East Ayrshire COUNCIL

INVESTOR IN PEOPLE

the guardian Public Services Awards 2005 in partnership with HAYS

Soil Association Food for Life School of the year award 2006

Sustainable Procurement Do You Get it?

An Approach Involving School Food

EAST AYRSHIRE COUNCIL SCOTLAND

Robin Gourlay

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onsite services@east-ayrshire.gov.uk

EAST AYRSHIRE

East Ayrshire COUNCIL

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 excellent service and value for money

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Developing School Meals

HUNGRY for SUCCESS

East Ayrshire COUNCIL

For East Ayrshire, Hungry for Success provided £650k each year for 6 years and created a tremendous opportunity to improve the whole service.

hungry for success
healthy eating + active living

A BEST VALUE SERVICE

Catering could now be looked at as more than just a commercial service.

ENGAGING WITH SCHOOLS

The service could now be seen as part of education and meeting wider policy needs

CULTURAL & COGNITIVE CHANGE

Able to promote good food and good nutrition

JOINED UP THINKING

Opportunity for joined-up-thinking.
Health, environment, community, public service, economic activity and education

1. ***Whole School Approach***
2. ***Better Quality food and Portions***
3. ***A National Nutrient Standard***
4. ***Described a service closer to an Health & Education Service than a Commercial Service***

Sustainable Development
THE TRIPLE BOTTOM LINE

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

The public realm is primarily about setting values and creating value – it is the realm not of profit and loss, but of citizenship, equity and service.

Professor Kevin Morgan, Cardiff University

East Ayrshire COUNCIL

THE POLICY FRAMEWORK in SCOTLAND

SUSTAINABLE DEVELOPMENT
Defined as the social, economic and environmental impact of everything we do and wherever we work…

CHOOSING OUR FUTURE & CLIMATE CHANGE BILL
Scotland's Sustainable Development Strategy

THE POWER of WELL BEING
To Benefit the Community

SCOTTISH EXECUTIVE GUIDANCE
Sustainability & Quality in the Procurement of Food in Catering

The Scottish Government

The SCHOOLS (NUTRITION AND HEALTH) ACT 2007
Hungry for Success - A Whole School Approach to School meals

hungry for success
healthy eating + active living

A NATIONAL FOOD POLICY
health and education to the economy and tourism, sourcing more Scottish food through public procurement

COUNCILS COMMUNITY PLAN
A local focus on Health, Education, Economic Development and Environment

East Ayrshire COUNCIL

DEVELOPMENTS 2003 – 2004

Social Economic Environment

New Scottish Nutrient Standards

Fresh Food and Fresh Cooking

Radical Menus and Recipe Book

Removed Processed Food

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

SCOTTISH Healthy Choices AWARD

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DEVELOPMENTS 2004 – 2005

Social Economic Environment

Teachers' Conference
Parents' Conference & Meetings
Standard Circular to Head Teachers
Involving Home Economics 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 Food & Local Produce

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DEVELOPMENTS 2005 – 2006

Social Economic Environmental

EU Procurement Contracts for Local Food

The challenge to increase uptake

4 phase of menu developments

Developing a Vocabulary of Food

To Implement an 'Ethical Marketing Plan'

More staff training

Tasting Stations in Dining Rooms

Better focussed Information to parents

Interactive Menu Boards for Special Schools

Introduction of a Family Service

Speaking to schools about Food and Environmental issues

Extending the Food for Life Initiative…

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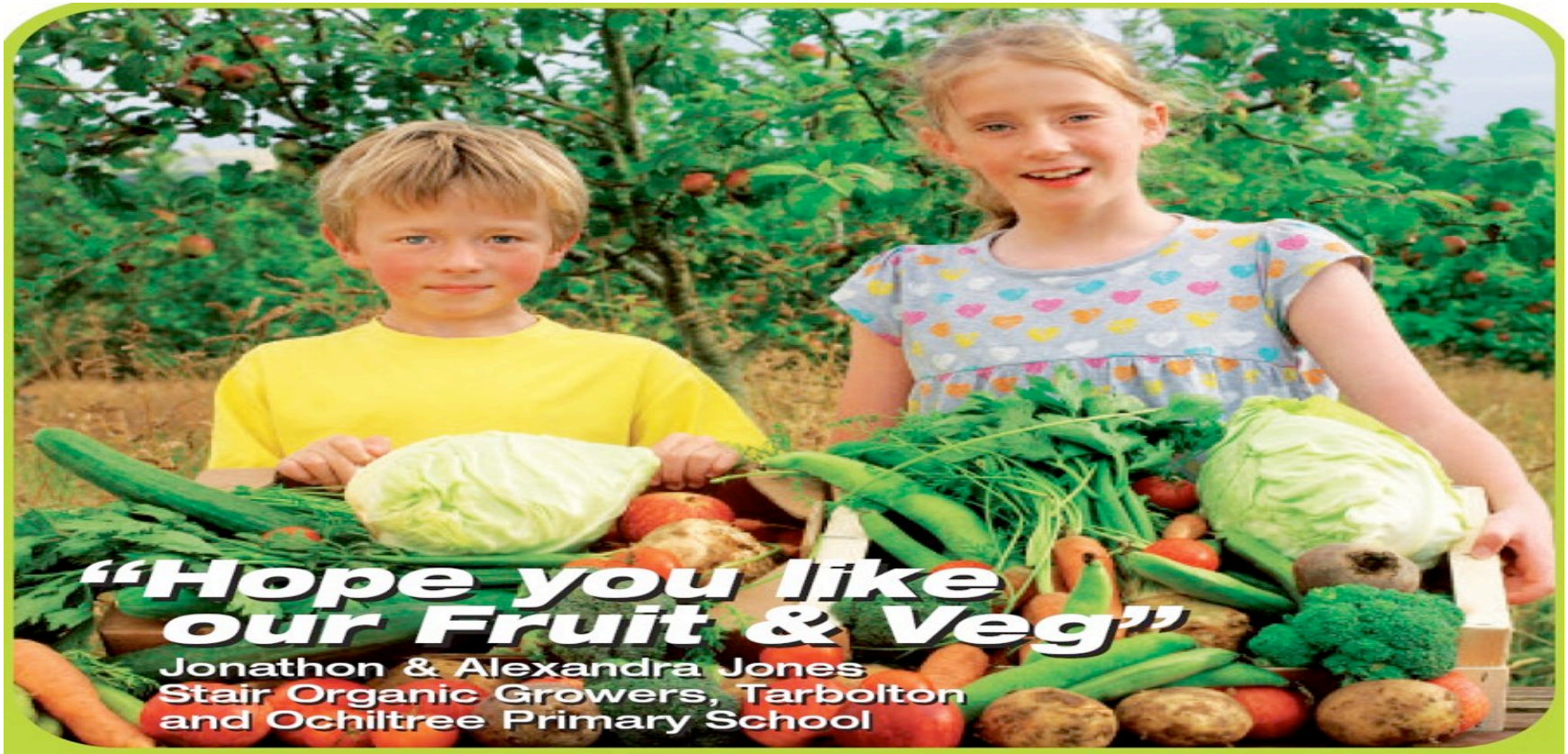


TAKE A FRESH LOOK AT SCHOOL MEALS

There's a good chance that your local school is getting it's fruit & veg from Jonathon & Alexandra's farm or one just like it. We're using as much fresh, local produce as we can in all our school meals, and it's increasing all the time. We're offering more choice, with lunch, deli, diner and café options. And we've reduced the queues, so pupils won't have to wait so long to enjoy good, nutritious food, freshly prepared.

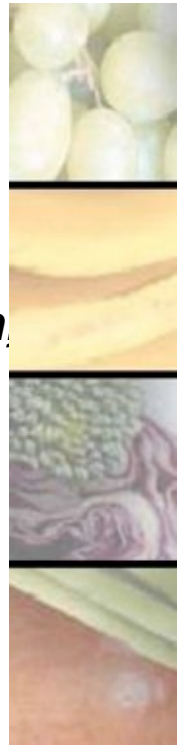
A school meal.
It's the best deal.

East Ayrshire Council

hungry for success
healthy eating active living

JOIN OUR CATERING TEAM AND HELP MAKE HEALTHY, LOCALLY PRODUCED SCHOOL MEALS. PLEASE CALL OUR RECRUITMENT HOTLINE 01563 555738

IS PUBLIC SECTOR FOOD PROCUREMENT AN ISSUE?



THE IMPACT of FOOD

- *31% Greenhouse Gases by Food Production, Storage, Transportation, Consumption and Waste.*
- *Soaring Cost of Oil &*
- *Energy – Rising Food Costs*
- *Demand for Food is Rising – BRIC Countries*
- *Changing Diet BRIC Countries*
- *Droughts in Grain Producing Countries*
- *Bio fuels versus Arable Land*
- *Commodity Speculation- Index Funds*
- *Correlation between Sustainability, Health, and Education, to Economic Regeneration*

SCOTLAND

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

ENGLAND

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

Food for Life

30% Organic Food
50% Locally Produced Food
75% Unprocessed Food

- Provides Good Food and Seasonal Variety
- Promotes Sustainable Procurement
- Considers a Wider Community Focus
- Engages Schools, Local Producers & Farmers
- Delivers National Nutritional Standards
- Integrates Food Education with the Curriculum
- Promotes a 'Social Dining' Experience

- ***Pilot extended to 30 schools***
- ***Best Increase in Uptake 25%***
- ***Additional Cost 15 pence per 2 course meal***

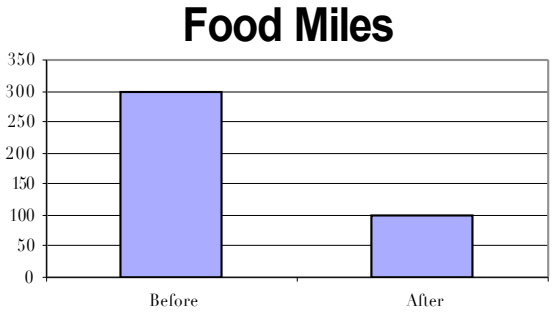
Soil Association
Food for Life
School of the year award 2006

LOCAL PRODUCE

EU ROCUREMENTCONTRACTS

Radius of 40 Miles

- 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



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THE IMPACT

Independent Research

ADAS for the Scottish Executive

- **PARENTS**
  95% support because it keeps money in the community
  80% better for the environment
  77% a good use of the Council's money

Kilmarnock Standard
Ayrshire Weekly News and Irvine Valley News
A MEAL FIT FOR A KING
Dinner ladies serve up right royal treat

- **PUPILS**
  88% say they like fresher food
  67% and think that meals taste better
  91% say it's better for the environment

- **CATERING STAFF**
  Appreciate working with quality produce & local suppliers

- **TEACHERS**
  Positive about educational benefits and quality

- **PRODUCERS**
  79% welcome the opportunity
  Pride in Community Involvement & secure contracts

THE IMPACT

Independent Research

East Ayrshire Council

SEPA Scottish Environment Protection Agency

AEA

AEAT Consultancy for SEPA

Forecasted Annual Saving

- **Reduction of 37.7 Tonnes CO2 emissions in one school alone.**
- **Carbon saving of 10.28 Tonnes**

PROJECT PART-FINANCED BY THE EUROPEAN UNION
Europe and Scotland Making it work together

ForthSector

Social Economy Scotland

Footprint Research

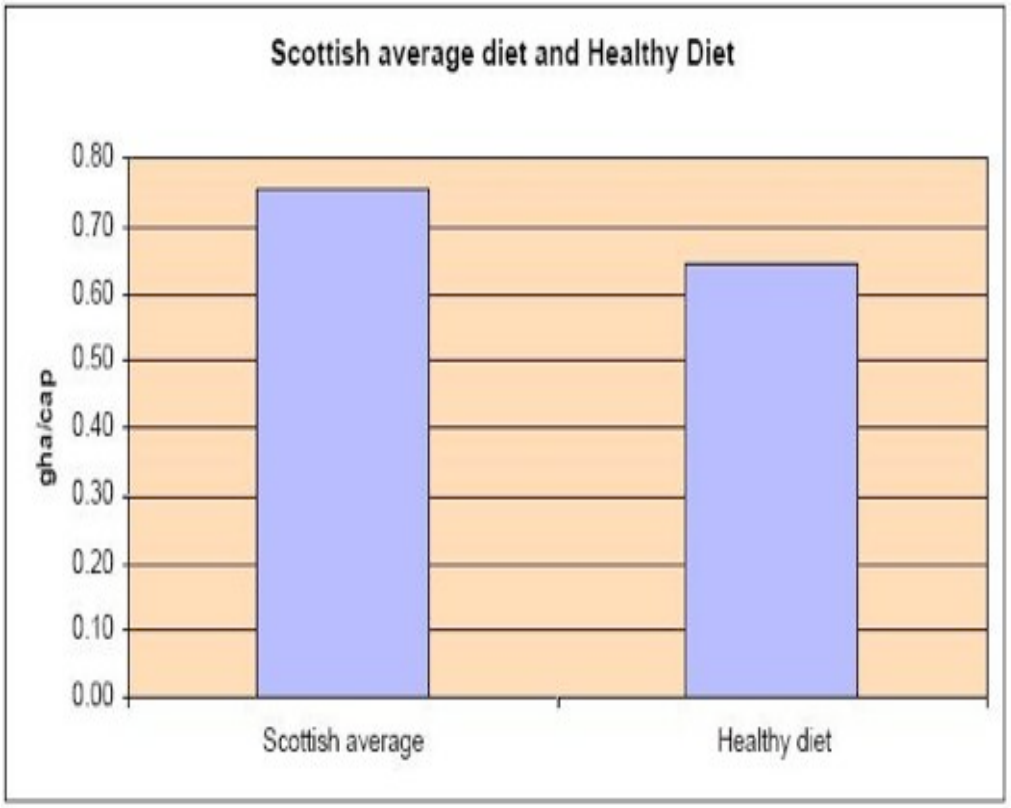
- **Estimated SROI index for the 11 school pilot of 3 - 1, i.e. for every £1 invested in the pilot, at least £3 in environmental, economic and social value has been returned [probable £6.19]**

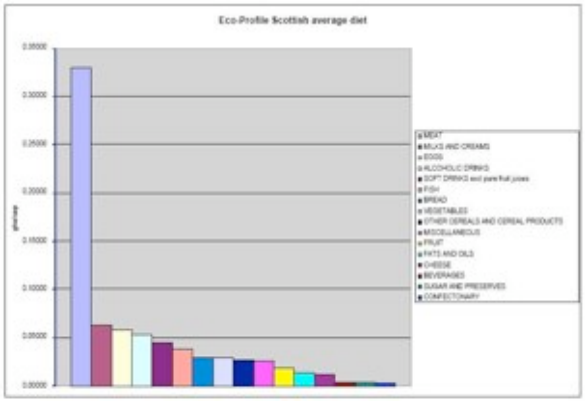
The cumulative impact of extending in these programmes each year is considerable!

Ecological Footprint of the Scottish Diet

A comparison with the current average Scottish diet shows that a healthier diet can reduce the Scottish food Footprint by between 15 and 25%.

Source: Frey& Barrett - The Footprint of Scotland's Diet Stockholm Institute 2006





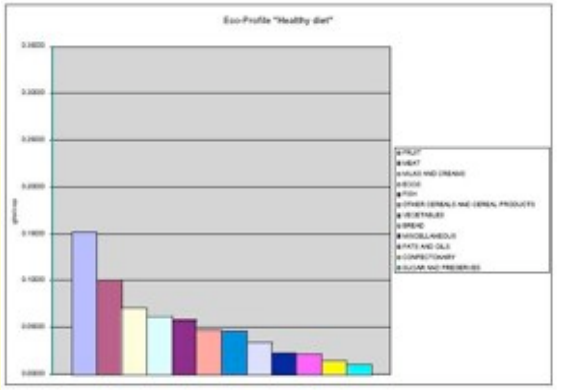


Figure 2. Eco-profile of a healthy diet according to nutrition guidelines

The BIGGER PICTURE

SCOTTISH EXECUTIVE GUIDANCE

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

The Scottish Government

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

The EAST AYRSHIRE APPROACH

EU PROCUREMENT

An advertisement in the *OJEU* and the *Local Press* for fresh food, non frozen.
23 Evaluation Criteria - including Partnership Working with schools.
Contracts awarded in October 2005 - 11 school pilot.
Tenders required method statements for example:

Net Price	**50%**	Financial Evaluation
Ability to supply deadlines	**15%**	Adaptability - alternative delivery methods Timescales from Harvest to Delivery
Quality and range of foods	**15%**	Product Assurance Schemes Ethnic, Cultural, Religious Diet Needs Seasonal and Traditional Produce Reduction of Pesticides etc
Food handling arrangements and facilities	**10%**	Quality System - approved by accredited certification body System of Food Safety Management & HACCP
Use of Resources	**10%**	Reduction in Environmental Impacts Contribution to sustainable development & Biodiversity Minimising Packaging Minimising waste, Recycle, composting etc Animal Welfare Standards

The BIGGER PICTURE

IS THERE PUBLIC INEREST & DEMAND FOR ETHICALFOOD?

East Ayrshire COUNCIL

GROWTH OF ETHICAL FOODS

- *Has risen by 62% in 4 years*

ORGANIC FOOD

- *Sales are growing by 30% per year*

- *66% of people buy some organic food*
- *In the most disadvantaged social groups 50% buy some organic foods*

A SUSTAINABLE SCHOOL MEALS SERVICE

Is a popular and necessary response to public demand…

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WHERE DO WE GO FROM HERE?

SUSTAINABLE SCHOOL MEALS

The relevance between Sustainability, Health & Education, to Economic Regeneration and Economic Development

CREATIVE USE of RESOURCES

- **Public Health and Sustainable Development Objectives**
- **Funding the Transition from a 'commercial' to a 'health & well being' service requires to be maintained**

EDUCATION

- **Promote Cultural and Cognitive change in the Community**
- **Pupils – Parents -Teachers should to be actively involved**
- **The Goal is 'Educated Consumers of Tomorrow'**

DEVELOP SKILLS

- **A step change is required at each stage of the food chain**
- **Better Organised Food producers**
- **Enlightened Public Sector Procurement Policies**
- **Trained & Knowledgeable Catering staff**

THE AMBITION of COLLEAGUES

- **Synchronised Political & Media support, and a culture of Public Entrepreneurship**

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IN CONCLUSION

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healthy eating + active living

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Soil Association Food for Life
School of the year award 2006

If the biggest challenge facing us all is Sustainable Development in 2008 with Social, Economic and Environmental change…

Then School meals delivery is uniquely placed to deliver that agenda.

It is in fact a 'litmus test of the public sectors commitment to Sustainable Development' *Professor Kevin Morgan, University of Cardiff.*

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