



Tracking your take up has just been made REALLY easy!

To help you track your school meal take up and to help you review how your meal service is progressing, we've developed a really easy and efficient tool for you on the Million Meals website.

- It will help you track the take up of school meals to allow you to simply keep a record of the numbers eating a school meal every day.
- It also allows you to set goals to increase your school meal numbers and to plot your progress over the term

All you have to do is enter some simple data about the number of children eating lunches and the system will calculate your take up percentage and track your progress for you.

It even plots the data in a graph for you which is easy to print off for presentations!

We have made the software simple to use and you can enter your data as often as you wish. Once the system has calculated your current take up, you can then begin setting yourself some goals.



It not only helps you track your take up and see how you're pro-

gressing but also celebrates how well you're doing on the Roll of Honour.

Its user friendly, easy to use and does all the graphs for you automatically, and what's more anyone in the school can enter the data! More information can be found on the website.

I've been using the tracker since September and its been really useful to see how things have worked. It's simple and quick to use. I get the figures from our school chef and in fact I actually put them in myself because it's a bit addictive and it takes 30 seconds to do and we can see really clearly and analyse our chart.

We think it's really helpful and the new helpful step by step guide is great.

Thank you very much and it's a really good tool!

Ruth Wylie, Head Teacher
Wrens Nest Primary School, Dudley

NEW! School Council pack out now - see page 5

CONFERENCE CALLS

- are you taking part? You're missing out!

Conference calls are a great way to exchange ideas and learn more about ways to improve your meal service

21-May	3.30pm	The school council pack	To explain the new resource recently delivered, promote awareness of the pack, and answer any queries about the pack.
04-Jun	3pm	Introduction to Million Meals	Provide a Welcome and induction to Million Meals, the resources and the site.

The Million Meals Conference Call is a great resource and efficient communication tool. They're held frequently to help give you ideas on what you can do to improve your meal service. The Call will be chaired by the School Food Trust who will introduce a Guest Speaker.

Details of previous calls—including a transcript and downloadable video file featuring the audio and presentation are all available on the website for you to view now!

Look out for emails about how to take part in the forthcoming conference calls, or alternatively contact **Carl Morgan** at carl.morgan@sft.gsi.gov.uk

For more information visit: <http://millionmeals.schoolfoodtrust.org.uk/conferencecalls>

New Fresh Look Marketing Guide for schools



Marketing is all around us – on the high street, in magazines and on billboards. By using a few of the same ideas that household names use, you can get the right foods to the right people, in the right place, at the right time and at the right price. The School Food Trust's latest guide aims to introduce basic marketing principles and bring them to life with real examples, to help achieve our common aim: selling more healthy meals to more pupils.

This easy-to-use guide not only brings marketing theory to life, it addresses the common issues that school food providers face, and suggests practical marketing ideas. A copy has already been sent to schools and further support will follow later this year when we release MADGe, our online marketing toolkit. This toolkit will provide schools with access to materials such as posters, newsletters and leaflets to help you

For more information visit

www.schoolfoodtrust.org.uk/resources/freshlookatmarketing

School of the Month

Do you want to win £5000 for your school?

Congratulations to:

**The King's School
Grantham, Lincolnshire**

For winning February's School of the Month for the theme: *Managing Resources*



Million Meals gives schools the chance to win **£5000** worth of equipment for your kitchen or dining room each month. Our School of the Month initiative rewards the excellent work schools are doing to transform their meal service.

This is a real opportunity to raise awareness of your efforts and to support changes that could increase your take up.

How do I nominate my school?

All you have to do is nominate your school for our 'School of the Month' award using the on-line nomination system. To help you complete your nomination, we have provided details of our evaluation criteria and a full list of terms and conditions on the Million Meals website.

We are all delighted that the hard work of the pupils, staff and governors in improving the whole dining experience at The King's School has been recognised and rewarded.

With the £5,000 prize money we will extend our cashless catering provision and purchase a cash loader and two further cashless tills which will reduce queues, help improve school meal take-up and create a calmer atmosphere in the dining areas.

Sarah Brown, Bursar's Dept
The Kings School

Here's a list of future Themes of the Month which will be used for our School of the Month competition. Thinking ahead will allow you to plan activities in advance to ensure that you are ready to apply for the competition.

May: Successfully implementing a packed lunch policy

June: Promoting and marketing food to pupils

July: Innovative ways to Increase the take up of Free School Meals

***Could your school win our next
School of the Month?***

Why not consider what changes you can make to your meal service, look at the case studies on the website for ideas!

**SCHOOL
FOODTRUST**
Eat Better Do Better

New on the website!

In response to requests from users we've re-designed the Million Meals home page to include direct links to the new items, and resources we have uploaded. Created to help you find the things we know you are looking for the most and our new information and resources to make your visit much easier. Log-in to the Million Meals website and you will now find on the home page, links directly to:

- **Our new and improved tool to support tracking take up of school meals**
- **Our new image gallery**
- **Conference Calls**
- **Be Creative, our curriculum pack about marketing school food**
- **Our Governors Guide**
- **School of the Month**
- **Our Forum which allows you to speak to other schools for advice on how they have improved school meals.**



We will ensure that this is kept up to date when we add new content so that you can easily keep up to date with new information. If there is anything that you feel would be useful to add to the home page then please let us know at million.meals@sft.gsi.gov.uk

Image Gallery



Here is an image from Egglecliffe School in Stockton-on-Tees who won our School of the Month award in October. This shows the effective way they've displayed their winning certificate and press photo in their reception for all to see!

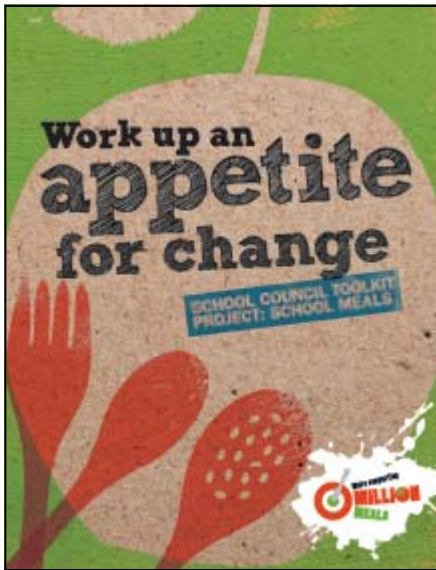
The Million Meals Website now has an image gallery where you can upload pictures relating to school food for others to see.

Any image you have, whether it be a new dining hall, a new menu, a parents or taster evening, a theme day, food pictures, a prize award or any other picture relating to school food and the improvements that you have made. To upload an image, simply click on the Image gallery link from the home page, Click the green link which reads Upload a new image to the gallery, give your image a caption describing what the picture is, click the browse button to locate the image on your computer (it must be no larger than 2MB) then click upload. You can view the image library at any time. Click on the first picture on the page and you will see it enlarge. Hover your mouse over the larger image and you will see scroll buttons, allowing you to scroll through the images uploaded to the site.

WORK UP AN APPETITE FOR CHANGE

Read all about our new pack for School Councils!

Keep a look out for
this in the post!



Our new initiative has evolved from an understanding that School Councils, whilst taking an active interest in school meals, often need help, ideas and guidance in bringing about the change that they and their peers desire when it comes to the type of food they eat and the environment that they eat it in.

Work Up An Appetite For Change is a project based resource pack that takes the form of a 6-step plan that:

- the School Council can follow. The plan, requiring collaboration with and approval from catering managers,
- teachers and School Leadership Teams, has been constructed to lead school council members through a
- process of debate, research and action.

The pack includes:

- A toolkit with 6 introductory pages, 6 dividers and 28 information pages
- The pages have been pre-hole punched for inclusion in existing School Council folders
- Front, back and spine covers for these folders have also been included. This will enable easy reference to the resources for today's and future School Councils
- An interactive CD-ROM

The School Council will need to involve catering managers and other canteen staff to bring the plan to life.

Keep a look out for this pack - we hope you find it useful

**Campaign update:
we currently have 4888 schools
supporting Million Meals!**

NAHT President goes back to school!

The President of the National Association of Head teachers, Dr Chris Howard, joined Chris Wainwright, Director of Communications at the School Food Trust and pupils at Blatchington Mill School in Hove for a tasty school lunch on Thursday 30th April ahead of the National Association of Head teachers Annual Conference held in Brighton.

Dr Howard sampled the healthy school food on offer in a show of support for the work of the School Food Trust and the Million Meals campaign to improve the quality and increase the take up of school food.

He spoke ahead of the visit;

'The NAHT firmly believe that a healthy diet means a healthy mind and have always strongly supported the work of the School Food Trust to promote healthy eating in schools. We keenly appreciate that education isn't just about what goes on in the classroom but how the school influences the attitudes of young people in all aspects of school life and that includes the dining hall.'



Chris Wainwright and Dr Chris Howard enjoy a school lunch at Blatchington Mill School



The School Food Trust attended the NAHT conference to promote Million Meals and provided a healthy lunch for all delegates during the main conference days. We received lots of positive comments from Head teachers about the tasty lunch!

Feedback

We welcome your feedback. If you have any comments or suggestions for our newsletter, please let us know by emailing:

million.meals@sft.gsi.gov.uk



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