

EAST AYRSHIRE COUNCIL

EDUCATION COMMITTEE – 07 NOVEMBER 2006

HUNGRY FOR SUCCESS DEVELOPMENT PLAN

Report by Executive Director of Educational and Social Services

1. PURPOSE

- 1.1** To seek the approval of the committee for the proposals detailed in the Hungry for Success Development Plan for 2006/2009.

2. BACKGROUND

- 2.1** The recommendations of the report Hungry for Success – A Whole School Approach to School Meals in Scotland, were formally adopted by the Education Committee at its meeting of 23 March 2004.
- 2.2** Hungry for Success has been extended for a further three years to allow the continued implementation of the recommendations, with national funding for financial years 2006/2007 to 2007/2009 being made available to local authorities through the National Priorities Action Fund for Education. The funding also includes the continuation of a free fruit scheme for Primary 1 and Primary 2 pupils.
- 2.3** The recommendations detailed in the report “Hungry for Success” are extensive and support an approach that incorporates many aspects relating to the goal of improved nutrition for pupils in schools including the social experience of eating with friends, information to parents on food, and improving the fabric of dining rooms.
- 2.4** The core objectives of the report are to:
- improve the presentation of school meals, and uptake of free meals;
 - establish the National Nutrient Standard for School Meals in primary settings by December 2004 and secondary schools by December 2006;
 - eliminate any stigma attached to free meals; and
 - encourage a whole school approach, integrating with the curriculum, building alliances within the school, and with parents in the community.
- 2.5** The Development Plan has been produced for approval and a copy has been placed in the Members’ Information Point.

3. PROGRESS OUTCOMES

- 3.1** The Hungry for Success Development Plan is formulated with the intention that the 3 year funding must be used in ways that are appropriate in a distinctly East Ayrshire context and assist in achieving the National Priorities for Education 2 and 3; where priority 2 concerned with Improving the School Environment and 3, that Every Pupil Benefits Equally from Education. It has also been produced in recognition that it should contribute meaningfully to the Council's Community Planning Framework.
- 3.2** The funding is available for 3 years to 2008/09 and the financial proposals and priorities are contained within the Development Plan. The framework and priorities have been produced in the light of experience and present the opportunity to build on those initiatives which have proved to be most successful.
- 3.3** There are a variety of initiatives ongoing and being developed including:
- The fourth new annual cycle of Menus which comply with the new National Nutritional standards:
 - Breakfast Clubs;
 - Additional staffing to reduce queuing times;
 - Free Fruit;
 - Free Bread;
 - Cashless Meals;
 - Some scope for dining room improvements;
 - Links with the curriculum;
 - Healthy vending;
 - A professional marketing plan which it is proposed will be market tested and awarded by competitive tendered; and
 - Staff training in nutrition and other aspects that will improve the credentials of the service.
- 3.4** A significant proposal is to extend the use of local and organic produce in primary schools from the 11 schools who currently benefit from this initiative, to 25 schools. This is just one of the ways that the school meals service in East Ayrshire has successfully developed the Scottish Executive's "Hungry for Success" programme and introduced an approach to school meals that is significant in the context of the Council's Community Planning priorities.

4. POLICY / LEGAL IMPLICATIONS

- 4.1** The Hungry for Success Development Plan adds value to the Council's entry for Health Policy. There are no legal implications.

5. COMMUNITY PLANNING IMPLICATIONS

- 5.1** Recognition of the central role School Meals have in combating poor nutrition and helping improve lifestyle within schools and communities is a key attribute of the Council's Community Plan. Particularly the Improving Health theme.
- 5.2** Consistent with the Local Government (Scotland) Act 2003, Hungry for Success recommends that in any Best Value review the role of the school meals service, as part of the education and health strategies, should be taken into account. It should not be considered simply as a commercial trading activity.

6. FINANCIAL IMPLICATIONS

- 6.1** The financial implications are detailed in the implementation plan. The funding for each of the financial years 2006/2007 to the financial year 2008/2009 is £655,740. This will be entirely supported by a Scottish Executive grant.
- 6.2** The Hungry for Success report recommends that its proposals are further supported by the Schools Estates Budget Plan and the Modernising Government Fund.

7. RECOMMENDATIONS

- 7.1** The Committee is requested to;
- (i) approve the Hungry for Success Development Plan, a copy of which is available at the Members Information Point;
 - (ii) approve the financial proposals detailed in the plan which are within the funding made available by the Scottish Executive for 2006/2007 to 2008/2009; and
 - (iii) otherwise note the contents of the report.

Graham R Short
Executive Director of Educational and Social Services

RG/MG
21 September 2006

LIST OF BACKGROUND PAPERS

Nil

Members requiring further information should contact Robin Gourlay, Head of Onsite Services (01563 576089)

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