

## WEST DUNBARTONSHIRE COUNCIL

### Report by Acting Director of Housing, Regeneration and Environmental Services (Land and Environmental Services)

Community Safety and Environmental Services Committee: 04 April 2007

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**Subject: The Seafood Awards 2007**

#### **1. Purpose**

- 1.1** To advise the Committee that the Council's School Meal Service has been chosen as a finalist in the School Awards category of the national Seafood Awards 2007.

#### **2. Background**

- 2.1** The Sea Fish Industry Authority (Seafish) works across all sectors of the UK seafood industry to promote good quality, sustainable seafood. Their research projects and initiatives are aimed at raising standards, improving efficiency and ensuring that their industry develops in a viable way.
- 2.2** They are the UK's only cross-industry seafood body working with fishermen, processors, wholesalers, seafood farmers, fish friers, caterers, retailers and the import/export trade. Seafish are a Non Departmental Public Body (NDPB), and are sponsored by the four UK government fisheries departments and funded by a levy on seafood. They were established in 1981.
- 2.3** The Seafood Awards is a Seafish initiative designed to encourage enterprise and innovation across all areas of the seafood industry. The Schools Award has been introduced as a new category for the 2007 Seafood Awards. The award recognizes those schools which have endeavored to make seafood a cornerstone of their menu.

#### **3. Main Issues**

- 3.1** The Scottish Executive's "Hungry for Success Report – A Whole School Approach to Scottish School Meals" recommends that secondary and primary schoolchildren should eat fish at least once per week. Oil-rich fish contain valuable, protective fatty acids which are deficient in the Scottish diet and their consumption is encouraged.
- 3.2** The Seafood Award scheme was seen as a suitable way of promoting a variety of fish into the school meals menus and involving schoolchildren to participate in tasting different fish dishes.
- 3.3** Participation in the award scheme involved meeting a five point criteria that consisted of:
- Describing the quality measures employed in sourcing and handling seafood
  - Explaining choices of species of seafood and how they were prepared

- Explaining how the seafood is cooked in order to provide a healthy option for children's meals
- Explaining how often seafood is prepared as a dish and reasons for the choice
- Describing the marketing methods used in encouraging children to choose the seafood dish

Colour photographs, menus and other supporting evidence was included in the Council's catering services submission.

**3.4** Following a rigorous evaluation process, the Sea Fish Industry Authority (Seafish) selected West Dunbartonshire Council as one of the finalists in the School Awards category of the national Seafood Awards 2007 where we were awarded runner-up status.

#### **4. Personnel Issues**

**4.1** Catering staff worked closely with teaching staff in schools to inform pupils of the benefits of choosing fish and raising their awareness of the health impact of eating fish. The catering staff, teaching staff and children decorated the dining rooms and participated in competitions and catering staff prepared a great variety of fish dishes for the children to choose from.

#### **5. Financial Implications**

**5.1** The cost of all additional fish products, promotional and marketing items were funded from within the Council's Hungry for Success programme.

#### **6. Risk Analysis**

**6.1** There are no risks associated with the content of this report.

#### **7. Conclusions**

**7.1** Participation by the Council's Catering Services in this type of event not only encourages and promotes a healthy eating culture in schools but also raises the Council's profile as a service provider delivering best practice in the local authority sector.

#### **8. Recommendations**

**8.1** **The Committee is requested to note the achievement and contribution made by the Facilities Management Section - Catering Services in reaching the final of the Schools Award category of the national Seafood Awards 2007.**

**Ronald M Dinnie**

**Acting Director of Housing, Regeneration & Environmental Services  
(Land and Environmental Services)**

**Date: 2 March 2007**

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**Appendices:** None

**Background Papers:** None

**Wards Affected:** All