

NEWSLETTER



LACA has been approached for help by the Children's Food Trust who has been tasked to pilot test the revised food based standards to ensure they are "fit for purpose" i.e. they meet the requirements of pupils and that they allow schools and their caterer the flexibility to provide, as they are looking for schools to use in the pilot.

They want the pilot schools/caterers to be as diverse as possible (primary (small/large), secondary (rural/urban), special, academies, free schools, geographically spread).

The CFT are looking for 2 groups:-

Group 1 schools: will be asked to plan and cook an interesting, creative and nutritionally-balanced 1-week lunch menu using the revised food-based standards and practical guidance/tools and send us their 1-week menu, associated, recipes, product specifications provision mix etc. by Monday 18th November so the CFT can do the nutritional analysis.

Group 2 caterers: will be asked to use the revised standards and practical guidance/tools to check compliance of current lunch provision and give them feedback on the standards and guidance by Friday 15th November.

They are looking for 15 schools in Group 1 and 35 in Group 2.

If you are interested in getting involved, please let Louise Willis at LACA administration know and she will put you in touch with the CFT (admin@laca.co.uk) or Tel: 01483 766777.

Ideally, because of the short timescales involved, we will need expressions of interest by Wednesday 23rd of October please.



Just 2 weeks to go until National School Meals Week 2013!

LACA's NSMW team have been hard at work

promoting this year's campaign at every opportunity.

NSMW mentioned at PMQ's
We received a terrific boost prior to the lunch at Prime Minister's Questions. Chester MP Stephen Mosley took the opportunity to ask Mr Cameron his views on school meals, mentioned NSMW, the lunch about to be served, and invited the PM to attend. Whilst he declined, many did attend.

Priceless publicity and all live on the BBC!!

MP's made aware of NSMW
MP's and Peers have been kept informed about LACA's campaign and what we are working to achieve. The lunch also featured in 'The House' magazine at Westminster.

Features with our media partner - Trinity Mirror
From the outset, NSMW secured a media partner in Trinity Mirror. Over the past 3 months there have been many features in the regional papers, not least of which was a full 4-page wrap on the Birmingham Post the day after the Launch at The Main Event. NSMW is a platform for great local stories. The link below shows how the local media in

Chester reported Cheshire West and Chester's announcement of their decision to offer a lunch to all their Primary and Special School pupils:

<http://www.nsmw.org.uk/news/2013/10/nsmw-and-cwac-feature-in-local-media/>

Featuring in other Media

NSMW has also appeared in other magazines such as Raring2Go and Primary Times, as well as on local radio, and is supported by many tweets. The message is also getting out via the School Meals Ambassadors' scheme - so far more than 3,000 people have signed up to show their support for the industry and the aims of NSMW in particular.

Support from NGO's and non-associated groups

Having spent much time talking to the likes of the Children's Food Trust, Change 4 Life, Food For Life, to name a few, we are pleased to announce they too are promoting NSMW through their many communication channels.

So if you haven't got involved yet, there's still time -

- 1. To let LACA help you to get in the press..?** We have a comprehensive database of all primary local titles available for you to access with telephone numbers, email addresses, name of the editors etc. To access the database please email mike.mccormack@elygra.co.uk

- 2. For lots of free English and Welsh resources** – <http://www.nsmw.org.uk/nsmw-resources-taster/> including press releases, templates, posters and much more. Plus additional items for LACA members only.
- To show your support for NSMW sign up today to **become a NSMW Ambassador** <http://www.nsmw.org.uk/register-your-support/>. It is so easy to do - fill in your details as requested and print off your certificate, which you can proudly display in a prominent place.
- 4. Spread the word** - Encourage your friends, family, colleagues etc to do likewise via Facebook, Twitter and your social network.
- 5. Invite your MP for lunch** – they will know about NSMW and should be willing to support you – great PR in light of recent announcements.



Congratulations to all the winners at the Educating Excellence Awards held last Monday evening at the Royal Garden Hotel. LACA was especially thrilled to see that past Chair and LACA Director Beverley Baker won the Lifetime Achievement Award and Brad Pearce, Chair of the LACA South West Region won the Local Authority Caterer of the Year Award.

A full list of winners can be found on their website - <http://www.educatingawards.co.uk/>

For more information visit

<http://www.nsmw.org.uk/get-involved/> or

<http://www.nsmw.org.uk/faq>

