



Achieving

Food for Life Served Here

How we can support you

Welcome to **Food for Life Served Here**

The independent endorsement for caterers serving food that is full of fresh, local and honest ingredients, with more meals cooked from scratch using produce that is free from undesirable additives, colourings and sweeteners.

Perhaps you are already:

- **Freshly preparing lots of dishes**
- **Committed to local suppliers**
- **Taking strides towards more sustainable practice**

But could you do more?

We can **Support you to achieve**

Our comprehensive support package can help you to achieve and embed Food for Life Served Here within your business.

Elements are also available individually to suit your needs. A full package costs £2,500+vat in addition to your application fee.

Caterers who use our benchmarking option 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 Introduction

This briefing session will ensure that your key team and stakeholders are on board with Food for Life Served Here and what it means for your organisation.

This session is open to your senior team, your client and stakeholders and your suppliers.

- You receive** ✓ **The tools to brief your organisation**
Tools to brief your team and stakeholders on the standards you are aiming to achieve and what it means for your organisation.

Overview of Benchmarking

This half-day session ensures your key staff are fully briefed on Food for Life Served Here; understand what it takes to meet the standards, and why it's worth the effort.

We'll then assess current practices in detail, identify any changes required, and create a plan of action.

Aims of session

- Encourage and inspire key staff members
- Create an tailored action plan to achieve the Food for Life Catering Mark
- Helps to prepare for the inspection

- You receive**
- ✓ **A Food for Life Served Here plan**
Capturing 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!
 - ✓ **Menu checker**
This helps to assess your food offer against the standards. This will help you prepare confidently for your inspection.
 - ✓ **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 ensure that your entire team knows about Food for Life Served Here and why you are working towards it. The session is designed to be fun and informative, helping to engage staff and enable them to promote your award to customers.

Aims of session

- Provide an interactive, hands-on and fun intro to the award
- 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

“ I enjoyed the training session very much. The trainer was very friendly, offering a happy, relaxed environment to participate and learn.

Really enjoyed it! I was made to feel that we do a good job.

This training has given me the knowledge to pass onto our customers.

”

Quotes from trainees

- 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 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

Apply with Full Support Package

application fee plus £2,500+VAT

- ✓ 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

Apply with Technical Support

application fee plus £600+VAT

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

Apply Without additional support

application fee applies

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

Receive Bespoke support

See below for details

Choose support that meets your needs from:

- Introduction (£350+VAT)
- Benchmarking (£600+VAT)
- Progress review (£350+VAT)
- Staff training (£750+VAT)
- Marketing and PR (£800+VAT)
- Full support package without application (£2,500+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