



**Upgrade your
Food for Life Served Here award
How we can support you**

We can Support you to upgrade

Our comprehensive support package can help you to upgrade and embed Food for Life Served Here Silver or Gold standards within your business.

Elements are also available individually to suit your needs. A full package costs £2,950+vat in addition to your application fee.

Perhaps your business is already:

- **Taking steps to champion local producers**
- **Making an effort to source ethical and environmentally friendly food**
- **Supports healthy eating**

But could you do more?

Caterers who receive technical support achieve the award 7 weeks sooner than those who don't...

...and typically receive 34% fewer non-compliances

98% of trainees report a better understanding of the benefits of meeting the standards after training

Over 500 catering staff have attended our training sessions and 98% reported they enjoyed it

91% of trainees are more confident explaining Food for Life Served Here to customers post-training

Our results



Overview of The Technical Session

Half-day session ensures your key staff are fully briefed on the Food for Life Catering Mark, understand what it takes to meeting the Silver and Gold standards, and why it's worth the effort.

We'll then help you analyse your spend and practice against Silver / Gold standards, seek practical supply chain options and help communicate your needs to suppliers before identifying other ways you can support your customers to eat well

Aims of session

- Encourage and inspire key staff members
- Create an tailored action plan to upgrade
- Helps to prepare for the inspection

✓ **An updated Food for Life plan**

Captures how and where you to meet the standards and outlines steps required. It is used during your inspection so it's helpful to get it right!

✓ **Spend scorecard**

Helps you to calculate and establish your spend on ingredients and how this earns points at Silver and Gold.

✓ **Tools and resources**

These will help you communicate with your suppliers and demonstrate you are meeting relevant nutritional standards for your sector.

Overview of The Progress Review

This two hour session is designed to review your progress with embedding the standards, troubleshoot any areas of difficulty, and ensure that the correct evidence is in place, ready for your inspection.

Aims of session

- Check your progress towards meeting the standards
- Ensure the correct evidence is in place
- Get ready for inspection
- A chance to ask questions
- Help troubleshoot any areas of difficulty

You receive

- ✓ **Technical support** and guidance
- ✓ **A summary** of further work required
- ✓ **Guidance** on preparation for your inspection



Overview of Staff Training

This interactive workshop for up to 20 staff is designed to introduce staff to sustainable food issues, empower staff to talk to customers about the award and new ingredients they are serving and encourage staff to feel invested in the achievement of your Silver and Gold Food for Life Served Here award.

Aims of session

- Provide an interactive, hands-on and fun intro to Silver and Gold
- Gives all staff the opportunity to learn and ask questions
- Helps demonstrate that you develop staff with training
- Teach your team to communicate the benefits to customers



This workshop made us all think about what we eat and where it comes from. My staff now understand how environmental issues impact on our daily lives without us really seeing them at first glance.

We investigated the role food service plays in creating healthy, sustainable and ethical supply chains.

Beverley Seed, Head of Catering at Edge Hill University

I found the course rewarding – it helped me achieve a better understanding of the awards we have received.'



Catering Supervisor, Oldham Council

- You receive**
- ✓ **Certificates of attendance** for trainees
 - ✓ **Training feedback** from trainees
 - ✓ **Materials** for future training



Overview of Marketing and Press Support

This stage of support is carefully designed to identify and make the most of opportunities to market your new award. There are different options for how this is provided, to best suit the needs of your business.

Aim of session

- Get the message out and raise the profile of your achievement
- Make the most of your opportunities to market
- Reach the public as well as your staff and customers
- Use social media, industry and local press

You receive

- ✓ **PR** support, tailored marketing materials or direct comms to stakeholders
- ✓ **Support and expertise** from Soil Association press and marketing team
- ✓ **Advice and content** for social media



What our Customers say

Now our staff fully understands and respect what the Food for Life Served Here is all about. We opted for support to help with promotion and raising awareness. We are more aware of what we're feeding everyone. It's great to be able to boast about who we are supplied by and that our ingredients are sustainable.

Kevin Wollaston, Head Chef

Shepton Mallet Treatment Centre

Pride Catering hold awards at Bronze and Silver, covering 16 care homes and 28 schools. They opted for a training session for their strategic sales and management team.

The trainer grabbed the attention of our team from the start! I now believe that we are in a position where our managers have an understanding and can apply the Catering Mark within our business.

Dennis Purcell, Food Service Director

Pride Catering

Royal United Hospital Bath achieved a Bronze Catering Mark in October 2015 for the Lansdown Staff and Visitor Restaurant, opting for a full support package to help with this journey.

Thanks to our marketing and press work, their Catering Mark success was featured in five local publications.

Royal United Hospital Bath



Costs and Further information

Upgrade with Full Support Package

£2,500+VAT + annual renewal fee

- ✓ Achieve and embed Food for Life Served Here within your business
- ✓ Receive benchmarking, a progress review, staff training for up to 20 and marketing and press support

Upgrade with Technical Session

£600+VAT + annual renewal fee

- ✓ Receive technical support to identify key areas of work and create a tailored action plan to meet the standards

Upgrade Without additional support

annual renewal fee

- ✓ Get inspected
- ✓ Support available remotely from your designated certification officer

Receive Bespoke support

See below for details

Choose support that meets your needs from:

- The Technical Session (£600+VAT)
- Progress review (£450+VAT)
- Staff training (£750+VAT)
- Marketing and PR (£800+VAT)

To request support or discuss your requirements please get in touch with your Food for Life Served Here Development Manager or email catering@foodforlife.org.uk

Visit us online at www.soilassociation.org/certification/catering