


## Hungry for Success

### A Revolution in School Food

#### THE EAST AYRSHIRE COUNCIL EXPERIENCE

By Robin Gourlay




---

---

---

---



---

---

---

---

### EAST AYRSHIRE







*Burns Country*

**POPULATION** 120,000  
URBAN and RURAL  
MULTIPLE DEPRIVATION

**STATISTICS**  
FREE MEALS 22%  
UNEMPLOYMENT 8%  
HEALTH INDICATORS >15%

**SCHOOL MEALS**  
**Mission Statement**  
*We aim to provide every customer with the best possible service and value for money*


---

---

---

---

---

---

---

---

### THE CHALLENGE FOR US ALL

**On current trends, the UK will fail to meet its targets to cut CO<sub>2</sub> by 20% by 2012.**

**In every aspect of business the pressure to achieve real change and make significant environmental improvements will increase.**

**In social, economic and environmental terms sustainable development is the biggest challenge facing us all, wherever we work.**









---

---

---

---

---

---

---

---

**FIRST APPROACH....**  
**Sustainable Development**  
**THE TRIPLE BOTTOM LINE**

- **Economic**  
Bottom Line
- **Environmental**  
Bottom Line
- **Social**  
Bottom Line

---

---

---

---

---

---

---

---

**Or SECOND APPROACH**  
**LOCAL FOOD...PERCEIVED BENEFITS**

- Fresh and Seasonal = Superior Taste
- Fewer Chemicals = Safer and Healthier
- Lower Food Miles = Better for the Environment
- Local Food = Investing in Communities
- Local Food = Reconnects Producers & Consumers

---

---

---

---

---

---

---

---

**IS PUBLIC SECTOR**  
**FOOD PROCUREMENT AN ISSUE?**

31% Greenhouse Gases are attributable to Food Production, Storage, Transportation, Consumption and Waste

**SCOTLAND**  
 £85 M is the Expenditure on Food in Schools, Hospitals and Prisons.

**ENGLAND**  
 £2 Billion is the Expenditure on Food in Schools, Hospitals and Prisons

(UK The total Public Sector Procurement Bill is £125 Billion)

---

---

---

---

---

---

---

---

**Developing School Meals**

**OUR MOTIVATION**

**HUNGRY for SUCCESS**  
 Hungry for Success provided £1.5M over 3 years and a tremendous opportunity to improve the whole service.

**A BEST VALUE SERVICE**  
 Catering could now be looked at as more than just a commercial service.

**JOINED UP THINKING**  
 The ultimate opportunity for joined-up-thinking. Health, environment, community, public service, economic activity and education.

**ENGAGING WITH SCHOOLS**  
 The service could now be seen as part of education and meeting wider policy needs

**ESTABLISH A FOOD CULTURE**  
 Regain the enthusiasm for catering and promoting good food







---

---

---

---

---

---

---

---

---

---

**DEVELOPMENTS 2003 - 2004**

**Fresh Food and Fresh Cooking**  
**Radical Menus and Recipe Book**  
**Removed Processed Food**  
**Scottish Nutrient Standards**  
**Healthy Choice Award & Labelling**  
 Breakfast Clubs Pilot  
 Increased Portion Sizes  
**School Meals as a Best Value Service**  
 Removed Confectionary Vending  
**Healthy Vending Introduced**  
 Cashless Meals Pilot  
 Free Bread  
 Free Fruit  
 Reviewed Eating for Health Policy  
 Improvements to Dining Rooms, Equipment and Deli Bars






---

---

---

---

---

---

---

---

---

---

**DEVELOPMENTS 2004 - 2005**

Teachers' Conferences  
**Parents' Conference & Meetings**  
 Standard Circular to Head Teachers  
**Links with Home Economics**  
 Taster Sessions  
**Healthy Cooking Demonstrations**  
 Series of Information Leaflets  
 34 Breakfast Clubs Introduced  
 Staffing to Reduce Queues  
**Catering Training Seminars**  
**Nutrition Training**  
 Special Diet Manual  
**Menu Boards and Branding**  
 Evaluation and Survey  
**Removed Fizzy Drinks Vending**  
 Nutritional Analysis  
**Foodlab Presentations**  
 Links to Physical Activity  
 HMIE Monitoring  
**Organic Meals & Local Produce**






---

---

---

---

---

---

---

---

---

---

**INTRODUCTION**  
**School Meals is it...**

**A Commercial Service or not ?**  
*The raison d'être for school meals has to be Education and Health.*

**School Meals is an Instrument of Social Policy...**  
*Delivering the heart of Community Planning; Health, Education, Local Employment and Environmental Sustainability...*  
Professor Kevin Morgan, University of Cardiff





---

---

---

---

---

---

---

---

**AT SCHOOL LEVEL**  
**Some Key Implementation Issues**

- Assurance of Quality and Service Monitoring
- A Whole School Approach
- Integration with the Curriculum
- Enhancing the Dining Experience
- Sustainability & Environmental Stewardship
- Food Quality and Seasonal Foods
- Menu and Recipe Development
- Introducing a Vocabulary of Food

*The School Meals Service can deliver the agenda*







---

---

---

---

---

---

---

---

**The BIGGER PICTURE**  
**Government, Media and the Public**


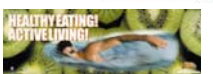


**HEALTH IMPROVEMENT**  
 School meal projected to the forefront  
 The growing moral panic over childhood obesity

**PUBLIC EXPECTATION**  
 High expectation of a professional service  
 The popular resonance of the Jamie Oliver

**ENVIRONMENTAL SUSTAINABILITY**  
 31% of Greenhouse gases comes from Food Production  
 The advent of the sustainability agenda

**PROCUREMENT**  
 Government guidance issued in 2003  
 Use of local, seasonal and organic foods wherever possible  
 DEFRA & Turning the Tables, Scottish Executive Guidance

**THE BEST VALUE AGENDA**  
 The mandate for change  
 A Whole school approach


---

---

---

---

---

---

---

---

**The BIGGER PICTURE**  
**SCOTTISH EXECUTIVE GUIDANCE**

*'Sustainability & Quality in the Procurement of Food and Catering'*

- Promote sustainable Agriculture and Fishing
- Promote Healthy Eating
- Include Local Suppliers
- Local, Organic and Fair Trade
- Use of fresh Seasonal and Traditional produce
- Promote high animal welfare standards
- Reduce waste through better use of resources
- Sustainability & Environmental Issues
- Enabling Food Contracts




---

---

---

---

---

---

---

---

---

---

---

---

**Food for Life**

The basis of Food for Life ...

- 30% Organic
- 50% Local Produce
- 75% Unprocessed

Food for Life Delivers...

- Approved Nutritional Standards
- Introduces Local Produce to Public Sector Procurement
- Establishes Links with Local Suppliers
- Requires careful Recipe and Menu Development
- Links with Education Curriculum
- Increasing children's awareness of real food




---

---

---

---

---

---

---

---

---

---

---

---

**IMPACT**

- Pilot at Hurlford Primary School, Kilmarnock
- Sourcing of Local Suppliers
- Now extended to 11 schools in East Ayrshire
- Increase in Uptake in Some Schools 17%
- Increased confidence of Council, Parents, Pupils, Teachers
- Wide Interest from the Media and Government
- Hungry for Success funding
- Independent Research & Evaluation
- It works! Cost, Quality and Educational criteria




---

---

---

---

---

---

---

---

---

---

---

---

## LOCAL SUPPLIERS

- Afton Glen Farm Meats **New Cumnock**
- Brownings the Baker **Kilmarnock**
- Peroni Fresh Fish **Girvan**
- Clyde Organics **Lanark**
- Corrie Mains Farm **Mauchline**
- Dunlop Dairy **Dunlop**
- Green City Wholefoods **Glasgow**
- Stair Organic Growers **Stair**



**onsite**  
local services@east-ayrshire.gov.uk

---

---

---

---

---

---

---

---

## WHERE DO WE GO FROM HERE?

- **A Sustainable Catering Service**  
Involves a step change in the entire Food Chain

- **Resources**  
Transition from a 'commercial' to a 'health and well being' service requires funding

- **Skills**  
Improved skills at each stage of the food chain
  - \*food producers/SMEs need to organise
  - \*Procurement officers lack confidence
  - \*Catering staff need training
  - \*Pupils etc need to be actively involved

**Political Support & the Ambition of Colleagues**  
We need to change our thinking



**East Ayrshire**  
COUNCIL

**onsite**  
local services@east-ayrshire.gov.uk

---

---

---

---

---

---

---

---



**ROBIN GOURLAY**  
Head of Service  
Educational and Social Services  
East Ayrshire Council  
Tel: 01563 555710  
email: [Robin.Gourlay@east-ayrshire.gov.uk](mailto:Robin.Gourlay@east-ayrshire.gov.uk)

**onsite**  
local services@east-ayrshire.gov.uk

---

---

---

---

---

---

---

---