



Lead ^{*}inspire Empower

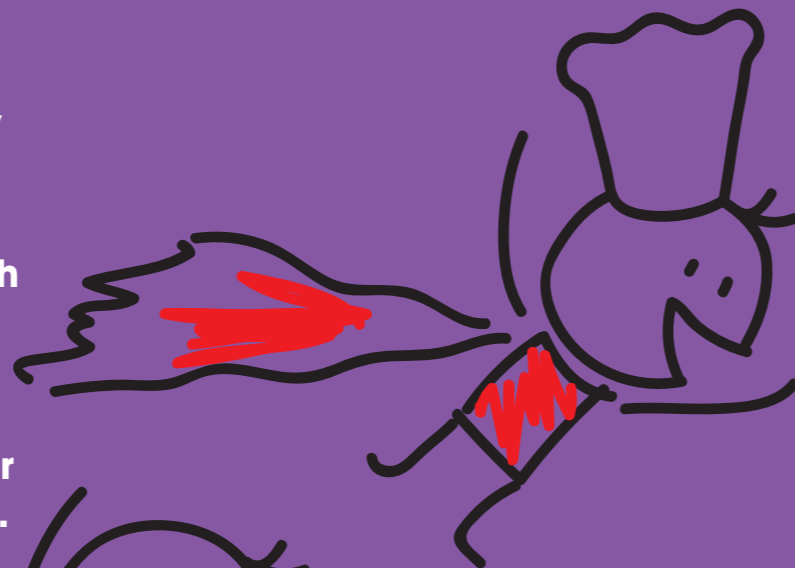


LACA - THE MAIN EVENT 2016 - 6th - 8th July 2016, Hilton Birmingham Metropole

DELEGATE PROGRAMME AND BOOKING FORM

A learning and development event incorporating the Education Catering Exhibition, bringing together key catering managers and colleagues to network and discuss the issues of the moment.

The theme for this year's Main Event is "Lead, Inspire, Empower" and the programme will feature a host of speakers who will demonstrate how to engage with your workforce to get the best from them by enhancing your leadership skills and giving you the tools to inspire and empower them to be the best they can be.



Lead

Who should attend?

The LACA Main Event brings together education catering personnel from local authorities, schools with an in-house catering provision and contract caterers plus suppliers to the industry within the Education Catering Exhibition.

Why attend?

- Engage in thought-provoking and inspirational seminars delivered by leading industry experts.
- Participate in the Annual Meeting (LACA members, LACA Partners and Associate Members only).
- Experience unrivalled networking opportunities with suppliers at the Education Catering Exhibition and during the pre-conference and Awards dinners.
- Celebrate the achievements of industry peers at the LACA Awards for Excellence dinner.
- Reunite with colleagues to discuss the issues facing education caterers nationwide.

Delegate Programme

WEDNESDAY 6TH JULY 2016

10.00 – 11.45 2016 Workshop Sessions - Warwick Suite

- **School Meals Marketing:** the essential marketing models and techniques to support your school meals messaging – Nigel Argyle, Elygra Marketing Services.
- **Holiday Hunger Programmes:** an update from Lindsay Graham (Chair, APPG, Holiday Hunger Task Group), Judith Gregory (Cardiff Council) and Katie Palmer (Public Health Wales).
- **Professional Standards Workshop** - "Know it!; Show it!; Live it!!"

It's a year now since the launch of the Professional Standards for the school food workforce.

There are standards now in place for five key roles presented in three parts covering knowledge, skills and behaviours.

This is a must attend workshop to hear how a variety of schools, organisations and local authorities have implemented the standards to achieve their goals and business objectives as well as a number of case study examples showing how the standards have been used with mid day supervisors to enhance teams and as an aid to reduce skill gaps.

11.30 Exhibition opens

16.15 LACA Annual Meeting (LACA members, LACA Partners and Associate Members only)

17.00 Exhibition closes

19.30 Pre-conference dinner

THURSDAY 7TH JULY 2016

09.15 Main Event opens

09.20 Opening Address – Peter McGrath, LACA National Chair

09.30 Introduction to LACA 2016 Main Event
Conference Chair – Dr David Bull

09.45 Keynote Address – Lead, Inspire, Empower
Tony Draper, President, National Association of Head Teachers

Opening the 2016 Main Event is Tony Draper, President of the National Association of Head Teachers who describes himself as: 'relaxed, happy, irritating, infuriating, challenging, friendly, complex, spirited, loyal and Yorkshire'.

In January 2003, Tony was appointed head of Water Hall Primary School in Milton Keynes, a failing school in a challenging area. He will share the story of how he and his colleagues transformed the school with an agenda of creativity and compassion which saw Water Hall rated as 'outstanding' in all areas by March 2013 and now frequently cited as an exemplar of a successful primary.

10:20 Coffee and Exhibition viewing

11.00 Panel Discussion: Uniting Leadership in Education

How can a school best ensure all their key leadership stakeholders work together effectively to Lead, Inspire and Empower? Joining Tony Draper to discuss strong and impactful leadership are Peter McGrath, LACA National Chair, Dave Harris, author of books including: *Brave Heads* and *Leadership Dialogues*; and Rowena Herbert, Executive Headteacher, Bolsover C of E Junior School & St Joseph's Catholic & C of E Primary School.

11.40 Public Health and Nutrition Building
Paul O'Brien, Chief Executive, APSE

Paul will discuss the important contribution school meals make to Public Health and Nutrition Building. His speech will also cover the key issue of what has happened to funding since the transfer of responsibility for public health to local government on 1 April 2013, including analysis and case studies of how that funding has found its way to school meals, if it has and how providers can tap into that funding.

12.10 - 1400 Lunch and Exhibition viewing

14:00 The Doctors' Surgery: Dr Hilary Jones, Practising GP, Health Editor of Breakfast TV and spokesperson for the School & Nursery Milk Alliance. Interviewed by Dr David Bull

Step into the Doctors' Surgery for a fascinating and wide-ranging interview with Dr Hilary Jones including his time as a GP on both Tristan da Cunha and the Shetland Islands, his TV and radio career, and his views on child obesity, hydration and healthy eating.

14:35 Health & Nutrition Session: Speaker to be announced

14:45 LACA School Chef of the Year 2016 National Final video followed by Graduation Celebration and Presentation. Celebrating the achievements of the second cohort of LACA graduates to be awarded the Level 4 Diploma in Advanced Hospitality and Tourism Management, under the tuition of Kendal College and accredited by the Institute of Hospitality.

15:00 Tea & Exhibition

16:00 Announcement of 2016 Finishing Touches Winners

16:10 Emotional Impact

Juliette Yardley, Behavioural Change Specialist
With over twenty years' experience within the field of applied positive psychology in the workplace, Juliette's presentation will focus on how to create a sustainable behavioural shift amongst the workforce to build resilience; develop emotionally intelligent environments and enable people to work to their signature strengths whilst taking positive control of their choices, actions and behaviours.

16:40 Celebrity Service

Geoff Ramm, creator and author of 'Celebrity Service', 'OMG Marketing' & 'OMG Strikes Back'.
Geoff will help delegates discover the gap in their service they never knew existed.

As Geoff explains: 'you think you deliver great service, but then a celebrity walked in ... and everything changed! Celebrity Service is a fresh way to look, think and act on upgrading every aspect of your customer service, enabling you to become memorable in the eyes of your customers.'

WARNING: Your customers will love you. Your competition will not!

17:30 Conference close

19.30 Drinks Reception

20.00 LACA Awards for Excellence Dinner

FRIDAY 8TH JULY 2016

From 08.30 Exhibition viewing

10.30 Coffee Break

10.45 Introduction to Friday's programme and the LACA Year in Focus. Conference Chair, Dr David Bull

11.15 Policy/News Update - details to be announced.

11.50 Grand Finale Address - Jas Hawker

Bringing this year's Main Event to a thrilling and high-flying conclusion, is Jas Hawker, former Leader of the world-famous Red Arrows.

Jas served alongside Justin Hughes in the Red Arrows for 3 years including 2 years flying as part of the Synchro Pair, before returning in 2007 as Team Leader and Commanding Officer for a further 3-year period.

With first-hand experience of developing and leading a world-class high performance team, Jas focuses on teamwork, the responsibility of each individual, communication, trust, loyalty, the importance of preparation, debriefing and the pursuit of world-class excellence.

12.50 Chairman's Closing Remarks

13.15 Lunch and Depart

Thursday Opening Keynote

Tony Draper, President, National Association of Head Teachers



Tony entered teaching in 1985 and served in a number of schools in Northampton and Daventry, moving to Milton Keynes to take up a Headship in 2000 and then invited to become interim Head at Water Hall Primary in January 2003. It was regarded as a failing Primary School in a very challenging estate. The school now achieves consistent and sustainable high outcomes and was rated as Outstanding by Ofsted in all areas in March 2013.

Tony joined the NAHT National Executive in 2008 and was a Member of the NAHT Commission on Assessment in 2014, having been Chair of NAHT Assessment and Accountability Group since 2011. He is now President of the association and became an NLE in 2015.

Thursday 2pm, Interview with

Dr Hilary Jones



Dr Hilary Jones qualified from the Royal Free Hospital medical school in 1976 spending two years in postgraduate posts in general medicine at that hospital then subsequently working in a variety of specialities.

He became a Principal in General Practice and a GP educational trainer in the early 1980's and joined breakfast TV station TVAM. He also became, and remains, a columnist for The Sun Newspaper's Fabulous Magazine and he is Guest Presenter on BBC Radio 2's Steve Wright show.

Continuing to work as a family GP, he is currently the Health Editor at Good Morning Britain TV and spokesperson for the School & Nursery Milk Alliance and Patron of or Ambassador to a number of his chosen charities.

Thursday, Closing Speech

Geoff Ramm



Prepare to be entertained, energised and enlightened, on a journey of memorable customer service and marketing ideas that will enthral, enthuse and most certainly inspire you. Geoff Ramm is the creator and author of 'Celebrity Service', 'OMG Marketing' & 'OMG Strikes Back'.

He's a multi-award winning speaker who has challenged audiences across six continents to look deeper, think smarter and create better, leaving you with the mind-set to continually stay ahead of the competition. He has worked with entrepreneurs to launch start-up enterprises without a budget, and has created marketing ideas which have become legend.

Friday, Grand Finale Address

Jas Hawker, Leader, Red Arrows



As a fighter pilot, Jas was the youngest pilot to fly the Tornado ground attack aircraft on the front-line, and served on 4 operational squadrons taking part in both training and operational deployments all over the world. He is also a qualified flying instructor.

Jas served alongside Justin Hughes in the Red Arrows for 3 years including 2 years flying as part of the Synchro Pair, before returning in 2007 as Team Leader and Commanding Officer for a further 3-year period.

He has undertaken a number of high-level appointments within the Ministry of Defence, advising senior military officers and civil servants on strategic and operational matters; specifically developing national contingency and crisis plans and advising on capability development. He has practical experience of operational level campaign planning having deployed to Afghanistan as a Senior Air Advisor. Jas has recently been invited to do lead training for senior staff at NATO.

The Education Catering Exhibition

is the only show in the UK which is dedicated to the education catering market. With caterers facing a greater challenge than ever before to deliver the right meal at the right price, the exhibition will provide visitors with the ideal environment in which to meet suppliers and manufacturers who can offer products and solutions to help them. The Education Catering Exhibition is an unrivalled opportunity to source new ideas and innovations and compare a range of suppliers under one roof. Over 160 companies will showcase food and beverages, equipment, systems and services. Visit www.laca.co.uk to view the exhibitor list and plan your visit.



Finishing Touches - Westminster Suite

A very popular feature of the exhibition, LACA Finishing Touches will return for 2016. Held in conjunction with the Craft Guild of Chefs, there are 10 classes for school caterers to enter. Finishing Touches is once again set to become one of the most talked about features of LACA 2016.

LACA Demonstration Theatre

A series of live demonstrations hosted by the exhibitors giving visitors the chance to see the latest products in action and offering a wealth of ideas to take back to the workplace.



The Education Catering Exhibition is free to public sector caterers and opens at 11.30am on Wednesday 6th July. To register for your free tickets, please visit www.laca.co.uk or call the ticket hotline on 0800 651 2000



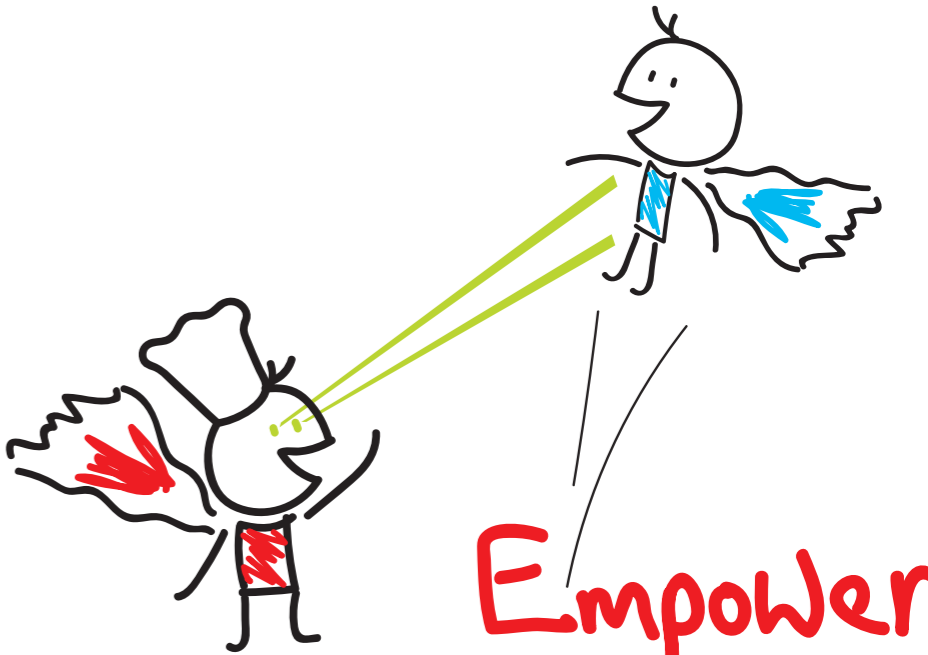
Inspire

USE THIS BOOKING FORM IF YOU ARE A LACA ASSOCIATE MEMBER OR SUPPLIER DELEGATE

Please complete form in block capitals using one form per delegate

Delegate name:
Job Title:
Company Name:
Address:
Postcode:
Telephone:
Email Address:
<input type="checkbox"/> Member <input type="checkbox"/> Non member Membership number: Membership Region:
If sharing a twin room, please give name and company of your colleague: *
Please advise of any dietary requirements:
Payment instructions Full payment must accompany your booking form unless a purchase order number is given
<input type="checkbox"/> Please invoice Invoice Address if different to the above:
<input type="checkbox"/> My cheque is enclosed please make cheque payable to: Dewberry Redpoint Ltd
<input type="checkbox"/> Please call me to take credit card details for my payments
Signed: _____ Please return your completed and signed booking form to: LACA 2016 Office, Dewberry Redpoint, Progressive House, 2 Maidstone Road, Sidcup, Kent, DA14 5HZ Tel: 0845 108 5504 Fax: 0845 108 5505 Email: laca@dewberryredpoint.co.uk

Associate LACA Member package options:	Please tick options	
Two night residential package in single room	£940	<input type="checkbox"/>
Two night residential package in twin room, sharing*	£915	<input type="checkbox"/>
One night residential package in single room	£685	<input type="checkbox"/>
One night residential package in twin room, sharing*	£655	<input type="checkbox"/>
Pre-conference package, single room, including day delegate place Thursday	£600	<input type="checkbox"/>
Pre-conference package, twin room, including day delegate place Thursday, sharing*	£585	<input type="checkbox"/>
Two day, day delegate package	£560	<input type="checkbox"/>
One day, day delegate package - Thursday	£365	<input type="checkbox"/>
One day, day delegate package - Friday	£280	<input type="checkbox"/>
Non-member supplier package options:		
One night residential package in single room	£1200	<input type="checkbox"/>
One night residential package in twin room, sharing*	£1065	<input type="checkbox"/>
Two day, day delegate package	£1030	<input type="checkbox"/>
One day, day delegate package - Thursday	£845	<input type="checkbox"/>
One day, day delegate package - Friday	£745	<input type="checkbox"/>



Booking terms and conditions:
 ALL RATES EXCLUDE VAT, an invoice for 100% of the total will be sent upon receipt of your booking, all places must be paid for prior to the start date of the event
 80% refund between 1st May and 1st June 2016. No refunds will be made after 1st June 2016 although substitutions can be made at anytime. Any changes to accommodation bookings must be made in writing. Residential bookings include bed, breakfast, lunch and dinner.

USE THIS BOOKING FORM IF YOU ARE A LACA FULL MEMBER OR NON-MEMBER SCHOOL MEAL PROVIDER

Please complete form in block capitals using one form per delegate

Delegate name:
Job Title:
Authority/Establishment Name:
Authority/Establishment Address:
Postcode:
Telephone:
Email Address:
<input type="checkbox"/> Member <input type="checkbox"/> Non member Membership number: Membership Region:
If sharing a twin room, please give name and authority of your colleague:*
Please advise of any dietary requirements:
Payment instructions Full payment must accompany your booking form unless a purchase order number is given
<input type="checkbox"/> Please invoice Invoice Address if different to the above:
<input type="checkbox"/> My cheque is enclosed please make cheque payable to: Dewberry Redpoint Ltd
<input type="checkbox"/> Please call me to take credit card details for my payments
Signed: Please return your completed and signed booking form to: LACA 2016 Office, Dewberry Redpoint, Progressive House, 2 Maidstone Road, Sidcup, Kent, DA14 5HZ Tel: 0845 108 5504 Fax: 0845 108 5505 Email: laca@dewberryredpoint.co.uk

Full LACA Member package options	Please tick options	
Two night residential package in single room - EARLY BIRD RATE applicable to bookings received before Friday 15th April 2016	£495	
Two night residential package in single room for bookings received after Friday 15th April 2016	£545	
Two night residential package in twin room, sharing*	£515	
One night residential package in single room	£430	
One night residential package in twin room, sharing*	£415	
Pre-conference package, single room, including day delegate place Thursday	£330	
Pre-conference package, twin room, including day delegate place Thursday, sharing*	£320	
Two day, day delegate package	£215	
One day, day delegate package – Thursday	£125	
One day, day delegate package – Friday	£95	
Pre-conference package, including accommodation and dinner on Wednesday night	£215	
Dinner only on Wednesday night	£70	
Honorary and life member two night residential package	£300	
Non Member/School Meal Provider package options		
Two night residential package in single room	£765	
Two night residential package in twin room, sharing*	£735	
One night residential package in single room	£585	
One night residential package in twin room*	£550	
Pre-conference package, single room, including day delegate place Thursday	£555	
Pre-conference package, twin room, including day delegate place Thursday, sharing*	£535	
Pre-conference package, including accommodation and dinner on Wednesday night This package option includes membership of LACA until 31.12.2016 – see below**	£320	
Two day, day delegate package	£470	
One day, day delegate package – Thursday	£325	
One day, day delegate package – Friday	£245	
** Any non-member school meal provider who books this package will receive LACA membership until the end of 2016. Upon receipt of booking, details will be forwarded to the LACA admin office to process the membership application and full benefits of membership will start when the membership number has been allocated.		

Booking terms and conditions:

ALL RATES EXCLUDE VAT, an invoice for 100% of the total will be sent upon receipt of your booking, all places must be paid for prior to the start date of the event

80% refund between 1st May and 1st June 2016. No refunds will be made after 1st June 2016 although substitutions can be made at anytime. Any changes to accommodation bookings must be made in writing. Residential bookings include bed, breakfast, lunch and dinner.