



LACA - THE MAIN EVENT 2015

8th - 10th July 2015, 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 "Elevating to Excellence" and the speaker programme, which is outlined in this brochure, will cover workforce development and getting the most out of your staff while keeping them motivated in challenging circumstances plus a session on staff recruitment, engagement and retention.

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.
- LACA 2015 will be registered for CPD points, so it is a great way to boost your total for the year.

We had some great feedback on the LACA Main Event 2014

This was my first visit to LACA conference, it was an amazing experience and I was inspired by everything.

Bridget McCulla, South Tyneside Council

It was a very good, well thought through programme. I found that Stephen Drew was inspirational in the way he approached children's behaviour.

Grace Phillip, Islington Borough Council

I consider the event to be successful and informative. I have been able to obtain contacts for future reference. It was good to finish on a fun note with Gareth's choir! Overall a good conference.

Pam White, Devon Norse

Thoroughly enjoyed Stephen Drew's address and other inspiring Head Teachers committed to school food. Gareth Malone was a fantastic end to the conference and he was totally different from previous finale speakers, I left on a high!

Tracey Killick, Babcock 4S

Delegate Programme

WEDNESDAY 8TH JULY 2015

10.00 LACA Regional round up

A representative from each LACA region will make a short presentation or case study on best practice in their region over the last 12 months.

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 9TH JULY 2015

09.15 Main Event opens

09.20 Opening Address - Carrieanne Bishop, LACA National Chair

09.30 Introduction to LACA 2015 Main Event Conference Chair - Dr David Bull

09.45 Keynote Address - Elevating to Excellence Janet Street-Porter

Forthright, eloquent and opinionated, Janet Street-Porter has enjoyed a successful and impressive career spanning no-less than five decades. Janet's address will align our theme of Elevating to Excellence to her own experiences within the worlds of print, radio and broadcast media demonstrating what can be achieved with passion, determination and a touch of outspokenness.

10:20 Coffee and Exhibition viewing

11.00 Health & Nutrition Session: Speaker to be announced

With childhood obesity still a major issue for public health, it's becoming apparent that everyone involved with feeding children must continue to play their part - parents, headteachers and caterers alike. Our speaker will offer insight into how a collaborative approach may begin to tackle the obesity crisis and how vital a role school meals will play.

11.30 Opening Minds to Change Mike Brearley, Independent Thinking

Mike has lost count of the number of times he's shared his ideas and techniques about school improvement with teachers and school leaders only to be met with the challenge, 'That will never work here!'. But his ideas do work there, every time.

Mike, a former head teacher, will be focussing on how we can challenge habits, assumptions and beliefs about health and nutrition that bridge the classroom and wider society. Positive messages about healthy eating don't always manifest themselves in people's behaviour, so how can we instil new values and beliefs to encourage personal responsibility and sustain change?

12.00 - 1400 Lunch and Exhibition viewing

14:00 Launch of the Professional Standards for Front Line Staff working In the School Food Sector of The Catering Industry

Carrieanne Bishop and Anne Bull

LACA have led on the Action set out in the School Food Plan to agree, set and publish professional school workforce standards, which both enhance the sector's standing in the catering industry and provide career opportunities for employees. Developed with People1st, the standards take a fresh approach focussing on what people should be able to do rather than looking solely at what qualifications and training should be undertaken. Professional standards for five roles will be launched at the Main Event: Cook; Head Chef; Kitchen Assistant; Dining Room Supervisor; and Catering Manager.

14:40 Graduation Celebration and Presentation
Celebrating the achievements of the first 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 the winners of 2015
Finishing Touches

16:10 Recruit, Engage, Retain
Jane Sunley, Founder and CEO, Purple Cubed
As the number of pupils enjoying school meals continues to increase so does the number of staff employed. Successful recruitment, employee engagement and retention have never been more important but how do you really ensure your organisation is a great place to work?

Jane Sunley founded Purple Cubed to help organisations answer just that question providing practical common sense tools and techniques that can be applied, as she says herself, to help people 'survive, thrive and high-five' at work.

16:40 Closing Session, Lisa Faulkner

Fresh from her cookery demonstration in the LACA Demonstration Theatre, Lisa, in conversation with Dr David Bull, will take us on a fascinating journey from her days as an actress, with roles in many much loved programmes (Holby City, Spooks, Dangerfield and Brookside) to the newest phase in her career - that of Celebrity Masterchef winner and acclaimed cookery book author.

17:15 Conference close

19:15 Drinks Reception

19:45 LACA Awards for Excellence Dinner

FRIDAY 10TH JULY 2015

From 08.30 Exhibition viewing with suppliers to the catering industry

11.00 Coffee Break

11.30 Conference Resumes

11:35 Introduction to Friday's programme
Conference Chair, Dr David Bull

11.45 Policy/News Update - details to be announced.

12.10 Grand Finale Address - Dr Steve Peters
Expect a high octane conclusion to the Main Event, as Dr Steve Peters, consultant psychiatrist, best-selling author and Head of Sports Psychology for UK Athletics, takes to the stage.

Steve focuses on how the mind can enable us to reach optimum performance in all walks of life. In his speeches, as in his best-selling book, *The Chimp Paradox*, Steve explains his method to help understand and control our inner 'chimp' - the irrational, impulsive, seemingly impossible part of our mind that often holds us back.

Examining motivation, confidence and communication, he shows that competition is as much in the mind as it is in the field or on the track - or in the workplace.

13.00 Chairman's Closing Remarks

13.15 Lunch and Depart

KEYNOTE ADDRESS, THURSDAY

JANET STREET-PORTER

Broadcaster, commentator, journalist and newspaper editor



Janet Street-Porter's career is a vast, impressive and exhausting romp through print, radio and broadcast media spanning no-less than five decades. Starting out in the late 1960's she was a fashion writer and weekly columnist first on the Daily Mail and

then on The Evening Standard. She moved easily from print to radio to television. In 1987 she was appointed Head of Youth and Entertainment Features for the BBC. Here she commissioned numerous series including Red Dwarf, Rapido and Rough Guide.

Over recent years Janet has appeared on numerous TV shows for all the major broadcasters including four series of The F Word with Gordon Ramsay, I'm a Celebrity Get Me Out Of Here (2004) and Deadline (she was the Editor of this celebrity staffed newspaper). She also appears frequently on Question Time and Have I Got News for You.

Janet is a regular panellist on ITV1's Loose Women and writes a weekly column for the Daily Mail and the Independent on Sunday.

CLOSING SPEECH, THURSDAY

LISA FAULKNER



Actress and presenter, Lisa Faulkner is best known for her roles in Holby City, Spooks and Dangerfield, as well as a winner of Celebrity Masterchef.

Lisa's career started after an unexpected approach on a tube station from a modelling agent.

Eventually persuaded to take up a career as a model, Lisa travelled the world whilst still at school. Having

earned enough to pay for drama school, Lisa was offered an acting job before attending her first lesson. She eventually went on to attend Amanda Redman's Artists Theatre School, where she is now a regular teacher.

Lisa's life-long love of food was given free rein when she took part in BBC1's Celebrity MasterChef, a competition she went on to win. This has launched a new phase in her career which includes appearances at the Masterchef Live and Good Food Shows where she cooked and discussed some of her favourite recipes in front of a live audience.

GRANDE FINALE ADDRESS, FRIDAY

DR STEVE PETERS



Dr Steve Peters is a consultant psychiatrist, bestselling author of The Chimp Paradox and has worked closely with many of the UK's most prominent athletes. In addition to his extraordinary success with British cycling, he has worked on twelve other

Olympic disciplines as well as with Premier League and English national rugby and football teams.

Working with sportspeople at the top of their game, he gives them the confidence to come back from defeat and out-perform the opposition. Steve has been described as a "Genius" by Team GB cycling coach, Dave Brailsford. Chris Hoy, Victoria Pendleton and Bradley Wiggins have all attributed their success to him. Steve began as a maths teacher, before switching to medicine and specialising in patients with severe and dangerous personality disorders. His focus is now on how the mind can enable us to reach optimum performance in all walks of life

Education Catering Exhibition

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

A very popular feature of the exhibition, LACA Finishing Touches will return for 2015. Held in conjunction with the Craft Guild of Chefs, there are 10 classes for school caterers to enter plus the opportunity to experience the wealth of enthusiasm and skill among students themselves with two student classes. Finishing Touches is once again set to become one of the most talked about features of LACA 2015.

Full details on the competition and how to enter can be found at www.laca.co.uk

Innovation Zone

The Innovation Zone will feature again with two award categories which each delegate and visitor to LACA 2015 will vote on to decide the overall winner in each.

The awards up for grabs are:

Best Product – Food

Best Product – Other

Details on entries in both categories will be released to delegates and pre-registered visitors ahead of the event and you can vote for your favourite at the Innovation Zone display points during the show.

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, including demonstrations by the 2015 LACA School Chef of the Year.

Attending the exhibition will earn each visitor CPD points!

The Education Catering Exhibition is free to public sector caterers and opens at 11.30am on Wednesday 8th July.

To register for your free tickets, please visit www.laca.co.uk or call the ticket hotline on 0800 651 2000

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 2015 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	£915	
Two night residential package in twin room, sharing*	£890	
One night residential package in single room	£655	
One night residential package in twin room, sharing*	£635	
Pre-conference package, single room, including day delegate place Thursday	£585	
Pre-conference package, twin room, including day delegate place Thursday, sharing*	£570	
Two day, day delegate package	£545	
One day, day delegate package – Thursday	£355	
One day, day delegate package – Friday	£270	
Non-member supplier package options:		
One night residential package in single room	£1170	
One night residential package in twin room, sharing*	£1035	
Two day, day delegate package	£1000	
One day, day delegate package – Thursday	£820	
One day, day delegate package – Friday	£725	

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 2015. No refunds will be made after 1st June 2015 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 2015 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 10th April 2015	£495	
Two night residential package in single room for bookings received after Friday 10th April 2015	£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	£745	
Two night residential package in twin room, sharing*	£715	
One night residential package in single room	£570	
One night residential package in twin room*	£535	
Pre-conference package, single room, including day delegate place Thursday	£540	
Pre-conference package, twin room, including day delegate place Thursday, sharing*	£520	
Pre-conference package, including accommodation and dinner on Wednesday night This package option includes membership of LACA until 31.12.2015 – see below**	£310	
Two day, day delegate package	£455	
One day, day delegate package – Thursday	£315	
One day, day delegate package – Friday	£235	
** Any non-member school meal provider who books this package will receive LACA membership until the end of 2015. 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.		

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 80% refund between 1st May and 1st June 2015. No refunds will be made after 1st June 2015 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.