



LACA produced marketing materials to help school caterers promote:

- The importance of hot, nutritious meals at lunchtime
 - Especially as we move into the colder months
- The advantage of hot school meals over a packed lunch
 - We know retailers continue to promote these following the income from the vouchers scheme
- School caterers – ‘key workers’ themselves
 - Keen to see pupils back enjoying hot school lunches to fuel healthy minds and support local ‘British Food’ producers



Launched at the start of the term, LACA encouraged all schools to allow hot food to be served from 1st October under the heading of **HOT'OBER**.

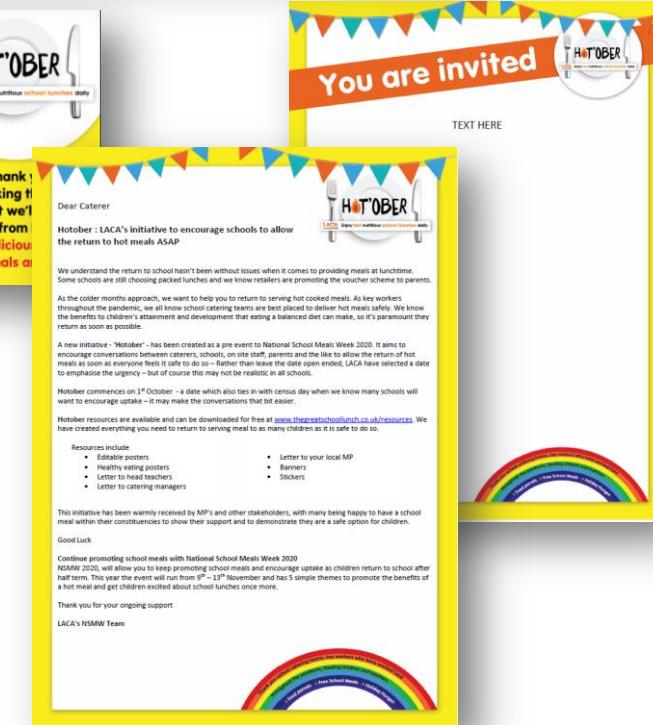
1st October selected as it was also Census Day.

The national campaign was encouraged to act as a platform to have informed discussions.

Resources were made available at:

<https://thegreatschoollunch.co.uk/resources/>

HOT'OBER Resources



- Posters
- Banners
- Social Media Artwork
- Letters to Stakeholders
- Open Belly Posters



BILINGUAL RESOURCES AVAILABLE



Supported by MPs and the Industry

Tilda Chef
@TildaChef

Take your pupils on a journey of discovery with this vibrant Asian Sweet Potato Curry, let's get hot meals back on school menus #HotOber #RecipeOfTheDay @LACA_UK [tilda.com/professionals/...](http://tilda.com/professionals/)



11:38 AM - Oct 20, 2020 · Twitter Web App

Services for Schools North East
@s4ne

It's Great British Food Tuesday at Gateshead School Catering today! Chicken or minced Quorn wholemeal pastry pie, steamed new potatoes, carrots and broccoli 😋 perl rainy weather 🌧

@LACA_UK #HOTober #servicesforschools



3:40 PM - Oct 13, 2020 · Twitter for iPad

Dewberry Redpoint
@dewberry_rp

Latest issue of Public Sector Catering magazine out now! Meet the winners of the #PSCAwards and the new head of @TUCOOld @tucochair & read the latest on @LACA_UK's #HotOber ahead of @NSMW Includes the latest edition of "Ask the Experts" >>bitly/2V7Cc16

PUBLIC SECTOR CATERING DIGITAL EDITION

October issue out now!



Public Sector Catering and Public Sector Catering 100

Chartwells
@Chartwells_UK

We're supporting @LACA_UK's Hot'Ober campaign to re-introduce hot school meals. We know that when children enjoy a nutritious lunch they will have the right balance of nutrients to excel in the classroom, with fewer than 2% of homemade lunches being nutritionally compliant.



11:00 AM - Oct 12, 2020 · Hootsuite Inc.

Dr. Oetker Professional
@OetkerproUK

Hot school lunches are back! The @LACA_UK initiative has been created to encourage conversations between caterers, school representatives, on site staff & parents alike to facilitate the return of lunches. Find out more here #HotOber



LACA's initiative to encourage schools to allow the return of hot meals. It is in response to the challenge caterers face when it comes to providing meals at lunchtime. Some schools are still choosing packed lunches and some retailers are... laca.co.uk

8:44 AM - Oct 12, 2020 · Sprout Social

The BD Group
@BDGroup11

Hot school meals are back! Research shows that school meals are consistently more nutritious than packed lunches, giving the children who eat them a better foundation for good health and significantly improved educational outcomes #schoolmeals #hotober



Looking for an easy way to keep students healthy this winter? Why not serve up delicious hot meals 😊 packed with nutrients and goodness and join us in supporting the #HotOber initiative from @LACA_UK #schoolmeals

sQuid
@sQuidcard

Looking for an easy way to keep students healthy this winter? Serve up delicious & nutritional hot school meals.



Contact us at education@squidcard.com for tailored catering solutions for your school

1:20 PM - Oct 12, 2020 · Twitter Web App

Sharon Hodgson, Washington & Sunderland West Constituency
Units 1 & 1A, Vermont House, Concord, Washington,
Tyne & Wear NE37 2SQ
Tel. 417 2000
W: www.sharonhodgson.org



All Party Parliamentary Group on School Food

Minutes of meeting of the School Food APPG
Tuesday 8 September, 2-4pm – held online.

Present

Sharon Hodgson MP (SH) - Chair
Christian Wakeford MP (CW) - Vice Chair

Sabrina	Ahmed	SB	The Vegan Society
Oluemisi A.	Aladele	QA	Hackney Migrant Centre
Nigel	Argyle	NA	Elyra
Natasha	Ashton	NAS	Aspens-Services
Nathan	Atkinson	NAT	Rethink Food
Sarah	Atkinson	SA	Surrey County Council
George	Ayliffe	GA	Dolce Limited
Charlie	Baker	CB	ProVeg UK
Deborah	Barnett	DB	TLG
Jake	Barwood	JB	Chefs in schools
Kristin	Bash	KB	Faculty of Public Health
Bernbaum	KBE	Educo	
Kevin	Blake	JB	Nottingham Catering
Jacquie	Bradley	DB	CPAG
David	Bremner	MB	Bremner Consulting
Myles	Burton	HB	HCSS
Holly	Cameron McKenna	HCM	None
Hannah	Carter	NC	Oral Health Foundation
Nigel	Chalabi	NCH	Hackney Migrant Centre
Nadia	Chan	LC	Soil Association
Laura	Church	KC	Public Health England
Kerry	Clasby-Monk	JCM	City Catering Southampton
Jessica	Costa	PC	ProVeg UK
Pedro	Davies	LD	Food Teachers Centre Community
Louise	Defeyter	GD	Northumbria University
Greta	Didier	LD	Food for Life
Lisa	Dimbleby	HD	National Food Strategy
Henry	Driver	MD	Minor Wier and Willis Ltd
Mark	Duncan	ND	Chefs in Schools

Letterhead designed by pupils at Harehills Primary School, Leeds

apsa Secretariat - APSE

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OCTOBER 2020 | ContractCateringMagazine.co.uk

CONTRACT catering MAGAZINE

Streets ahead.
WE'VE COOKED UP YOUR NEW MONTHLY.

LACA LAUNCHES HOT OBER

CONTRACT
catering

Sep 17, 2020

The return to school has been challenging when it comes to providing meals at lunchtime. Some institutions are still choosing packed lunches and retailers are promoting the voucher scheme to parents. As the colder months approach, the Local Authority Catering Association (LACA) wants to help schools return to serving hot cooked meals as soon as it is practicable and safe to do so. This is why its new initiative, Hotober, has been created to encourage conversations between caterers, school representatives, on-site staff and parents to facilitate the return of hot lunches.

A LACA spokesperson said: "We have chosen the 1st October as a date when we would like schools to allow school food to be served. We recognise this is midweek but it ties in with Census Day – a very important date for all schools to see a high uptake. We know this date might not be possible for all and in reality schools may want to start the week before or the week after, but the aim of the promotion is to keep the conversation going. We have selected this date to emphasise the urgency – but of course it has to be manageable for all parties."

PUBLIC SECTOR CATERING

DAILY UPDATE

LEAD STORY...

LACA's initiative to encourage schools to return to hot meals

- 'Hot'ober' – has been created to encourage conversations between representatives, on site staff and parents to facilitate the return to hot everyone feels it safe to do so.

PUBLIC SECTOR CATERING

Public Sector Catering @PSCMagazine

On page 10 & 11 of this month's Public Sector Catering magazine - more on @LACA_UK's #HotOber initiative & the innovative approach to free school meals #FSM by Swindon Borough Council following a huge surge in demand.

> ow.ly/W1QI50BT5aZ



Stephen Forester, Chair of LACA said "LACA's members have been working hard to resume a full school meals service since schools fully reopened. We understand many school caterers have continued to serve hot meals, sadly others have been stopped completely. We are now concerned about an increasing number of children whose families have been severely impacted by the effects of Covid-19, who need support in accessing a free hot, healthy and nutritious meal at school. It is also important we encourage parents, who can do so, to pay for hot school meals again which will further support the sustainability of the school food service in helping those most in need. This is why LACA have launched our "Hot'ober" initiative which has been created to encourage conversations between caterers, school representatives, on site staff and parents to facilitate the return of hot lunches as soon as everyone feels it is safe to do so."

10:30 AM · Oct 16, 2020 · Hootsuite Inc.

NATIONAL SCHOOL MEALS WEEK



9th – 13th November 2020

NATIONAL SCHOOL MEALS WEEK

- No tour this year
- No access to the House of Commons
- 5 easy to manage themes - caterers can choose which to get involved in
 - All popular, so simple to engage with
 - Free resources available for each (English and Bilingual)
- Maintain the strapline #Tasteforyourself which resonated well with the target audience and press last year
 - As we encourage stakeholders to stand back – rethink – and try
- Headline message about the importance of HOT food
 - Underlying message that school caterers are perfectly placed to serve HOT nutritious food
- School caterers, themselves ‘key workers’ have been on hand (and continue to be) throughout the pandemic
 - Where appropriate, will also support British and sustainable messages
 - School meals always include plenty of fresh food provided by Great British food suppliers



LACA create flexibility around NSMW 2020

- Firebreak lockdown in Wales to commence on Friday – scheduled to finish on 9th November (the first day of NSMW).
- Other restrictions may come in to England affecting school closures.
- LACA recognise the need for Flexibility.
- With so many children not in school and with the rise in unemployment, inevitably leading to increase need for Free School Meals (FSM), the importance of promoting school food and making sure parents understand what a modern day school meal is like, has as much relevance this year as in previous years, if not more so.
- A likely outcome from NSMW 2020 is that parents, eligible to apply for Free School Meals, will hear the ‘noise’ created by NSMW and look more at what they may be entitled to.
- NSMW messaging and comms will therefore continue.
- Resources can be adapted to change the date – whilst NSMW will still be celebrated w/c 9th in terms of the national press and messaging, caterers can reschedule as they see fit.

MONDAY *Go Meat Free* with support from **ProVeg International**

Many school caterers leave meat off the menu for one day during the week, not only having health benefits but also benefits the environment.



TUESDAY *The School Meals' Oscars*

A day of students' favourite meals where the menu items are the 'star of the show'. Parents can also be encouraged to submit their favourite meal and dessert to be served at the schools. Caterers could choose a few dishes to make up their menu

WEDNESDAY *National Roast Dinner Day*

Once again, linking in with The Soil Association – Food for Life popular theme day



THURSDAY *The Great British School Lunch* with support from **Love British Food**

We will encourage caterers to showcase a menu packed with British favourites, which have topped our polls, so we know they will be popular. It is so important to support our farmers, local businesses and reduce food miles to protect our environment



FRIDAY *Thank You Key Workers!*

We are asking all caterers to invite local MP's into schools for lunch, where they will be asked to present a certificate to that catering team – representing all the catering staff in each constituency who have been heroes throughout the COVID-19 pandemic

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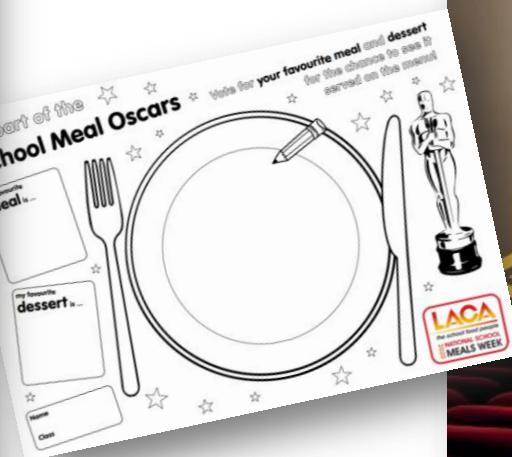
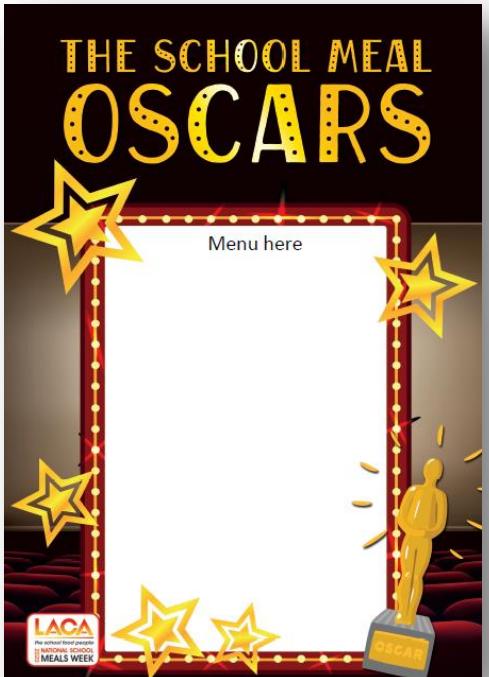


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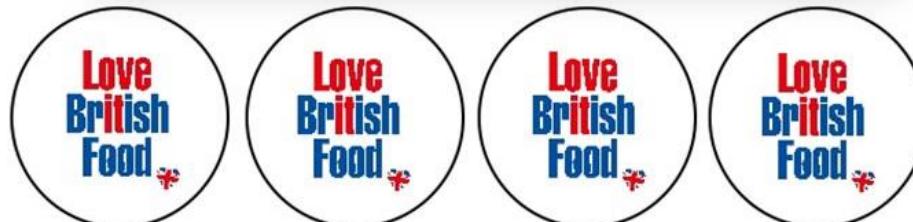
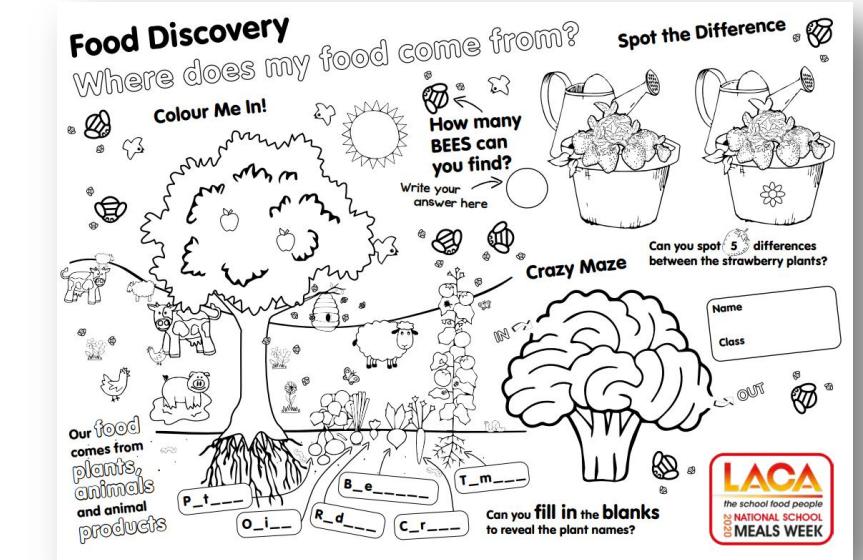


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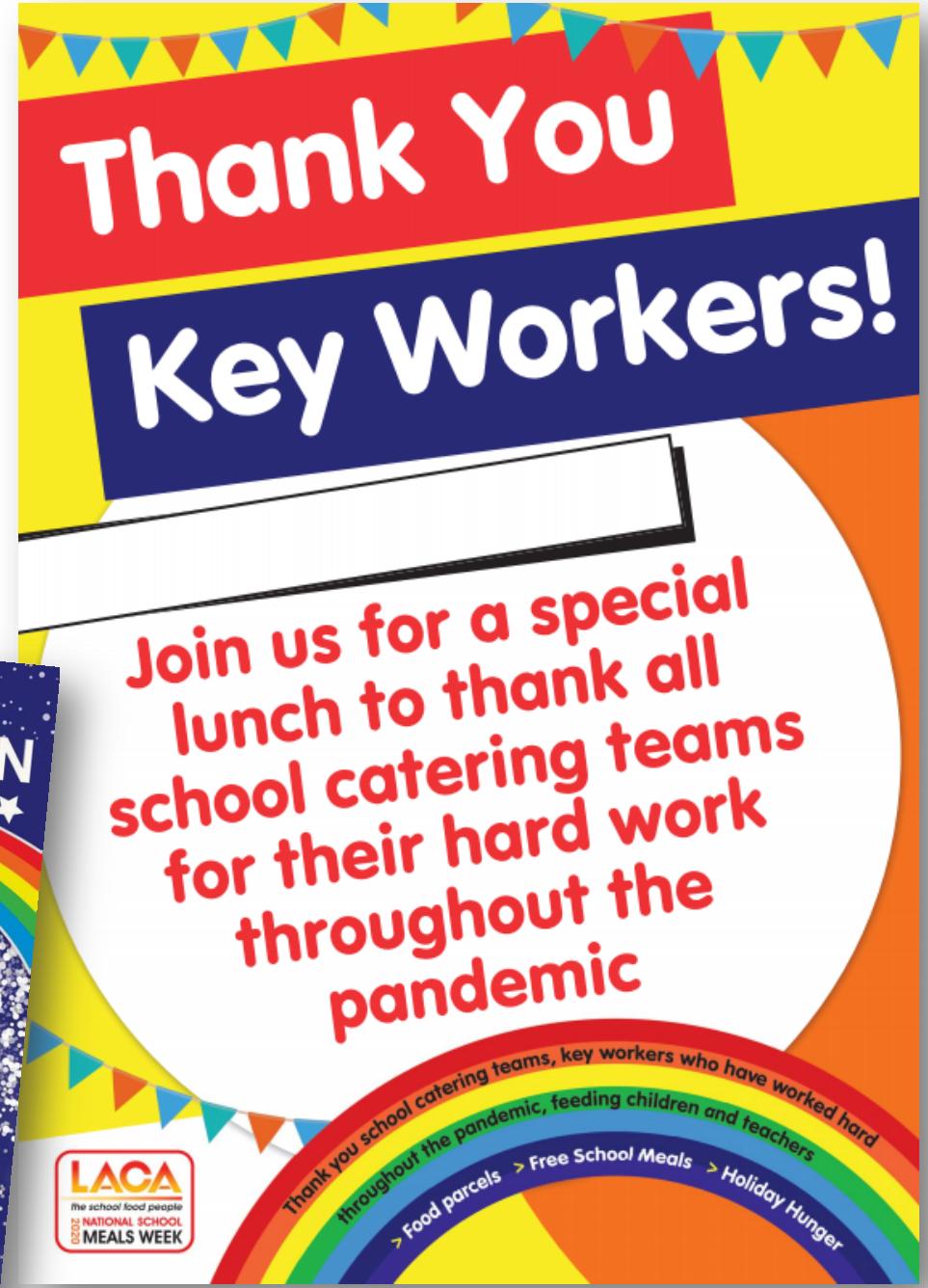
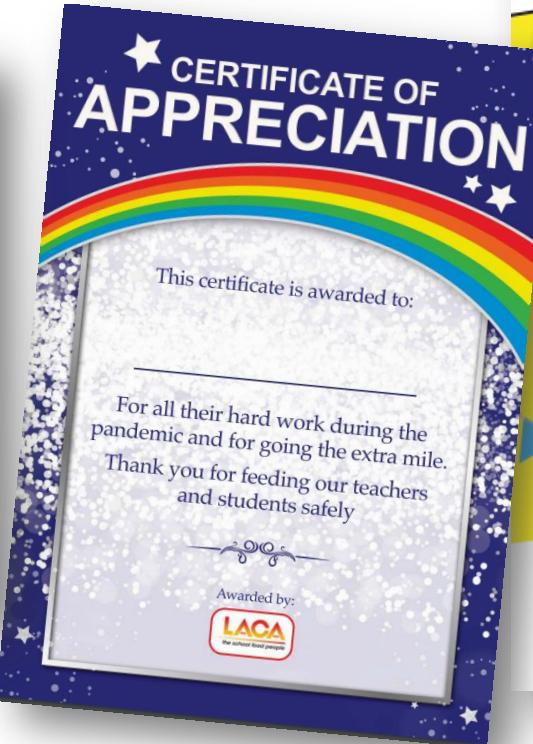
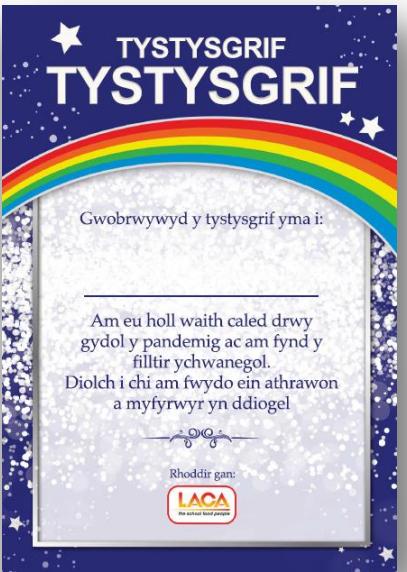
with support from



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Share what you are doing

- Facebook @nationalschoolmealsweek
- Twitter @NSMW @LACA_UK
- Instagram #nationalschoolmealsweek laca_uk
- Use the hashtags #NSMW2020 #LACA_UK #tasteforyourself