http://im.croydon.net/collaboration/id/ic/Documents/logo.pngIdeas for Increasing School Meal Uptake in Primary and Secondary Schools

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| Know your figures |  | Involve the catering team |  | Involve and promote to pupils |
| * Audit your current uptake figures, being clear about:   -Percentage uptake for UIFSM  -Percentage uptake for benefit-related FSM  -Percentage uptake for paid meals   * Use the figures to focus your efforts e.g. on those entitled but not claiming UIFSM or FSM. * Set yourself a target for each group. |  | * Engage catering team in reviewing provision and analysing what meals work well. * Review uptake data with catering team/contract caterers identifying trends over the year and considering improvement ideas. * Ask for ideas around menu, service and presentation of food. * Ask contract caterers what other schools are doing and how they’re increasing uptake. |  | * Consult on food/service using school council * Run a 'design a dish' competition for pupils to design a new meal to feature on the menu. * Include themed days. * Promote meals through whole class/year groups/school council. * Use pupil ambassadors (who currently eat a school meal) to encourage other pupils/families. |
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| Engage and promote to parents/carers |  | Improve menu and food on offer |  | Embed into a whole school approach to good food |
| * Consult on current views and what would encourage them to choose a meal for their child. * Ensure menus appeals to families on paper e.g. they understand what the dishes are by their name/image. * Make meals high profile through the newsletter, website, texts/emails, events. * Share photos of meals, quotes from children or kitchen staff. * Target promotion to families eligible for a free meal by highlighting quality of meal, PP funding, plus additional benefits e.g. reduced trips/uniform costs. * Consider offers such as sibling discounts. |  | * Ensure meals are balanced, interesting and look appetising. * Make menu appealing with clear names of dishes and images. * Consider more plant based/vegetarian dishes. * Ensure hot options are always available and encouraged over sandwiches. * Encourage staff to eat a school meal on occasion - paid for if possible. * Present food in an appetising way and ensure young children can see it – consider what might work in an outside café/restaurant. * Review ‘branding’ of secondary canteens, service areas and food presentation. * Run taster sessions for pupils and parents e.g. at parents’ evening. |  | * Ensure service is consistent with provision across the day e.g. breakfast/after-school menus. * Review whole school food policy alongside lunch improvements. * Ensure packed lunch policy and school meal provision is consistent – do not allow items in packed lunches that are not allowed in school meals and vice versa e.g. crisps, juice drinks, chocolate sponge. * Embed meal service into good food education on the curriculum e.g. growing food for lunches, kitchen staff doing demos/cooking, planning/ creating meals for lunch menu. |