SCOTTISH SCHOOL COOK OF THE YEAR
Read Lynn’s interview

INCH BY INCH FOR SCOTLAND
The first two months

THE 2017 ASSIST CONFERENCE
Relive it with all the photos
Welcome to our third newsletter and my first as National Chair of ASSIST FM.

It has been a whirlwind start for me. Already I have attended LACA, NACC and APSE national conferences and spoken at the Good Food Nation Conference and The Vegetable Summit. I have also been involved in a number of consultations and I will be continuing to represent ASSIST FM on a number of committees. I will be circulating a bi-monthly bulletin to keep everyone informed of my adventures and any discussions I have been party to.

I’m grateful to Alistair McIntyre for his support over the last couple of years, and I’m delighted to welcome Jayne Jones as my own Vice Chair. We also have a couple of new committee members in Mark Hunter from East Ayrshire Council, and Paul Tennent from CRB Cunningham’s. It’s great to see you on board.

In this issue we have an interview with Lynn Ellington of Aberdeen City, our Scottish School Cook of The Year. We have a round-up of the Conference, and a report on the first two months of our Inch by Inch for Scotland campaign. I hope you are all still practising your hula hooping every day to keep fit and eating your healthy pot noodle!

We are sure you’ll find the newsletter interesting as well as informative, and please don’t hesitate to pass on any stories you have for future additions.

Of course, this newsletter comes to you in the midst of the festive season so can I wish you all a very Happy Christmas and prosperous New Year.

National Chair ASSIST
Keith Breasley
The 2017 ASSIST FM Conference truly was a great success. Themed ‘Record Breakers’, the conference did indeed break some records with the largest ever exhibition, the largest numbers of delegates and the largest amount raised for the nominated charity - this year’s raffle raised over £3,000 for Down’s Syndrome Scotland.

The move to the Glasgow Hilton meant that we had the whole Conference in the same venue for the first time in seven years.

Speakers at the Conference tied into the Inch by Inch for Scotland theme. Hosted by Alison Walker, Day one speakers included Dr David Caesar (Depute Chief Medical Officer of Scotland), Rhona Shepherd of Red Sky Management, Dr Andrew Murray (GP and Sports Medicine consultant with the University of Edinburgh, and the European Tour Golf), and Brian Costello from Headstrong, who all took elements of the Inch by Inch for Scotland theme and wove them into their presentations.

The BEBL Awards to Doune Primary and Lochgelly High School were well deserved and continued our partnership with Education Scotland. Thanks again to our sponsors CRB Cunningham’s and Spaceright.

The second day saw the launch of the Inch by Inch for Scotland campaign, as well as the outgoing National Chair ruminating on his time in the industry and passing on some of his experiences from his two year tenure.

The exhibition was a great success with six new exhibitors, and some suppliers asking if they could book their space for 2018 already. The dates for next year in the Glasgow Hilton are 23/24 August so get them in your diaries now!

The ASSIST FM National Awards were given out during the Gala Dinner. See all winners: Pages 5-7
Müller Milk Ingredients were the main sponsors of the Conference, and McCain sponsored the raffle prizes. The audience were shown a short film by Down’s Syndrome Scotland and the result was the biggest ever charity collection at the ASSIST FM Conference – £3015 (a cheque for which was presented to Andrew McIntyre, Ambassador for DSS, and winner of 4 gold medals at the Special Olympics.)

Alistair McIntyre stated, “The feedback we had was that this was the best ASSIST FM Conference ever. The speakers were excellent, the exhibition was fantastic, and the gala dinner and awards were enjoyable for everyone. One of the major items that we launched was the Inch by Inch for Scotland campaign. I think all our members and partners are excited about that campaign. An obesity campaign challenging a nation is probably the first time anything like this has been attempted anywhere.”

Alistair handed over his National Chair role to Keith Breezeley of Fife Council at the AGM, but he will be staying on in an ambassadorial role for the Inch by Inch for Scotland campaign for the next year.
Lynn Ellington

We met with Lynn Ellington, Scottish School Cook Of The Year to find out what she thought about the competition this year.

01. Did you enjoy the competition and what was the final like?

I really enjoyed the competition even with my nerves kicking in on the day. It was brilliant with a great atmosphere and when they revealed the top three and I was one of them it was fantastic. My team leader and manager did say it was a good omen when I was placed at workstation 1!

02. How long did it take you to come up with your menu and how much tweaking did you have to do to the menus to make them acceptable?

The chilli was straight forward as it is something I make for my children. I tweaked the recipe for them, as my three children don’t all have the same taste buds and they are my harshest critics. However, the cupcake was different and it did take a few tweaks to get the balance right with the raspberries.

03. Have you tried it on your pupils yet and what did they think about the dishes?

Yes, I have tried the dishes on my pupils and staff many times, and of course on my own children. It went down really well which was helpful for me. It was my main aim to come to the competition with two dishes that were different to what was on the menu, but also what they would like to eat. Trends are changing all the time so it’s important to change things up a bit.

04. Tell us a bit about your school and your team that you work with?

I work at Northfield Academy. It is a great school and has just over 600 pupils with a good group of staff within the school. My team is brilliant! They are hardworking and friendly and we all work together. I have been with my team for just under 2 years at Northfield and really enjoy it.

05. How did the council react to you winning the title?

Northfield was also great. I contacted the Head teacher Mike Will after I had found out that I had won, and I received a lovely message back from the school. They posted my success on their Facebook page, and on the Monday morning they came to see me and I received cards from many teachers.

My bosses were great, John was with me at the competition and at the final, and all of the team were congratulating me, with calls and messages. Andy Campbell (FM Manager) was the first to see myself on the Monday morning to congratulate myself. I also received lots emails from many council staff colleagues which was all lovely.

06. How did your school react to you winning the title?

I contacted the Head teacher Mike Will after I had found out that I had won, and I received a lovely message back from the school. They posted my success on their Facebook page, and on the Monday morning they came to see me and I received cards from many teachers. Mike also attended the Townhouse where I was presented an award from Councillor Yvonne Allan, Convener of Communities Housing and Infrastructure, in front of some of my work colleagues.

07. Did you enjoy the conference and what were the highlights for you?

Yes, I did enjoy the conference. It was great to see all the different suppliers and the new products on offer, and as a Cook in charge there were many products that were new and could work in the school environment.

08. Have you thought about the HIT scholarship and what kind of scholarship you’d like to take up?

I haven’t really thought much on my scholarship, however, I think that I would like to do the management side as I haven’t really done much on that side.

09. When you went to the gala dinner what were you expecting?

I had been told about the gala dinner from my bosses, so I had some knowledge on what it would be like, it was a great night and a fabulous way to finish off the competition. I also really enjoyed catching up with the other finalists.

10. Was it a surprise to win?

It was as the other girl’s dishes looked great and the standard of the competition was very high. With any competition you are never sure what the judges are looking for, so yes it was.

11. What advice would you give to potential entrants for next year’s competition?

The best advice I could give anyone thinking about entering next year is to be organised, calm and the main thing enjoy yourself!

12. Will you come back and defend your title next year?

I would love to have another go and defend my title and possibly come home with another trophy for myself and Aberdeen City Council. I think I will get Christmas past and start thinking and trying out ideas on the kids at Northfield and my own children again!
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Founded in Scotland and providing services since 1964
Inch by Inch for Scotland was launched at the 2017 ASSIST FM Conference, and a public launch was held at Portobello High.

The campaign is challenging, but fun and has created a real buzz. Inch by Inch for Scotland is about making small lifestyle challenges. It’s about doing easy exercises. It’s about cooking simple, tasty meals. It’s about saving money. It’s about great promotions. It’s about doing things inch by inch, little by little.

The campaign has been supported by a number of key organisations and individuals including:

- Dr Catherine Calderwood – Chief Medical Officer of Scotland.
- Dr David Caesar – National Clinical Advisor to the Chief Medical Officer of Scotland.
- Dr Andrew Murray – Exercise advisor to NHS Scotland, and the PGA Tour.

Education Scotland, FDFS, FSS, NHS Scotland and Scottish Government are all lending support on an on-going basis and have contributed in a strategic capacity.

Action for Children Scotland
Major charity whose programmes include Moving On and Yes Chef (the programmes that our presenter, Jordan, was involved in and have helped him into full time employment).

Scottish Amputee Football Team
Will be creating a film for the campaign.

Downs Syndrome Scotland
Will be highlighting the importance of food and exercise for people with disabilities and featuring Andrew McIntyre who recently won 4 gold medals at the Special Olympics.

Red Sky
Management Company for many top Scottish athletes and sports people – have lent their support at the beginning of the campaign.

Headstrong
Psychological services company who work with school pupils across the country – Brian from Headstrong has made 8 videos for the campaign.
The official launch at Portobello High was hugely successful, gaining UK national and Scottish national press and TV coverage.

The key factor at the outset was that if the campaign was to be successful, it would have to talk in a language that the target market understood. With social media it is important to create a real buzz, and to kick start this some of our funding was used to advertise on social media channels such as Facebook and Youtube. Initially £500 was spent on social media advertising to coincide with the launch. This resulted in a reach of over 20,000 people on Facebook from the start of the campaign.

However, one of the keys was to use different methods of reaching the audience. So the campaign included social media content and advertising, PR, online web development, a poster campaign, and email marketing. We also knew that if the campaign was to gain impetus we needed other partners and sponsors on board and we hope to bring on new supporters throughout the campaign.

We are currently reviewing the success of the different media and agreeing tactics to create further content. This includes looking at which days’ work best for different types of social media, and what type of content is getting more interest and creating more shares.

The mission of the campaign is to inspire the next generation towards a healthier future. The goal is to encourage more teenagers and families in Scotland to live healthier lifestyles. We realise that the campaign will run, at least, until December 2018 and we will not see an immediate change in people’s attitudes. However, we want to make a connection with them, and over the campaign life we want to get school pupils and their families across Scotland making small changes to their lives.

The figures and results so far have been much better than projected. At the time of writing (after six weeks), the campaign has over 1,000 likes and followers on Facebook. Regularly the Facebook videos are getting over 4,000 views. The reach has risen to over 35,000. Every national newspaper in Scotland has run an article on the campaign. Educating Magazine has featured the campaign in a two page spread. Dr Catherine Calderwood has talked up the campaign in a Radio Scotland interview.

However, the campaign shouldn’t just be measured on social media stats and press coverage. It is much more important to look at the interaction within the communities and so far we have had the following interactions take place: NHS Midwifery Department, Aberdeen Royal Infirmary wants the campaign to create content for young expectant mother classes, many of whom are obese at the early stages of pregnancy. NHS Ayrshire has met with the three Ayrshire Councils to create a proposal to go to the NHS and to Head Teachers to create a joint programme.

Scottish Sports Futures have written a proposal to partner with us on some of their own initiatives, including their Scotland wide Twilight Basketball initiative.

Street Sport programme at Robert Gordon University have asked to partner with the campaign.

The North Glasgow Community Food Initiative want us to promote their healthy food recipe programme.

Action For Children Scotland want us to promote a food poverty programme in Sanquhar.

NHS Scottish Borders are meeting with Scottish Borders Catering Department to create a joint programme for schools in the area.

The lasting legacy of the campaign will be projects such as the above. It is these initiatives that will create long lasting effects in the local communities. The campaign was always seen as a conduit to create partnerships and programmes across the country, as well as developing ideas that can become best practice.

The next stage is to get some of these initiatives off the ground, and to take the campaign into the schools through the roadshows to get school pupils across the country thinking about the positive changes they can make to the lives.

Alistair McIntyre, ASSIST FM Ambassador on the Inch by Inch for Scotland campaign stated, ‘We are delighted with the launch of our campaign. We are really starting to get interest from around Scotland, especially from individuals within the NHS. The Rothesay Roadshow was a fantastic example of how a school can take on the core messages of the campaign and utilise these messages within the school curriculum.’
In early November, Argyll and Bute Council hosted the first ever Inch by Inch Roadshow at Rothesay Joint Campus. Keen to support the wider campaign objectives, the Head Teacher, Barry Wilson, wanted to ensure that this event marked the start of an ongoing commitment to the campaign and the benefits that it could have for all pupils, rather than just hosting a one-off event.

As preparations got underway, the Catering Team, led by Fiona McMillan and Sharon Dodds were fully behind the event, and worked hard in the background to make sure that the event was a success for the pupils. Not only did they take part, they embraced the whole fun atmosphere – even treating us to some fantastic fruit art to get the event off to a positive start.

On the day, the whole S3 year group was involved, and they fully embraced the activities that were on offer to them. We were delighted that the Chief Executive of Argyll and Bute Council, Cleland Sneddon and the Executive Director of Community Services, Ann Marie Knowles both found time in their diaries to attend, and Cleland stressed the importance of this campaign to pupils across Argyll and Bute with both humour and sincerity.

Alistair McIntyre, Inch by Inch Ambassador, then outlined the campaign’s aims for the pupils, and we were then treated to a sneak preview of some of the forthcoming exercise and food video clips. The pupils took part in one of the seated challenges – with hilarious results!

Then, the fun really began: the year group split into three teams, and each took part in the three activities that had been arranged for them: there was the hula hoop challenge, and pupils were tasked with trying to see who could hula hoop the longest, while walking, skipping, jumping and even kneeling. Next up was the smoothie bike: the catering staff had prepared a huge array of fruit, so pupils could experiment with whatever choices they liked. Let’s just say that some results were rather interesting!

Finally, came the highlight of the day for many: Jordan, the cooking challenge presenter, did a cooking demo with each group, showing them how to make a healthy pot noodle. His engagement with the pupils was amazing, and as he spoke from the heart about his life experiences, you could see the connection that he was making with the young people who were taking part. Many asked some insightful questions, which Jordan answered honestly. And everyone loved the healthy noodle dish, of course.

The morning ended with the Head Teacher and his team committing to developing further activities for the whole school to support the campaign, and prizes were awarded to the pupils in each group who managed to hula hoop for the longest, which was a lovely touch. We think that the Executive Director, Ann Marie, deserved special mention for outlasting most with her hula hooping skills – what a great way to show commitment!

We are hopeful that this will be the start of the campaign across Argyll and Bute, and that other Secondary Schools will take on the challenge from Rothesay, as they pledge to support the campaign throughout 2018.

Who is up next for an Inch by Inch Roadshow?
Over 1000 drawings from the city’s primary school pupils were submitted to a mascot drawing competition organised by Cordia (Services) LLP. Ruairidh McKenzie, a primary seven pupil from Clyde Primary School, won the competition with his striking design aptly named ‘Broccoli Bill’, which will be turned into a full-size mascot as well as being used across Fuel Zone marketing materials.

Runners up included vegetable superhero ‘Captain Healthy’ and karate chopping carrot but it was Ruairidh’s design of a stalky broccoli in tartan attire which stole the show.

The designs were judged by Councillor Chris Cunningham, City Convener for Education, Skills & Early Years, Chair of the Cordia Board Ken Andrew and Julia McCreadie.

Julia McCreadie, Cordia’s (Services) LLP’s Head of Encore and Facilities Management, said: “This is a fantastic achievement for Ruairidh, showing off his creative skills by producing a design which embodies both healthy eating and Scottish heritage.

“We’re pleased to have received such a high level of entries and are really looking forward to seeing Broccoli Bill brought to life in January. “Bill will be making a number of visits to Fuel Zone’s across Glasgow, so be sure to keep an eye out for our big friendly green giant!”

As well as seeing his design brought to life, Ruairidh also received £500 art voucher for the school, a framed picture and family tickets to the Irn-Bru carnival and Jack and the Beanstalk pantomime.

The Council has already secured a bronze award due to activities that include cooking with pupils and using produce grown in school gardens. And with the introduction of these boxes being delivered to schools by social enterprise company Locavore, it is hoped silver status will be achieved soon.

Many of the vegetables being provided to schools are grown locally at the glasshouses within Rouken Glen Park, which are managed by Locavore, which means the contents of the boxes will vary from week to week throughout the seasons.

Councillor Paul O’Kane, Convener for Education and Environment, said: “Food is so important for fuelling our children and young people’s minds to ensure they are ready to learn. Our catering service already provides high quality meals, so I am delighted that this latest partnership will help it to improve even further. It’s all about making good food the easy choice for everyone and making healthy, tasty and sustainable meals the norm for all to enjoy. An important part of this programme is also to reconnect people with where their food comes from, teaching them how it’s grown and cooked, and championing the importance of well-sourced local ingredients.”

Nicky Joiner, Catering Co-ordinator added that the catering staff have been enthusiastic about introducing new fruit and vegetables to the lunch menu for pupils to experience and enjoy such as roasted harvest squash and kale crisps. It is also rewarding that this initiative is providing good food from local organic growers to local children, whilst also benefitting society and our local economies.”

The ninth East Ayrshire Excellence Awards Ceremony went off in fine style recently as the shortlisted nominees gathered at Orange Campus for a glittering award ceremony. The host for the evening was Depute Chief Executive and Chief Financial Officer, Alex McPhee. The Catering Team were given a huge vote of thanks for their superb meal and Stephanie Roney, Cook, Stewarton Academy was a worthy finalist in the Young Achiever Award.

An innovative partnership is helping East Renfrewshire Council to provide local produce to all of the area’s primary schools. Working with a local social enterprise company, 23 primary school kitchens receive a mixed box of organic fruit and vegetables every week.

The initiative is part of the Council’s drive to constantly improve the healthy, nutritious meals provided to pupils, whilst using locally sourced produce. It is another step in the Food for Life Awards process, a national scheme which encourages organisations to use more local, seasonal and organic ingredients.

Photo: Primary School pupils enjoying local produce
We will soon be rolling out the Scots Origin brand. We have two brand marks that councils and suppliers can use:

**Mark 1:** Country of origin is Scotland — It is grown on a Scottish farm. It is derived from fishing activities in the North East Atlantic (which includes the North Sea and Scottish coastal waters) and landed at a Scottish seaport in rivers, lochs or water courses and fish farms within Scotland.

**Mark 2:** Manufactured / processed in Scotland — It is manufactured or processed from raw ingredients (even though they may not originate from Scotland) in a Scottish factory or food facility which employs people and contributes positively to the country’s gross domestic product (GDP).

For more information contact Alan Cunningham at alan@totalizemedia.co.uk.
The UK Foodhall are very proud to have been awarded the supply of 15 products via The Scotland Excel new frozen food Framework agreement, which commenced at the start of November. The product is available from your frozen wholesaler to order.

The UK Foodhall have gained listings for a wide range of products across a wide range of products, all available through Brakes Scotland. The products include:

- Healthier Option Beef Grill 57g Red Tractor (80% Beef)
- Red Tractor Beefburger 113g (80% Beef)
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- Cooked Scottish Beef Slice 50g QMS
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- QF Raw Diced Chicken Breast 25mm Red Tractor
- Breaded Skinless MSC Pollock 85-110g
- Harry Ramsden’s Junior Seaside Style (Vinegar) Battered MSC Pollock Fillet 50-70g

At the ASSIST FM Conference in August this year, The UK Foodhall launched The Scottish Foodhall to promote the award winning school food that is Proudly Made in Scotland.

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