.55
Filled Jacket & Side Salad	£1.80	Homemade Cookie	£0.60	Fair Trade Juice Bottle 500ml	£1.05
Extra toppings, choose from:		Homemade Cake	£0.75	Radnor Fruit Fizz 330ml	£0.70
Tuna, Cheese, Coleslaw, Beans	£0.80	Chocolate Brownie / Muffin	£0.80	Radnor Fruit Fizz 500ml	£0.80
Extra Salad	£0.40	Yoghurt	£0.50	Milk (Semi-skimmed)	£0.40
		Fresh Fruit from	£0.35	Milkshake 200ml	£0.65
		Fresh Fruit Salad Cup	£0.70	Milkshake	£0.90
				Hot drinks	£0.85

Free School Meals
If you think you may be entitled to free meals, please contact us on 0191 433 3729.

Contact Us: If you have a question or comment, please let us know. Freephone 0800 169 2780. If you would like this information in large print, Braille, on tape/CD or another language, please contact us on 0191 433 5522.

School Catering
Gateshead Council, Shearlegs Road,
Gateshead, NE8 3EN
Email: customerservices@gateshead.gov.uk



Look What's On at



the HUB
Your FOOD - Your CHOICE

Find out what's on the menu at your school

General Menu & Tariff		Lunch Deals	
Hot Drink	£0.25	Hot Drink	£0.25
Water	£0.00	Hot Drink	£0.25
Apple	£0.25	Hot Drink	£0.25
Banana	£0.25	Hot Drink	£0.25
Bread	£0.25	Hot Drink	£0.25
Butter	£0.25	Hot Drink	£0.25
Chocolate	£0.25	Hot Drink	£0.25
Chocolate	£0.25	Hot Drink	£0.25
Chocolate	£0.25	Hot Drink	£0.25
Chocolate	£0.25	Hot Drink	£0.25

Platz, Pats & Pasta	Extras	Drinks
Apple Pie	Apple Pie	Apple Pie
Banana Pie	Banana Pie	Banana Pie
Bread	Bread	Bread
Butter	Butter	Butter
Chocolate	Chocolate	Chocolate
Chocolate	Chocolate	Chocolate
Chocolate	Chocolate	Chocolate
Chocolate	Chocolate	Chocolate

Jackets

Desserts

Free School Meals

great new promotions available every day

Pasta King
£1.60
Saving you 30%

Curry, Rice & Naan
£1.60
Saving you 30%

Jacket, Filling & Salad
£1.50
Saving you 25%

Southern Style Chicken Sandwich
£2.15
Saving you 20%

the HUB
Your FOOD - Your CHOICE

Christmas Lunch Menu

Special Christmas Lunch Menu available from [Date] to [Date]

Menu items include: Turkey, Roast Potatoes, Brussels Sprouts, Yorkshire Pudding, etc.

Menu/Information

2 COURSE SPECIAL

Corned Beef pie

Ham Quiche

Stir Fry & Noodles

Apple Crumble









Results

- Uptake risen by 6% in last 2 years – highest since J.O. in 2004/05
- Service making a budget surplus
- All comprehensive schools making a surplus – a first
- Customer satisfaction levels highest ever
- Hygiene ratings 95% at 5 stars
- Happy and motivated workforce

The Future

- Looking at Food For Life Catering Mark
- Accreditations – Red Tractor, Fairtrade etc.
- Compete for new business in other LA's
- Brands that we can promote / sell
- Continuing to invest where we can in new equipment
- Target dining centres only 5 left
- Work on our FSM uptake
- Staff development
- Computers in kitchens programme
- Online payments in primary schools
- And continue to make a surplus!

What it's really about! More of this.....



Less of this.....



Any Questions?

