

the **BIG**
FRESH
Catering
company

Start Well Committee, November 2025





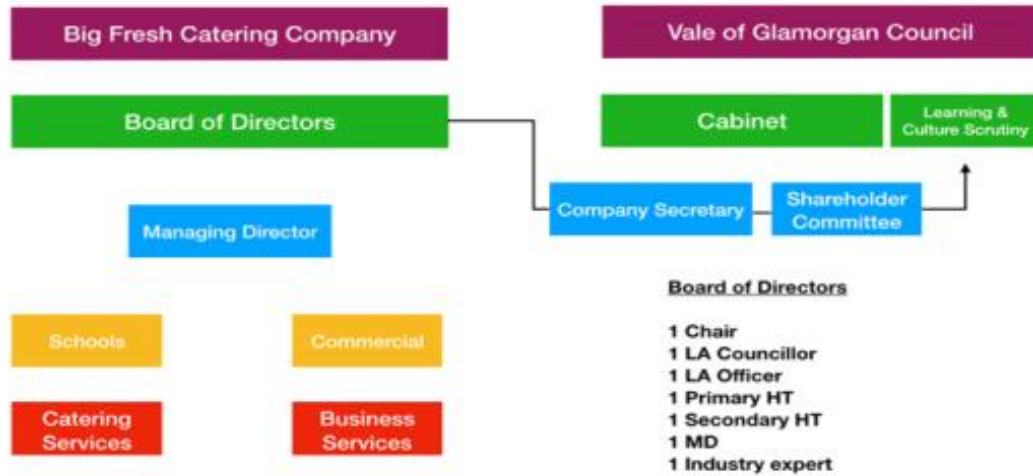








Governance



Board of Directors

Carole Tyley	Managing Director, BFCC
Sam Daniels	Head, Victoria Primary
Rhys Angell-Jones	Head, Ysgol Gymraeg Bro Morgannwg
Cllr Rhiannon Birch	Cabinet Member for Education, Arts & Welsh Language
Trevor Baker	Head of Strategy for Learning & Skills

In numbers

- Continued growth @ 13% since 23/24 – 271 staff
 - Retail growth at 10%
 - 52/53 schools
 - 2 retail outlets
 - Mobile food truck (Airstream)
- Meals Served 24/25
 - Primary: 1,670,226
 - Secondary: 725,065
 - Total: 2,395,291
- FSM Take-up
 - 74% Primary
 - 57% Special
 - 55% Secondary
- Paid Take-up (Secondaries)
 - 45%

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Added Value

- 10 different menus on offer – covering allergens and dietary needs
- Involved in Welsh Veg in Schools (WVIS) Project
 - Working with 3 local VoG growers to get local produce in school meals
 - Planning 2026 crop underway
 - Cucumbers from Goldsland Farm in Wenvoe served to all our Food & Fun schemes this year and leeks to our schools during this term
- Vale of Glamorgan Council and Project Zero looking at carbon reduction in our kitchens and on our menus
- Public Health Wales with partners from the Welsh Network of Healthy Schools Schemes, promoting health and healthy lives
- Vale Communities for Work+ aiming to place volunteers into our schools and commercial premises
- Food & Fun scheme grew by 50% this year, led by BFCC
 - Pencoedre High School coordinator won 'Most Commendable' award at the 1- year anniversary for Children's Champion
- BFCC teaming up with Food Vale to incorporate local growers into school day through teaching and learning
- Working with Size of Wales towards deforestation accreditation
 - Working with our suppliers to reduce the use of palm oil
- 704 of our products linked to Fair Trade practice
 - Working with schools such as St Andrews Major in developing pupil-led projects
- Airstream supporting local cultural and celebration events
 - Penarth lights switch-on on 16 November

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Council rolls out free school meals to all primary schoolchildren




One councillor said the idea that children went to school hungry was 'absolutely terrible'

NEWS By **Ted Peskett** Local Democracy Reporter

13:02, 3 MAY 2023

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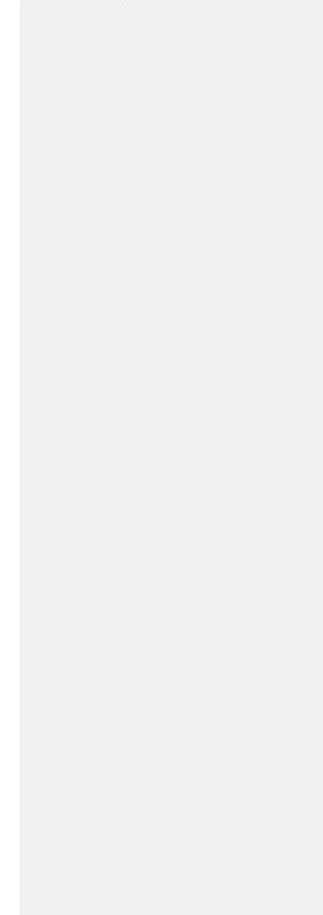
 The Vale of Glamorgan Council's cabinet member for education, arts and the Welsh language, Cllr Rhiannon Birch, at Barry Island Primary School (Image: Vale of Glamorgan Council)

Accelerated rollout of UPFSM – First in Wales

- From September 2022 all pupils in Reception, Year 1 and Year 2 were offered a free school meal
- From April 24 2023, all remaining year groups in Vale schools were offered a free school meal
- Financial support for schools to use for non-catering midday supervision
- Featured nationally and internationally in the press
- There is no postcode lottery for free school meals in the Vale



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Sponsored projects have included:

- Wellbeing Hub
- Nutrition Pod
- Secondary Breakfast and afterschool club
- Afterschool enrichment clubs
- Outdoor gardens and cooking areas
- Outdoor alfresco dining
- Snack Shacks/Forest School
- Eating and cooking for life
- Kitchen enhancements

Support for schools

The Big Fresh Investment Program

- **Pay-out to schools based on profits & surplus**
 - No play, no pay
 - £255k
- **School & Community funded projects**
 - Outside school provision for pupils including meals
 - Supporting community & family engagement
 - £60k
- **Good Citizenship Fund**
 - Community sponsorship for pupil groups (eg local football clubs)
 - £10k
- **Quality and ingredients**
 - Additional 5p per meal towards food
 - Enhancing school dinners
 - £88k
- **Operations and Development**
 - Capital reserve for asset management (school equipment)
 - Commercial development: more in = more out
 - £223k
- **Midday Supervisor Support**
 - UPFSM funding direct to schools to support additional non-catering staffing
 - £300k
- **Secondary School Snack Scheme**
 - Piloting a BFCC funded snack at breakfast or break in secondary school
 - Support the cost of living and increase uptake of school meals





Preparation & Innovation

Legacy of capital investment
Staff up-skilling
New roles
Soft launch
Asking for help, learning, and testing

Hard Work

High expectations, high reward
Procurement & Agility – ie £200k saved with UPFSM
Recruitment, probation, retention and release
Engagement (and more much engagement)



Learning

The cost of failure is.... learning
Commercial experiences and customer demand
Lessons from COVID
New systems and infrastructure – making the model work

Relationships

Schools are on the Board and control the service they are receiving and where investments are made

Heads are our link to families and advocate on our behalf

Teachers have access to community groups, potential staff and young people looking for work

Rock-solid relationship with suppliers/installers



**“The day I stop learning is the day I stop growing.
You miss 100% of the shots you don’t take.”**

-Wayne Gretzky, ‘The Great One’



Bursting with fresh ideas and innovative menus. We're **BIG** on supplying catering to schools, business and communities. When our super chefs and delivery teams have finished cooking up delicious, innovative meals they look at how the **profits can go back into schools to do some good.**

We're **BIG**, we're **FRESH** and we're friendly.

Come and have a chat **today!**



hello@bigfreshcatering.co.uk

www.bigfreshcatering.co.uk