

EAST AYRSHIRE COUNCIL
CABINET REPORT: 18 JUNE 2008

SCHOOLS MEALS
ETHICAL INCENTIVE SCHEME

Report by the Executive Director of Educational & Social Services

1. PURPOSE OF REPORT

- 1.1** This report describes a proposed School meals 'ethical' Incentive Campaign. The report recommends creating an alliance with a charity who would benefit from participation.

2. BACKGROUND

- 2.1** One of the key recommendations of the Schools (Nutritional Health Promotion) Act 2007 is to place a duty on the Council to promote the uptake of School Meals.

- 2.2** In 2006 the Council awarded a contract to assist with the development and implementation of a marketing plan, which complemented a range of initiatives developed by East Ayrshire to improve School Meals.

- 2.3** The first year of the marketing plan communicated the nature and credentials of the School Meals Service in East Ayrshire. The marketing material developed demonstrated a high quality service that is an integral part of the school, focused on health and education, as well as providing excellent quality menus and food.

3. DEVELOPMENT

- 3.1** Having established the credentials of the service it is proposed that 2008/09 the marketing plan focuses on pupils as the users of the service. In keeping with the ethical nature of the Service that has been developed, it is proposed to create an alliance with a charity for an ethical incentive programme, which aims to increase the uptake of school meals thereby benefiting pupils who use the service in East Ayrshire, and through this children suffering deprivation in the third world.

- 3.2** Having considered a number of potential charities including UNICEF, Malawi Mary's Meals, Save the Children, the world Food Programme and Oxfam, it is proposed that a charitable organisation which presents the best opportunities, should be able to support the initiative with

- Educational resources which are free and can be made available to schools

- Ethical promotional gifts which can be used in East Ayrshire Schools
- An outstanding reputation as a charity and a wide range of projects in the third world
- Able to demonstrate a determination to fight poverty and improve the lives of children in adversity in the third world. Offering for example the opportunity to fund school food, educational resources or teacher training, provide livestock for a village or family, classroom resources, tools for farming or the technology to source a fresh water supply.

4. THE INCENTIVE SCHEME

- 4.1** The scheme is designed to strengthen the partnerships between the whole school and enhances citizenship and enterprise within the school. It will be supported by a range of posters, cards and leaflets explaining the scheme to parents and pupils, along with other promotional items, partly provided by Oxfam

Primary Schools

For each meal a pupil purchases or receives a free meal a stamp is recorded in a card. When 10 stamps are recorded in the card this is deemed as accumulating one point.

In primary schools progress will be reported to pupils through class and school posters.

Secondary Schools

When each student makes a purchase at lunch time to avoid increasing queuing time, the catering staff will record the number of meals and the number of meals purchased on the day will be credited to the school on the same basis where 10 meals equates to one point it may be possible to incorporate cards or bar coding. This has to be further investigated.

In secondary schools information on points accumulated will be made available through

- A set of benchmarking posters
- A CD Rom which can be broadcast on plasma screens in dining rooms

Examples

- Help find water = £400 = 8000 points
- A set of 15 books = £60 = 1200 points
- Reading classes = £49 = 980 points
- Tools for farming = £30 = 600 points
- A desk and chair = £30 = 600 points
- A goat = £25 = 500 points
- 24 chickens = £12 = 240 points (1 chicken = 10 points)
- School dinners for 100 / £6 = 1 school dinner = 1 points

- Onthank Primary has the largest school roll with a potential of 9171 customers per year. The current uptakes is 46% = 4,100 points
- Littlemill Primary as the smallest school roll with 32 pupils could have 600 points. The current uptake is 43% - 250 points.
- James Hamilton Academy is an average academy with 770 pupils and could have 14,600 points in a year. The current uptake is 42% - 6100 points.

Participation by schools will require some minimal involvement in the administration of the scheme, participation will be voluntary. It is hoped however that schools will become active participants involving pupils and reporting, progress throughout the year.

5. RISK IMPLICATIONS

There are no significant risk implications and auditable records will be maintained

6. FINANCIAL IMPLICATIONS

The cost of the incentive will be guaranteed from funding budgeted for marketing to implement the Schools (Nutrition and Health) Promotion Act 2007. At current uptake levels, this would generate a cost for the Council and benefit to the charity of the following:

- A current uptake of 45% generates £7,200
- An increase to 70% uptake generate £16,000
- An 100% uptake this generates £16,000

It is anticipated however that the increased uptake will overall benefit the school meals income budget and therefore be self financing.

7. LEGAL IMPLICATIONS

7.1 Nil

8. POLICY IMPLICATIONS

8.1 Nil

9. COMMUNITY PLANNING IMPLICATIONS

9.1 The incentive scheme promotes citizenship, enterprise and community learning. The school meals service is important across a range of health, education themes including eliminating poverty.

10. RECOMMENDATION

10.1 Members are asked to approve:

- (i) the implementation of incentive scheme involving school meals and a suitable charity
- (ii) note that the scheme would be active September to March; and
- (iii) otherwise note the content of the report

Graham Short
Executive Director of Educational and Social Services

RG/JW
22 May 2008

LIST OF BACKGROUND PAPERS

Nil

Members wishing further information should contact Robin Gourlay, Head of Facilities Management, Tel: (01563 576089)

IMPLEMENTATION OFFICER: Robin Gourlay