

What a difference an Ed makes!

Tuesday 13 November 2018



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FEEDING AMBITIONS

Who are we?

- CATERed is unique
- We are run as a cooperative trading company with all surpluses reinvested back into the company for ongoing development, management and maintenance of the estate
- We were created to ensure that all children & young people in school across the city can access great tasting, high quality food whatever their background or school attended
- We operate through the use of school budgets which are shared willingly by all schools to support each other, altruistically and for the greater good

business **Ne**

City council branches out

Business Editor **WILLIAM TELFORD** takes a look at companies that have been created out of Plymouth City Council, under the Government's austerity package

BACK to school September is always a busy month – especially if you are in charge of feeding up 12,000 meals a day. CATERed, the city's long-aided meal provider and the UK's only feeding charity children across Plymouth.

Set up as a co-operative trading company it is jointly owned by 27 schools and Plymouth City Council. The for-profit company grew out of what was the council's catering service as local authorities spent less time.

In this case it goes back several years when Government funding arrangements were changed, forcing schools to run their own kitchens.

The majority of Plymouth's secondary schools have been making their own lunch-time arrangements for the past several years and now many of the special schools are also doing so.

The council's catering service was handed over to CATERed in 2011. Since then, local authority have been providing the food and CATERed has been established to provide the catering service. The council is now being part of a large group which includes secondary schools.

"We looked at outsourcing the catering service to the schools and it was decided that the council should run it," said David Thomas, CATERed's managing director.

"We needed to create a company that could do for them."

"CATERed found a way to establish a company that could do for them. It was a success because it was a company that could do for them."

"The city support each other. And the economy of scale means we can provide food and delivery a service that is not available elsewhere."

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"It is an exciting right moment for us. We have been working to local government of the new and see the council's additional efforts more than ever."

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CATERed

CATERed's school meals provider now the largest in the country. It is not owned by council as it is a separate business unit. It provides food and catering for 12,000 children a day across Plymouth. It is a success because it was a company that could do for them.

On Course South West

On Course South West is a new initiative that aims to improve the lives of young people in Plymouth. It is a success because it was a company that could do for them.

Widen

Widen is a new initiative that aims to improve the lives of young people in Plymouth. It is a success because it was a company that could do for them.



Supporting the Community

CREATING THE CONDITIONS FOR FAIRNESS

The Plymouth Fairness Commission Final Report



March 2014

Better nutrition across the city

With growing levels of obesity, proven damage to human health caused by high levels of fat, trans fats, salt and sugar in cheap fast food and ready-meals, and low levels of fruit and vegetable consumption, there is increasing evidence that those on the lowest incomes are suffering disproportionately from poor nutrition.

Free school meals

Evidence shows that providing children with a free, nutritious meal during the school day gives pupils clear health and educational advantages. There can, however, be peer stigma attached if these are only given to children from disadvantaged backgrounds. Both encouraging economies of scale through greater take-up and maximising the pupil premium will help offset this cost.

Providing universal free school meals would also help tackle the problem of getting take up from families entitled to them. Low take-up of free meals reduces the pupil premium funds available to schools, as this additional money, to be spent on children from poorer backgrounds, is determined by how many pupils are claiming free meals. A 2012 Department for Education report estimated that 200,000 pupils are entitled to a free meal but fail to claim it, while a further 300,000 register but do not actually eat the meals. While most schools now use a cashless system where money is paid in advance by parents for by the local authority, this has been the approach adopted for some families around "free school meals for all". The fact that every child is entitled to a free school meal, regardless of their financial status, has proved to be a successful approach.

The food poverty epidemic

"We urge the Government to find creative, fair ways to ensure all in this rich country to have enough money to be able to eat healthily. This work is urgent."

National Recommendation

1. The Fairness Commission School Food Plan report states that 1.5 million people in the UK are now reliant on food hand-outs. The recent published report by Warwick University for Defra, Food Aid Research Report, concludes that low incomes, unemployment and benefit delays have combined to triple the number of families relying on charities for basic food supplies. Defra estimates that over 2 million people in the UK are already malnourished, with a further 3 million at risk of becoming so. In the sixth richest country in the world, GPs are reporting an alarming increase in child malnutrition.

Local Recommendation

1. The Commission recommends that the Department for Work and Pensions urgently addresses the delays in benefit payments when notified of changes in individual circumstances and the inappropriate use of benefit sanctions.

Filling the growing food gap

It's not just the growing numbers that Mark Hill, Plymouth Foodbank's project manager, has noticed, but the types of people being referred and where those referrals are coming from. "Benefit delays when people's circumstances change are causing real problems", she reports, "the amount of time it takes to make the changes and give people their money is just too long. We're also seeing a rise in the number of people getting in-work benefits affected by food poverty. They're working, but their wages are too low to make ends meet."

And, since the abolition of Social Fund Crisis Loans by the central government in April 2013, she's seen an increase in referrals from the Job Centre and the Emergency Welfare Centre.

"With no crisis loans available, it seems Foodbanks are increasingly regarded as a third arm of the state. Without the funding of course."

3. We also recommend that all schools providing meals in Plymouth must meet the National School Food Standards.

Key agencies in delivery: Health and Wellbeing Board, all Primary and Secondary Schools

Proposed timeline: September 2015

Many organisations, such as Food Plymouth and Sustainable Food Cities are already leading promising food initiatives in the city. However, there are still food deserts in parts of Plymouth and the Commission believes the benefits of these different initiatives could be extended if they were better co-ordinated.

Local Recommendations

4. We recommend that the role of the Office of the Director of Public Health within Plymouth City Council be expanded to include food poverty with responsibility for co-ordinating food poverty initiatives, including those providing healthy and affordable food in communities, across the city. We suggest the following activities are undertaken to support this:
 - ▶ "Struggling to Eat Well" Surveys, aimed at identifying nutritionally vulnerable infants, and primary school age children and older people.
 - ▶ Extending the provision of meals cooked in schools to older people in the community.
 - ▶ Mapping food outlets to identify food retail deserts and areas where the provision of food vans and local box schemes would be beneficial.

National Recommendation

1. That the Department for Work and Pensions urgently addresses the delays in benefit payments when notified of changes in individual circumstances and the inappropriate use of benefit sanctions.

Much more than just affordable food

When you're struggling to find money for the weekly shop, as just one of the challenges facing you. In an ideal world, you could buy cheap, nutritious food, join a cookery class, enjoy a coffee, get expert debt advice and even help to host your job skills, all under one roof. Since the opening of Community Shop in December 2013, that option is now a reality for low income families in Goldthorpe, Barnsley.

Billed as the first 'social supermarket', Community Shop buys surplus food from supermarkets – and every supermarket has then access to all the advice and support services from Community Shop's 'Community Hub', supported by local supermarkets, it's currently the first pilot of a development with huge potential to help communities across the UK.

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Key agencies in delivery: Health and Wellbeing Board with voluntary and community sector partners

Proposed timeline: August 2015



CATER^{ed} Core Values

Embedded our core values:

- **Feeding Ambitions**

Staff enjoying their work, nurturing and engaging children in a light-hearted, relaxed way with honesty, humour, knowledge and positivity

- **Making a Difference**

Staff sharing their knowledge and passion for food. Exploring, opening minds to the wonderful world of food and cultural differences through foodie facts. Raising aspirations of staff and customers alike

- **Every Child – Every Time**

Pioneering staff, embracing change. Encouraging varied diets, adventurous appetites and clean plates. Becoming the hub of Food Culture. Having a life changing effect on pupils



Breakfast & lunch

Lunch

- 12,500 freshly prepared, hot school lunches each day
- Locally, regionally sourced ingredients
- Increased by 37% since our “go live”
- Paid take-up also increased by circa 10%

Breakfast

- CATERed staff involved in 22 breakfast clubs (jointly with the school)
- In 2 schools CATERed run service independently
- Staff, food and breakfast time activities
- A number of schools access Magic Breakfast

<https://www.magicbreakfast.com/Default.aspx>

FEEDING AMBITIONS



Not just for term-time



Holiday
Hunger.

How we're tackling Holiday Hunger

- We know that a significant number of families struggle during school holidays when access to UIFSM, Benefit-based FSM and affordable Paid for School Meals are not available
- To reduce costs and remove stigma we take free, freshly prepared bagged lunches to play parks and spaces during August each year
- Locations selected based on knowledge of school rolls, eligibility for Benefit-based FSM and meal take-up



How we're tackling Holiday Hunger

- Food and packaging is donated by all of our suppliers
- Labour is provided to prepare and distribute lunches by CATER^{ed} staff volunteering
- Filled wrap or meat / vegetarian pasta pot with a homemade cookie, fruit, and tetra pack of water

ed's
**BIG SUMMER
FOOD TOUR** 4

We are giving out 300 free lunches to children between 12pm and 2pm every Tuesday and Thursday throughout the summer holidays. To find out where and when visit www.catered.org.uk



Ed's Big Summer Food Tour

We also used the tour dates to promote CATER^{ed} and everything we do, including:

- Menus in the lunch bags
- Ed colouring sheets
- Postcards explaining UIFSM or the cost of a paid for meal
- Data collection from parents and carers about their views of UIFSM, school meals and affordability

ed's
**BIG SUMMER
FOOD TOUR**

CATER^{ed}
FEEDING AMBITIONS



Kindly supported by

Bidvest
Foodservice
inspired by you

BUNZL

BOORSE FOODS
QUALITY BUTCHERS

**Tamar
Fresh**
FOODS

**WE HOPE YOUR CHILD
ENJOYED THEIR FREE LUNCH!**

Did you know that if your child is aged 4 to 7 they are automatically entitled to a free school meal?

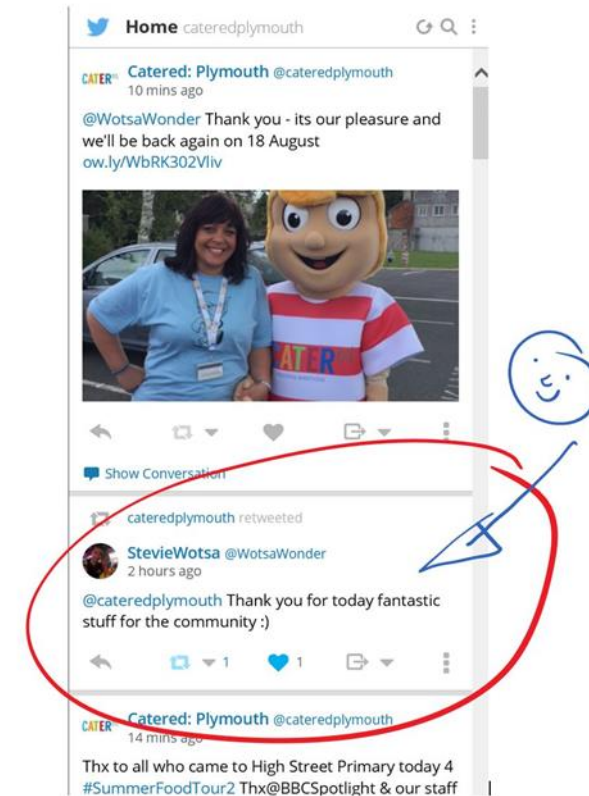
If your child is 7 or older they can enjoy a hot lunch and choose from a fantastic choice of meat and vegetarian meals, hot and cold puddings or fruit and a drink of milk, juice or water for just £2 a day.

Don't take our word for it go to www.catered.org.uk and see Ed's great menu for yourself.

Numbers grow – next steps



- Numbers fed have increased from 614 in 2014 to 3,000 in 2016 through Ed's Big Summer Food Tour
- In 2017 we joined with PCC Library Service who successfully applied for a grant and used the funds to ask CATER^{ed}, as an extension of Ed's Big Summer Food Tour, to launch Lunch at the Library on Wednesday's throughout August
- Libraries were selected to increase engagement and locations close to schools with lower participation in the Summer Reading Challenge.
- Combined number of children fed in 2017 was 6,500 at nil cost to CATER^{ed} or PCC and plans are underway for Ed's BSFT#4 linking again with libraries



Ed's Big Summer Food Tour#4



ed's
**BIG SUMMER
FOOD TOUR 4**

We are giving out 300 free lunches to children between 12pm and 2pm every Tuesday and Thursday throughout the summer holidays. To find out where and when visit www.catered.org.uk



THE READING AGENCY AND LIBRARIES PRESENT
**MISCHIEF
MAKERS**
SUMMER READING CHALLENGE 2018

People will help.....

- In 2018 for Ed's BSFT#4 – we fed

8,984

- Linked again with the library service to boost access to libraries, IT and the Summer Reading Challenge to offer Lunch at the Library each Wednesday
- Transforming Plymouth Together
- Greater support from a wider range of suppliers
- The CATER^{ed} approach is recognised locally and nationally as a model of innovation and excellence

Ed's Big Summer Food Tour is back! CATER^{ed}
FEEDING AMBITIONS - MAKING A DIFFERENCE EVERY CHILD EVERY TIME

ed's BIG SUMMER FOOD TOUR 4
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MISCHIEF MAKERS
THE READING AGENCY AND LIBRARIES PRESENT
SUMMER READING CHALLENGE 2018
LOVE YOUR LIBRARY

DATES AND PLACES TO FIND US THIS SUMMER BETWEEN 12 – 2.00 p.m.:

Tues 31 July	CENTRAL PARK PLAY PARK (by the clock, opposite The Life Centre)
Thurs 02 August	JENNYCLIFF GREEN (by the car park)
Tues 07 August	DEVONPORT PARK
Thurs 09 August	RIDGEWAY SHOPPING CENTRE (Coop, Plympton)
Tues 14 August	MOUNT WISE PLAY PARK (by the swimming pool)
Thurs 16 August	GUILDHALL POND (City Centre)
Tues 21 August	BEECHWOOD PRIMARY ACADEMY (Southway)
Thurs 23 August	THE BEACON (North Prospect)
Tues 28 August	FREEDOM FIELDS PARK (Lipson)
Thurs 31 August	CENTRAL PARK PLAY PARK (by the clock, opposite The Life Centre)

LUNCH AT THE LIBRARY FROM 12 NOON EACH WEDNESDAY:

This year we've joined forces with Plymouth Libraries once again so every Wednesday we'll be supporting the Summer Reading Challenge and delivering 50 lunches to each and every one of the libraries across Plymouth from 12 Noon.

The library teams will be offering full days of amazing free activities to keep the kids entertained all day and some special guests.

An exciting time planned so come and enjoy the fun. It's FREE!

Wed 01 August	LUNCH AT THE LIBRARY
Wed 08 August	LUNCH AT THE LIBRARY
Wed 15 August	LUNCH AT THE LIBRARY
Wed 22 August	LUNCH AT THE LIBRARY
Wed 29 August	LUNCH AT THE LIBRARY

Thank you to all of our suppliers for their donations and our CATER^{ed} staff for volunteering:

Tamar Fresh, SCORE FOODS QUALITY BUYERS, Bidfood Inspired by you, Pasta KING, RADNOR HILLS, BURTS BRITISH HAND-CUTTED POTATO CHIPS, Planglow, BUNZL, radio 103.9

CATER^{ed} – Feeding Ambitions – Making a Difference – Every Child Every Time

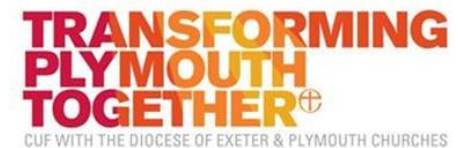
Like: [facebook.com/blymouthcatered](https://www.facebook.com/blymouthcatered) Follow: [cateredplymouth](https://twitter.com/cateredplymouth)

CATER^{ed} is a company partly owned by VIOBE School and Plymouth City Council serving great tasting, freshly prepared food to children and young people every day. Our business - working cooperatively for the benefit of all people in all schools - sharing budgets, best practice and delivering a sustainable and affordable school food service.

....Just ask!

Cost of the projects:

- We know that the 2014 pilot cost the Council £16,906 for 614 lunches (and activities)
- Ed's Big Summer Food Tour costs the Council and schools ZERO thanks to staff volunteers and suppliers donating food, ingredients and packaging even for 8,984 meals



What does the future hold?



APRIL 03, 2018

ECHO COLUMN: Free school meals a lifeline to thousands of working families

Read Sharon's latest Sunderland Echo column below or by going to the Sunderland Echo website. Last week, the

House of Lords passed a motion calling on the Government to postpone...



- Impacts of Universal Credit
- Opportunity to bid for grants to run pilots for holiday activities and holiday food provision
- Breakfast v. lunch
- UIFSM



MARCH 29, 2018

Sharon welcomes new Government funding to tackle holiday hunger

As Chair of the All-Party Parliamentary Group on School Food, Sharon welcomes the Government's recent announcement that they will invest £2 million to fund holiday hunger initiatives. You can read...





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FEEDING AMBITIONS

Thanks for listening – any questions?

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