

## Building on Success - Waltham Forest Catering School Meals Strategy

### Action Plan 2011-2014

Priority	Outcomes	Baseline	Target	Lead Officer / Agency	Deadline for completion
<b>Priority 1</b> <b>Increase the number of pupils choosing to have school meals</b>	1. Increase the overall take-up of school meals in schools catered for by Waltham Forest Catering, by a further 5% from baseline data collected for the 2010/11 NI 52 report (as submitted for Waltham Forest Catering)	56%	61%	WFC, schools	31.3.2014
	2. Increase the take-up of school meals in Secondary Schools by 5% from baseline data collected for the 2010/11 NI 52 report (as submitted for Waltham Forest Catering)	47%	52%	WFC, schools	31.3.2014
	3. Increase the take up of school meals of pupils eligible for FSM by a further 3% in schools catered for by Waltham Forest Catering, from baseline data collected in Jan 2011 PLASC	87% of pupils eligible for FSM	90%	WFC, schools, Change for Children team, School Food Trust	31.3.2014
	4. Work with schools to improve school kitchen equipment and kitchen facilities, in particular those schools that do not currently have kitchens.	n/a	n/a	Schools, WFC, SOPD	On-going

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	5. Increasing awareness of, access to and information on eligibility for FSM by: <ol style="list-style-type: none"> <li>1) refreshing the Benefits FSM leaflet</li> <li>2) Link Benefits FSM system with government's ECS hub checking service, producing an immediate confirmatory letter to parents to provide to schools</li> <li>3) Benefits to automate FSM entitlement notification to schools</li> <li>4) On-going school meals marketing, to include encouraging meal take-up and communicating access to FSM's</li> </ol>	n/a	n/a	Benefits team, WFC	1) May 2011 2) May 2012  3) Sept 2012 4) On-going
	6. Provide targeted information on school meals to all parents of new Year 7 pupils	n/a	n/a	WFC + schools to distribute	Sept 2012
<b>Priority 2 Ensure the future sustainability of Waltham Forest Catering</b>	1. Schools signed up to a 4-year school meals SLA from 2014	65	64	WFC	31.3.2014
	2. An appropriate cashless payment system developed or identified and made available to all schools catered for by WFC. In secondary schools, this will also help to ensure that money intended to be spent on school meals is spent in the school.	4 schools	Made available to / established in all schools in the WFC SLA i.e. a further 60 schools	Schools, WFC, ICT	March 2014
	3. Undertake a benchmarking exercise with neighbouring Local Authorities to compare selling price, food and labour costs of school meals	n/a	n/a	WFC	July 2012

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<b>Priority 3</b> <b>Involve and inspire children, parents and carers to influence their attitude towards school meals</b>	1. Work with secondary schools to develop bespoke school meal marketing campaigns which focus on increasing the take-up of school meals and communicating 'healthy food' messages	n/a	6 secondary schools	WFC, Secondary schools, Change for Children team	Pilot to commence Sept 2011, then rolled out to other schools as agreed with respective headteachers
	2. Produce termly menu/newsletters for families, distributed through schools	n/a	termly	WFC	On-going
	3. Undertake focused customer satisfaction survey	n/a	n/a	WFC	May 2012
	4. Work with primary heads and school pupil groups to further improve menus to ensure they meet school and pupil needs	n/a	n/a	WFC, headteachers	On-going
	5. Promote parent workshops, especially those which target new parents of Yr R pupils, to increase knowledge of the benefits of school meals and provide information on healthy eating, in at least 5 schools.	n/a	5 schools	Change for Children team	March 2012
	6. Provide termly midday assistant training for primary schools on Promoting Healthier Lunchtimes	n/a	50	Change for Children team	March 2012

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<b>Priority 4</b> <b>Ensure consideration of school meals becomes central to related policy making</b>	1. School nurses to promote school meals during one-to-one contact with families and parent workshops	n/a	n/a	School Nursing Service	On-going
	2. WFC contributes to the development of a childhood obesity strategy, with school meals contribution identified in strategy	n/a	n/a	Public Health, WFC	On-going
	3. WFC contributes to the refresh of the council's Child Poverty Strategy in 2011	n/a	n/a	WFC	On-going
	4. Distribute update of Waltham Forest Catering School Meals Strategy to relevant LBWF Policy and Planning teams and other partner organisations to help inform future planning and policy making	n/a	n/a	WFC	Dec 2011
<b>Priority 5</b> <b>Work towards achieving excellence as a service</b>	1. Hold a school meals stakeholder event to help inform strategy and action plan	n/a	n/a	WFC	June 2012
	2. Replace service equipment with modern alternatives where required, to improve the presentation and image of school meals	n/a	n/a	WFC	On-going
	3. Improve customer care through bespoke customer care training for all catering staff	n/a	All catering staff trained	WFC, CLaSS	Rolling programme during recess periods

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	4. Continue to develop cookery skills and healthy food knowledge to ensure staff are equipped to meet the demands of a modern, fresh cook school meals service, including in-house trainee cook programme	n/a	n/a	WFC, Change for Children Team	On-going
	5. Achieve Food For Life Bronze Catering Mark and use as part of marketing	n/a	October 2011	WFC	Oct 2011
	6. Achieve Good Egg Award and use as part of marketing	n/a	November 2011	WFC	Nov 2011
	7. Encourage all schools catered for by Waltham Forest Catering to have a planned approach to replacement of heavy-duty kitchen equipment, e.g. ovens, hot plates, ventilation systems	n/a	n/a	Schools, SOPD, assisted by WFC	On-going