

# The Newham Challenge

## Preparing to deliver the Universal Free School Meal Pilot

## About Newham

- Newham is a young borough, with 52% of our population under the age of 30 compared to 38% nationwide.
- We are the second most deprived borough in England, according to the Indices of Multiple Deprivation 2010, behind Hackney.
- 32% of dependent children in the borough are classed as living in poverty, compared with 21% nationwide.
- 25% of 4-5s and 42% of 10-11 year olds are classified as overweight or obese, higher than the 22% and 33% nationwide. Govt FSM pilot Universal free meals Newham and Durham 2009-2011

## May 2009 Launch Event

It is great news that we are able to offer every primary pupil a balanced nutritious meal for the next two years.

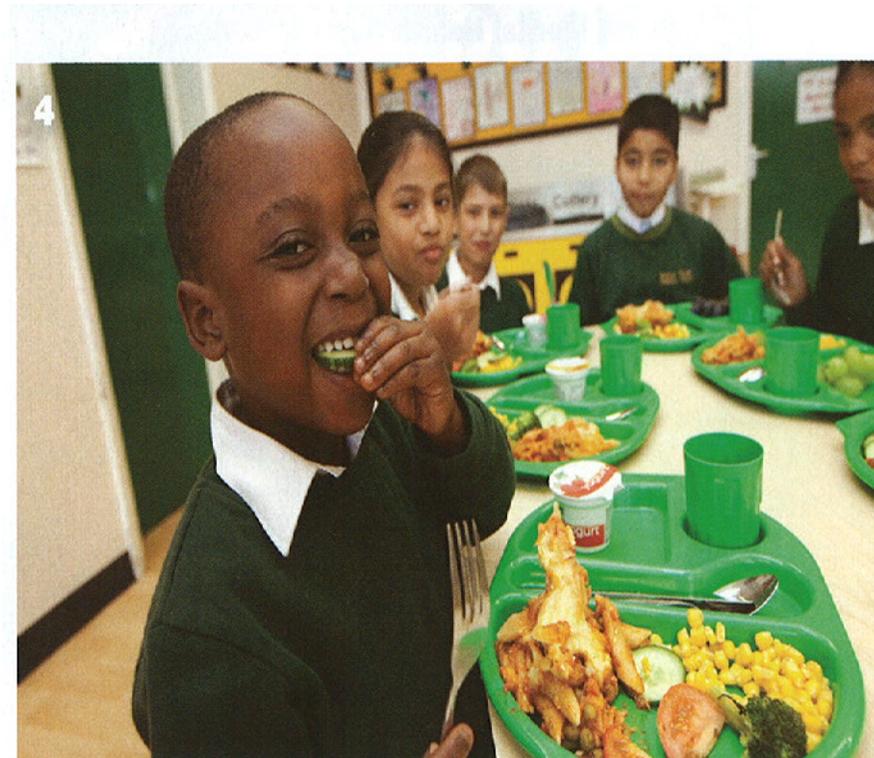
The word on the street and in Newham schools was:

“I think it’s good they will all be able to have a hot lunch”.

“It will save the rush in the morning putting a packed lunch together”.

“It means that food will all be freshly prepared and not have been sitting in a packed lunch box all morning”.

“It will be a real help not having to pay”.



## Catering Profile

- Newham Catering and Cleaning Services 'In house provider' catering for 64 primary schools and 2 special school Caterlink catering provider 2 schools
- 58 schools full production kitchen with 6 schools having regeneration facilities
- Dedicated management team with 2 Area Managers per 20 sites
- Proactive Client Team with strategic role
- LA Capital Strategy and Asset Management Team responsible for maintaining kitchen premises
- 75% Halal Kitchens
- Standardised menu cycle being tailor made to individual school requirements
- Special diets using services of Consultant Dietician
- Healthy Schools 100% on scheme
- Successful Food in School Project

## Pre Pilot Statistics and Forecast

2009

- Primary school population including nursery 30,665
- Take up 49%
- Eligible FSM 29.9%
- Take up FSM Eligible 86%
- Bid Proposal forecast 60%, 65%, 70%
- Newham Contribution 2 years 5.7million



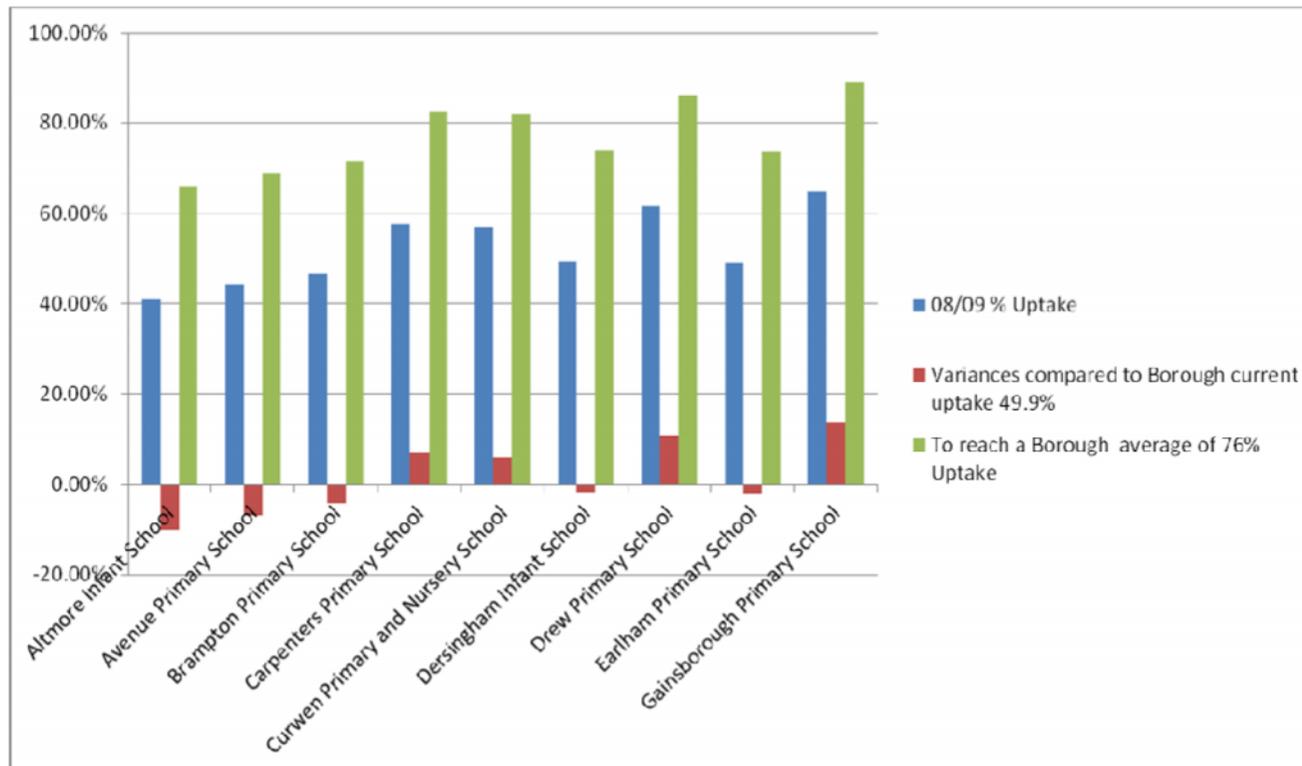
# UFSM Pilot Introduction Strategy

## LA Steering Group formed

Head of Traded Services, NCCS, Client, Communications, PCT

Established clear roles and responsibilities

Questionnaire issued to Headteachers to gauge support and verify forecast meal numbers 76%



# UFSM Pilot Introduction Strategy

## To ensure all stakeholders aware of UFSM

- Headteachers meetings and letters
- Governors newsletter
- Catering staff briefing
- Parents evenings parent taster events
- Food suppliers provided with forecasts
- Staff agency
- Pupils services
- Healthy school leads



## Kitchen and dining room audits

Site by site analysis by NCCS and Client assessing current capacity against new 76% forecast to determine

- New staffing levels increased hours/ numbers 14 plate rate
- Identify staff training needs
- Light equipment: gastronorms, additional meal trays, plates cutlery, beakers and jugs
- Heavy equipment: refrigeration, combination ovens, dishwashers
- Food storage capacity levels and delivery frequency
- Dining environment furniture requirements 20 min. turnover
- Queuing arrangements additional sets of servery counters 400 plus children
- Kitchens requiring refurbishment, issues with dining capacity

# UFSM Pilot Introduction Strategy

## **Finance and data collection**

- Establish a system of recording meal numbers capturing roll numbers, FSM entitled packed lunches

## **Communications**

- To produce a Communication plan to ensure corporate PR activity
- Corporate school menu produced for each child
- To ensure schools aware of special diet procedure

## **Catering**

- Menu's to be checked, popular items feature, menu mix analysed
- Establish a pool of catering staff and brief agency

## **Capital**

- Production kitchens created to meet excess demand
- Problem sites highlighted to Capital Strategy and Asset Management prioritising short term and long term solutions

One to one support for schools via NCCS/ Client

# Dining Furniture



## Regeneration kitchen



## Production kitchen



# Key Challenges

- School Leadership Team not always engaged in school food agenda
- Short timescale until start of Infant UFSM
- Need removed to apply for FSM Entitlement linked to pupil premium compulsory registration system 'Eat for free'
- Schools to accurately record data, roll numbers, FSM entitled
- Schools with building works project managing building works programme to mitigate term time disruption
- Ventilation interlocked with gas required for kitchens which need additional cooking equipment current regulations significant cost implication
- Increased number of midday staff also requiring training to encourage children to try food and organisation role
- Packed lunch policy enforced to discourage sugary and salty snacks similar options for all regardless of take up
- Increased number of special diets
- Food storage capacity v's deliveries
- Increased lunchtimes and serving points
- Whole school approach endorsed by all

