

MIDLOTHIAN CASE STUDY



HEALTHY EATING

Having adopted the IMPACT cashless system, Midlothian Council is using it to promote healthy eating.

In 2004 Midlothian Council introduced IMPACT in four of its six secondary schools. Norman Catto, business manager at the council, decided to look into the possibility of using cashless payment systems as a way of reducing the stigma of free school meals. The IMPACT system from CRB was chosen after its success in a tender process and its proven record within other schools. Mr Catto was also impressed by CRB's commitment to installation, support and training.

Objective

Mr Catto soon realised that there were other added benefits of cashless payment systems, not least being able to monitor the type of food pupils were choosing at meal times. The IMPACT system was able to accommodate a points system for meal options meeting the government's Hungry for Success guidelines in Scotland which requires schools to monitor consumption.

Solution

The council decided to trial a healthy eating points system and reward the pupils who were consistently choosing the healthiest options. The trial was carried out in four High Schools (Dalkeith, Lasswade, Newbattle and St David's RC) with over 4,000 pupils in total.

With the help of nutritionist Laura Nesbitt, Midlothian council awarded points to each of their lunchtime meal deals which consist of a starter, main course, dessert and a drink. Each meal deal was given 15, 10, 5, 2 or 0 points with 15 points being the healthiest option. At the end of term, the five pupils from each of the four schools with the most points were awarded an i-Pod.

Outcome

Commenting on the trial, Mr Catto said: "The healthy eating pilot scheme went extremely well with minimal teething problems. We are now planning to roll a similar scheme out in all six high schools. We have modified it slightly with target levels being set where pupils achieving 400 points in a term will receive one prize and those reaching 300 points will receive a different prize etc.

"We will be talking to CRB about systems for primary schools so that we can fully meet the Hungry for Success guidelines on monitoring lunch time meals."



Credentials

- UK market leader
- Over a million users in more than a 1500 schools
- Founded in 1963
- 4 owner/directors with over 80 years experience
- First school system installed in 1993
- Highest quality hardware and software
- Total commitment to after sales support
- Open, flexible solutions
- Biometric, card and cardless solutions available
- Offices in Edinburgh and Durham. Cunninghams offices in Birmingham, Belfast and Nairn

Testimonials

"We've worked with CRB for the last 5 years and they have proved to be an able and effective partner. Impact is a very robust and mature system that manages our cashless service with ease. We have looked at many similar products but no company could meet our needs with such flexibility. I have no hesitation in commending CRB for great service and a great product."

Brendan Murphy of Glasgow City Council

"The system is in 23 schools and is proving hugely successful, increasing revenue by 15% to 20%."

Bill Kennedy of Tayside Contracts

"As a three star local authority, we are proactive and progressive in our approach, and only work with suppliers who have the same attitude. With CRB, not only do we have a supplier that shares our enthusiasm for customer service, they are also generous with sharing their knowledge and expertise. The excellent training and support offered by CRB, made sure that we are all competent and confident when using the equipment."

Colin Ranson of Sunderland City Council

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