

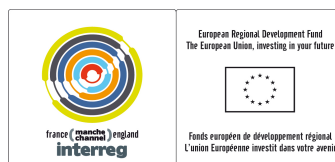


The Role of SaSM in Hotpot

A joint project between

- * Institute Polytechnic La Salle Beauvais, and
- * The University of Brighton, School of Sport and Service Management

Funded by the European Regional Development Fund Interreg 4 programme



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Introduction

This report gives a detailed overview of the inputs made by the School of Sports and Service Management (SaSM), University of Brighton in the Hotpot project

HOTPOT was a joint project between Institut Polytechnique La Salle Beauvais (LSB), France, and the University of Brighton, School of Sport and Service Management (SaSM). The project was funded to the sum of 2.8 million Euros by the European Regional Development Fund (ERDF) Interreg 4 programme over a 39 month period from December 2009 to March 2013. The regions covered by the project were Picardie in France and Sussex in the UK.

The project had four elements focusing on the food service and wellbeing sectors addressing research, education, business support, public and social engagement and a communications element to promote each element and the project as a whole.

This report has been partially generated through the inclusion of a range of materials, promotional and review articles across all elements of the project which have been used during the course of the project. The section detailing the research activities of the project has been written by Ken Woodward who led the research activities on behalf of SaSM.

The Hotpot project was conceived through my involvement as driver for Professor Svetlana Rogers on a visit to discuss the possibility of a research project with Francois Guillon at LaSalle Beauvais. A brainstorm over dinner resulted in the various elements being formed and the title Hotpot being used as a catalyst for the ingredients of the project. Unfortunately Professor Rogers did not stay at the university to even realise the success of the teams bid to Interreg.

There are many people to thank for their contribution to the success of this project, my academic colleagues, in particular to Ken Woodward for his support throughout many elements of the project, also to Harvey Ells and Ioannis Pantelidis for their contribution to the research element and Jenny Shackelford for her involvement with the preliminary study. Thanks must also go to the educational support team at SaSM, to Linda Birnie for her support in the research element and all the other activities in the Culinary Arts Studio at SaSM, Sue Allen for her support in the validation process of the Masters degree, Merz Hoare for her brilliant organisational skills in helping to manage all the seminars, conferences and other events, Nicola Summersell for her positive and friendly approach to financial management throughout the project, Noel Walsh and Adrian Carpenter for their excellent technical support and to Sara Rumble for her 'can do' approach in managing the support team. I admire all their professionalism and commitment to the project, as a team they were also a pleasure to work with. Finally within SaSM thanks to the senior management team, Paul Frost for his enthusiastic support, particularly during the early part of the project when it nearly faltered and to Steven Goss-Turner for his unwavering support throughout the completion of the project. Thanks also to Francois Guillon, project manager at LaSalle Beauvais and his team for their professional approach to the project and for their understanding of the English way of doing things, long lasting friendships have been formed through this project. Externally the project has been

supported by Jennipher Marshall-Jenkinson, Chairman of the Microwave Technologies Association in a number of capacities including her work supporting the roadshows and as a guest speaker at the final conference. Also to Mark Corliss for his creative approach to design across all our publications, Trigger Solutions for their innovative approach to web design, Celine at Naked Translations and finally my daughter Alexis for her help with French to English translations at different times throughout the project.

I look forward to the possibility of Hotpot 2, my involvement with this project has been hard work at times but a rich and rewarding experience although a tiny drop in the ocean as a contribution to eliminating obesity and other health issues relating to a passion of mine ... food and wellbeing, however you may interpret or consume it.

Peter Odgers

SaSM Hotpot Project Leader 2009 – 2013

NB. The title of the School of Service Management (SSM) at the University of Brighton was changed during the course of the project (August 2012) to the School of Sport and Service Management (SaSM). This report being written at the close of the project will refer to the title of the school as SaSM however some documents / forms may refer to the former name of the school (SSM) at the time of the activity.

April 2013

Hotpot Objectives

The initial application for project funding determined the following key objectives:

1. Health & Food Service Curriculum Development: The France-England Interreg region is home to two institutions with an international reputation in the fields of Food and Health, Food Service and Culinary Arts. The project will enable the two partners to work together through the creation of a cross-border bilingual master curriculum in order to provide the food service sector with highly trained young professionals. This will foster the scientific background of these new curricula through partner peer review exchange and sharing of expertise at all stages of the project.

2. Research Project: "Novel Health and Food Service Technologies for Disadvantaged Communities" aims at providing innovative technical procedures to produce affordable meals with an enhanced nutritional value. Research will be based on soups, casseroles, Irish stews, hot pots, fish, meat patties, vegetables, liquid products and pastries utilising affordable raw ingredients (e.g. low grade meat cuts). It will focus on new processes for traditional dishes and on new novel meals. This cross-border research program will use advanced engineering and food safety expertise to take advantage of latest developments in minimally processing technologies.

3. Health & Food Business Services: A Business and Technology Supporting Program is planned for small and medium sized enterprises (SME) in the Health & Food service sector in South England and the Picardie region of France and in the regions along the Channel French coast. A series of seminars and workshops in both regions will be settled in order to support the management skills and to disseminate food science and techniques to the appropriate need of SME and the participants business.

A communications strategy was also developed at this stage to promote and disseminate the activities of the project through a joint website, periodic newsletters and a series of events to include both a mid-project and an end of project conference.

At a later stage of the application, at the request of ERDF and Interreg, a fourth element was added to the proposal to incorporate a series of public and social engagement activities to promote both the findings of the project research and to encourage a more healthy diet in the populations of the regions concerned.

Preliminary Study

During the first six months of the project a preliminary study of three surveys was conducted by both partners so as to incorporate both international best practices in the food service sector and up-to-date data for both regions.

- The first survey assessed demographics, food health related matters, nutritional needs and diets, available raw materials, meal production and distribution practices in the cross Channel regions.
- The second survey addressed innovative meal preparation techniques internationally.
- The third survey covered comprehensive research of curriculum and delivery needs in England and France among universities and companies.

Research by SaSM for the preliminary study was conducted in the South-East of England region in the above surveys.

Research into Novel Food Service Technologies for Disadvantaged Populations in the Cross Channel Region

- * A joint activity between La Salle Beauvais and the University of Brighton
- * The research element of the project aims to provide innovative technical procedures to produce affordable meals with an enhanced nutritional value, whilst being microbiologically safe
- * A selection of novel meals will be developed using microwave technology and tested to determine the effects of this heating methodology on nutrient availability, undesirable by-products and microorganism and spoilage organism numbers
- * Data produced will be used to develop a predictive model of inactivation of food-bourne pathogens and spoilage organisms using microwave technology.

This objective has been achieved at SaSM through the following activities being completed throughout the course of the project:

- Recipes have been developed initially by the University of Brighton in the Culinary Arts Studio Research Facility and were processed and analysed by the scientist at LaSalle Beauvais.
- Over the course of the project a variety of topics were explored, including current themes and issues in food policy, consumer behaviour in food and beverage service, design of healthy and sustainable food concepts for restaurants and the art of responsible eating.
- Cooking is a heat treatment whose purpose is to transform a food product into an appetizing and nutritious food but also free of pathogens. Like any heat treatment it induces a number of biological transformations such as the inactivation of enzymes and destruction of harmful microorganisms as well as chemical transformations such as caramelisation.
- Reactions of hydrolysis and oxidation and Maillard reactions were observed and recorded. Some of these changes may have a beneficial effect by increasing the digestibility of protein and starches the destruction of anti-nutritional factors giving beneficial effects. The application of heat treatments can also lead to side effects like denaturation or destruction of nutrients vitamins and proteins with the production of some Neoformed Compounds (NFC) some of which are suspected to be carcinogens. These phenomena depend on the level of the temperature and the processing time, therefore the use of microwaves treatments need to be investigated and evaluated in a scientific setting.
- Microwave heating is related to the absorption of electromagnetic waves by molecules constituting the matter and in particular the water molecule. The particularity of microwaves compared to conventional processes is the mode of intake of energy. The

main impact is a rapid increase in product temperature and greater homogeneity in the distribution of heat inside the product. Therefore, the duration of treatment is generally shorter than in conventional heating. In the food industry microwaves are used for operations such as drying, cooking, pasteurization and tempering amongst other things. In contrast in catering microwave ovens are used almost exclusively for reheating ready cooked dishes. This practice is largely due to the lack of knowledge on the potential of this technology for cooking and to the absence of procedures for carrying out traditional recipes in microwave oven. There have been no systematic studies that aim is to adapt various types of traditional recipes to microwave with a view to preserving the nutritional quality.

Six dishes were selected for this research program over the last 3 years: meat hotpot, fish in white wine sauce, braised beef burgundy style, beef meat patties, frozen mixed vegetables and pastry cream. Two dishes were reviewed each year through the following task breakdown.

Task 1: To establish kinetics of vitamins spoilage during conventional and Microwave cooking.

Task 2: To establish kinetics of NFCs formation during conventional and Microwave cooking.

Task 3: To establish kinetics of inactivation of *E. faecalis* during Conventional and Microwave cooking.

Task 4: To develop predictive model of kinetics of inactivation and growing of *E. faecalis* during and after Microwave cooking.

Task 5: To develop predictive model of kinetics of inactivation and growing of food-borne pathogens during and after Microwave cooking.

Task 6: To develop predictive model of kinetics of inactivation and growing of spoilage microorganisms during and after Microwave cooking.

Task 7: To use experimental design in order to develop modelling strategies for Microwave cooking.

Task 8: To Validate the models.

Task 9: To produce optimized microwave-cooking process for each dish.

The second stage of the study centred on the optimisation of microwave cooking which consists of finding the optimum balance of microwave strength and cooking time to ensure a high quality and low cost final product.

The physiological consequences identified in the initial recipe development stage and the scientific studies were coupled with other imperatives such as texture, colour, taste flavour and overall liking during the consumer studies.

Measurement guides for the surface responses to both factors has been used to determine the optimal parameters. The kinetics established during the first phase of the exercise enabled us to fit in the factor levels within the measurements.

The optimum conditions for microwave cooking found for each dish were validated from physicochemical, microbiological and sensory viewpoints by supplementary preparations. The optimums found were (750W, 20min) for the frozen mixed vegetables, (1500W, and 69min) for the hotpot and (3000W, 7min) for the pastry cream. (xxxxW) for beef burgundy style (2000W, 15min) for fish in white wine sauce and (3000W, 5min) for beef patties. Microbiological evaluation on the dishes confirms their safety and hygienic quality.

Simultaneously the optimised recipes were tested by untrained panellists in France and UK and have confirmed that there are no significant global differences between microwave cooking and conventional cooking, research regarding the sensory validation of the dishes.

The sensory studies took place in the Culinary Arts Studio University of Brighton and La Salle Beauvais. All the tests took place before lunchtime to ensure the panelists were hungry. The untrained participant subject groups comprised of students and employees of each institute and a target group of over 60 year olds, all who volunteered and were willing to participate in the consumer trials.

The acceptance tests were carried over the 3year period of the project. Two test samples, one sample using the traditional recipe (A) and another one using the new microwave recipe (B). The samples were presented in a sequential monadic way. Six tasting stations were set up: 3 tables coded A and 3 tables coded B corresponding to the sample codes.

Sixty panelists were recruited for each treatment with ages ranged from 18 to 80+ years olds. Approximately 50g of optimized recipe were distributed into each serving dish. The samples were generally stored at between +65°C to +70°C between the cooking and the consumption by the panelists (30 minutes maximum was set aside for the trials, in reality the process took between 7-20 minutes).

Bottles of chilled and filtered water were provided for cleansing the palate between samples. Salt and pepper cruets were available on the tables to season the dishes according to the panelist's preference.

Panelists were given alternate tasting sheets when entering the testing areas to ensure an even distribution of 50% A and B and 50% B and A. Each participant was given verbal instructions as to what was required of them and that they may withdraw from the research at anytime without any reasons being given. Each participant answered the questions provided by our French colleagues. The participants were asked to rate samples for appearance, texture, taste and overall liking on a 9-point hedonic scale (1 = dislike extremely, 5 = neither like nor dislike, 9 = like extremely). A line for comments was provided after each question.

The sensory data was entered into a simple Excel spreadsheet and collated at LaSalle Beauvais.

Health & Food Service Learning element of Hotpot

A joint activity between La Salle Beauvais and The University of Brighton

Objective:

- * To research, develop and deliver a joint curriculum between La Salle Beauvais and The University of Brighton for a *MSc Food Service & Wellbeing Management* and *Mastère Spécialisé CGE Health and Food Service Management* to be offered by both institutions on a blended learning basis that enables students and teachers the opportunity to switch between the 2 institutions to study for and deliver modules respectively.

This objective has been achieved through the development and delivery to the first cohort of students the MSc Food Services and Wellbeing Management over the duration of the Hotpot project during the period 2009 – 2013.

Background and rationale for the course development

The validation proposal addressed the development of a new full-time Masters award entitled 'MSc Food Services and Wellbeing Management' for delivery from September 2011. The development of this University of Brighton, School of Service Management (SSM) award forms part of the HOTPOT project in partnership with Institut Polytechnique La Salle Beauvais (LSB), France and funded by the European Union Interreg 4 initiative.

The curriculum development element for the project was between SSM and La Salle Beauvais to develop two separate awards at Masters level with both SSM and LSB developing their own award appropriate to their institutional framework and validation requirements for awards at this level. The awards will be individually delivered by each institution. As part of the project submission it was agreed that students may study at either or both institutions in order to complete a proportion of their award and that a third of the curriculum would be common to both awards. In the case of the University of Brighton award, elective modules that are offered at LaSalle Beauvais will be given advance standing and will be facilitated through a progression agreement that recognises both the electives and common elements at both institutions.

The proposal for this award in both institutions was that they will follow the standard SSM - 180 CAT format and LSB - 90 ECTS models:

- SSM: Management modules (60CATS); Food / Culinary Arts / Wellbeing modules (60CATS) and Final Project (60CATS)
- LSB: Management modules (30ECTS); Food Science, Health and Wellbeing modules (30ECTS) and Work experience training (30ECTS)

SSM had successfully validated in 2007 and launched the MA Culinary Arts in September 2008 on a part time basis. The proposed award did not impact on the MA Culinary Arts and its recruitment as it will be focused more towards management aspects of food service businesses,

it will also have the advantage of diversification into the field of wellbeing related enterprises and in operational terms will be delivered in a full-time study mode which makes it accessible to the international student market. There is synergistic interest within the Faculty of Education and Sport in the area of 'wellbeing' as a significant discipline due to Chelsea School having committed to capital investment in the Wellbeing Centre. The proposed course programme will be able to take advantage of this new resource and the learning facilities it offers so as to further integrate and enhance the curriculum and student learning experiences between the two schools. During the completion of the Hotpot project the two schools have combined and from September 2012 are known as the School of Sport and Service Management (SaSM).

The preliminary study for the Hotpot project included a trawl of UK awards at Masters level available in the UK and France; the study revealed that there were no similar awards in the areas of Food Service Management and of Wellbeing Management. The only other Masters level courses in related disciplines were *MSc Culinary Innovation and Food Product Development* at Dublin Institute of Technology, Ireland and *MA Culinary Arts Management* at Thames Valley University, London. The course at Thames Valley University runs on both a full and part-time basis and focuses more towards hospitality management techniques with modules such as Critical Issues in Hospitality Management, Strategic Hospitality Management, Management and Leadership as well as two modules that focus on cultural and nutritional aspects of culinary arts.

Research as to the curriculum content, delivery and assessment modes was carried out on a joint basis between SSM and LSB in both cross-channel regions funded for this aspect of the Hotpot project as part of the preliminary studies to the project. This was carried out through either a face-to-face or telephone interview or an online questionnaire distributed to local institutional food service providers, food and wellbeing businesses in both regions as specified by the Interreg project and on a wider basis through members of the Food & Health Network. The Food & Health Network is a forum for knowledge transfer and collaboration between industry, education and research groups of which both SSM and LSB are members. The outcomes of this market research was that the curriculum should address topics relating to sustainable development, nutritionally balanced diets, food hygiene management, innovations in cooking techniques and management techniques appropriate to food service management.

The proposed design of the curriculum brings together modules relating to food culture and society, designing food service concepts, nutrition and health formerly offered as core to the MA Culinary Arts and management modules from the MSc International Hospitality Management. The core module 'Critical Perspectives in Food, Food Service and Wellbeing' was developed exclusively for this award. Electives are drawn from those currently included in the aforementioned awards and offered provided there is sufficient demand for a viable cohort from students enrolled on the programme. Internationalisation in the curriculum is addressed through food, diet, cultural and societal aspects being in themselves international in their very context.

The course is primarily targeted at the UK market as it is seen there is a sustainable demand for the award due to the fast growing awareness by both commercial and institutional food service providers of the importance of food, diet and wellbeing for their respective consumer groups.

This is supported by wide ranging initiatives at international, national, regional and local levels that are focused on diet, physical activity and health of all levels of society and population groups and is seen to underpin both economic and societal wellbeing. Findings of the Hotpot preliminary study identified that awards for food service professionals were focused in the main towards craft and skilled operative employees up to NVQ level 3 and at undergraduate level the awards available to students had only a partial content addressing aspects of gastronomy and food service management. Findings from the interviews indicated a particular need for an award at Masters level. Research during the preliminary study of the Hotpot project was carried out with the owners of food service businesses, managers and other practitioners in the food service and wellbeing sectors. This research indicated that the type of student who would be attracted to this award are current practitioners in food service and wellbeing businesses on the basis of their continuing professional development. Research carried out with hospitality management students who have previously studied at undergraduate level showed that in many cases they wish to focus their personal development in the more specialised management aspects of food service and well being businesses. There is also potential for those graduates from other disciplines who either wish a career change or to set up and manage a small business in the food service and wellbeing sector. SSM in the past has turned down many applications for the MA Culinary Arts from international students who, due to Home Office regulations, are not eligible to study for this award as it was only offered on a part-time basis; this is seen as further potential market for the proposed award. In an international context this award would also link well with the extended Masters programme offered by the School of Humanities, in particular for those who wish to specialise in a specific aspect of the hospitality industry.

The career path of those who successfully complete the course would be to those who aspire to managing food service and wellbeing operations in both the state and private sectors in the full range of different types of sector related operations. Funding is available within the Hotpot project to generate promotional materials to both launch the award and to continue its promotion beyond the scope of the project.

Course development process

The course development process was informed by the scope and objectives of the Hotpot project approved by the European Regional Development Fund Interreg 4 in that a Masters degree in the curriculum area of food services and wellbeing management would be developed by both SSM and LSB. An important element of this development would be to facilitate the possibility for students to study part of their award at either or both institutions. The course being developed to meet the aims, objectives, and regulations / requirements of courses within both the school and the faculty with the course development process ensuring that the course aligns with the requirements of the University Common Academic Framework.

Joint development agreement between LSB and SSM

Initially representatives from both institutions involved in the Hotpot project met in La Rochelle on 17th June 2010 to explore common elements of the award and its curriculum.

The respective Hotpot project leaders from LSB and SSM both presented and explained the requirements and structure of Masters level awards, validation processes and timelines at their respective institutions. LSB follow a French ministry of education process which is linked to the EU 120 European Credit Transfer and Accumulation System (ECTS) format with one credit generally corresponding to 25-30 hours of work. The French requirement for a Masters level award also having a need for a work placement of 6 months that has a value of 40 ECTS.

SSM were required to follow a University of Brighton validation process which is linked to the UK QAA Masters award criteria of 180 Credit Accumulated and Transfer Scheme (CATS) with one credit being the equivalent of 10 hours student learning. The structure of Masters awards offered at SSM of the taught element of awards consisting of 120 CATS is normally delivered through 6 x 20 CAT modules (4 modules being core to the programme with 2 elective modules) and a final research based project of 60 CATS, the SSM leader explained that he would be required by the University to follow a similar structure for this award.

Award Title and Curriculum Structure:

It was agreed that the title of each award should reflect management, food services and wellbeing in their respective titles and that both institutions would have a similar underpinning curriculum structure based around that of SSM as shown

Curriculum element	SSM	LSB
Common including management	60 CATS	40 ECTS
Individual to institution	60 CATS	40 ECTS
Final - Project / Work placement	60 CATS	40 ECTS
Core modules (Inc. final element)	140 CATS	90 ECTS
Electives / options	40CATS	30 ECTS

Curriculum core

Key findings of the preliminary study for the Hotpot project identified the following curriculum needs at Masters level for managers of food service related businesses

Dietary needs and nutrition	Food ethics and management
Human resources management	Cultural aspects of food consumption
Food sourcing and purchasing	Food marketing and sales
Healthy eating	Menu planning and design
Financial management	Food hygiene and safety
Exercise and diet	Management systems and MIS
HACCP	Wellbeing business management
Food and Society elements	Business enterprise planning
Events management	Food writing
Media / website management	Project management
Food service systems	Managing quality / QM
Environmental management	

The course development meeting agreed that the core curriculum should be split across 3 key aspects and a module which should be a 'catch all' module that addresses a range of issues / impacts of the food service / wellbeing sector. More in depth and specialist elements would be addressed in a range of electives offered by each institution when considering their resourcing constraints.

Core / Key Aspect modules:

1. Current issues impacting food service and wellbeing and related business enterprises
2. Management aspects
3. Nutrition, diet and health / wellbeing aspects
4. Food culture and societal aspects

Possible Elective modules:

Human Resources Management	Project Management
HACCP / Food hygiene and safety	Food media

Curriculum Delivery / Teaching and learning strategies

In principle it was agreed that the course, where practical, would be delivered in English although at LSB it was identified that this may impact on recruitment from those in industry. LSB will further explore this as well as addressing validation needs from the French ministry.

The preliminary study clearly indicated there was a need for a flexible approach to delivery of the award by using both traditional delivery methods and utilising online resources. Industry clearly favoured a part time approach and delivery of the course in short study blocks conveniently scheduled.

SSM had considerable success in the delivery of its MA Culinary Arts on a part time basis over two years in short study blocks, however there were a number of resourcing issues with this format, both in staff workloads and the availability of facilities when integrating this with other programmes at SSM that delivered the great majority of its modules in the more traditional 'long thin' modes.

The meeting agreed that in order to meet industry needs this award should ideally be taught in block format on both a full time and part time basis, however respective institutional needs and resource constraints need to be considered.

Joint delivery / shared modules / student transfers

It was identified that the wish of Interreg and the very ethos of the Hotpot project was to jointly deliver some elements of the award and to facilitate students being able to study at either or both institutions in order to gain the award. The transfer of credits between LSB and SSM could be facilitated through a 'progression agreement' attached to a memorandum of cooperation for as much as 50% of the award, although by the proposed design of the curriculum it was more practical to limit this to a maximum of 60 CATS. However from SSM's experience there a number of issues to be addressed with the operation of such a transfer policy, particularly in the area of scheduling and language ability of students as well as in administrative areas such as

payment of fees, student accommodation, visas for international students etc. It was also agreed that subject to approval it would be possible for SSM tutors to deliver SSM modules at LSB on a block basis.

Final outcomes of this meeting were that both institutions would follow separate awards appropriate to their individual institutional policies and validation procedures. It was also agreed that there would be a common element to the curriculum for a third of the programme and that any movement by students between both institutions would be facilitated through progression agreements contained within a memorandum of cooperation.

University of Brighton Programme Development and Validation

The University of Brighton course and its curriculum was then discussed at the hospitality division away day on 16th July 2010 and the course development team was proposed.

The SSM course development team for this proposal:

Peter Odgers. Principal Lecturer in International Hospitality Management- University of Brighton
 Ken Woodward. Senior Lecturer in Professional Food Production – University of Brighton
 Dr Jane Palmer. Information Adviser – University of Brighton
 Chrissie Robilliard. Visiting Lecturer in Food Diet Nutrition and Wellbeing – Independent

Co-opted members:

Francois Guillon Associate Professor, Institut Polytechnic LaSalle Beauvais
 Francis Willequet Head of Academic Programmes, Institute Polytechnic LaSalle Beauvais

The course development team liaised and met to discuss the philosophy behind the course, proposed curriculum structure and content, resources and delivery of the course at various stages during the course development process. Due to logistics, availability and the small number of members of the team meetings have been on a one to one basis with the team leader with updated documentation being circulated to the team and the hospitality division at SSM as appropriate.

At each stage of development the proposed programme specification was presented to school, faculty and university committees for their approval as per the schedule below:

Date (2010) (Doc't Dates)	Meeting	Paperwork /Scrutiny
3 rd March	PG BoS	Overview and outline proposal for information and identification of issues and validation plan
17 th March	Division meeting	Course outline and rationale for course title and emerging curriculum ideas.
29 th March	SPG	ADC paperwork , course proposal agree the

		course title and development team.
21 st April	CLA (subcommittee of the School BoS)	ADC paperwork course proposal for formal approval of award title etc, behalf of board of study
19 th May	PG Team meeting	Operational details – confirm curriculum shape and delivery pattern
14 th July	Faculty Academic Board	ADC paperwork for formal approval
July tbc	Division Meeting	Approval of new modules and programme specification part 1 and 2, assessment strategies and curriculum map etc Preparation for final details
Sept 6 th tbc	CLA (subcommittee of the School BoS)	Course Outline Part 1 and 2. Paperwork Review pre-approval on any new modules
Oct 8 th tbc	ADC	ADC paperwork course proposal
Oct tbc	Faculty Academic Board	Course Outline Part 1 and 2. Plus minutes from CLA
Oct/ Nov	CLA or School BoS	Prevalidation event - Full validation proposal and paperwork.
Dec 2010	Faculty validation sub committee	Validation Event - Full validation proposal and paperwork.
April 2011	University Validation Event	Full validation proposal and paperwork

The Validation panel met to approve the award on 27th April 2011. The Panel was pleased to approve the MSc Food Services and Wellbeing Management for delivery from September 2011 and commended the course development team for responding successfully to EU funding opportunities and for the development of an innovative award in partnership with La Salle Beauvais.

The aims and learning outcomes of the MSc Food Services and Wellbeing Management were approved as follows:

Aims

- To enable students to systematically acquire, apply, disseminate and update their knowledge within that sub-section of hospitality referred to as food services management and in the specialised aspects of wellbeing provision
- To encourage students to critically challenge and debate approaches to the incomplete, and contested nature of management, ethical issues, and the impact of broader socio-economic, cultural and political developments on the international food service and wellbeing sectors;

- To enable students to demonstrate critical awareness and develop their ability to critically analyse, synthesise, evaluate and communicate research findings focusing upon conceptual and theoretical frameworks, key issues and management developments in the food service and wellbeing industry;
- To provide the skills and opportunities for students to explore, critically evaluate and apply concepts to problems and issues in the provision of food that is regarded as beneficial to the health of consumers whilst encouraging them to examine and reflect critically upon their approach to wellbeing and its integration with the provision of food
- To provide students' with vocationally relevant skills, competences and expertise appropriate for a career at a managerial level in food services and wellbeing industries;
- To develop students' research skills to enable them to critically evaluate the appropriateness of different methodologies, methods and data suited to investigations into the management of food service and wellbeing businesses and to undertake small-scale research projects independently and/or to progress to research degrees.

Learning Outcomes - For the award of the Post Graduate Certificate in Food Services and Wellbeing Management

1. A detailed knowledge base and understanding of the scope, activities and performance of the food service and wellbeing sector in an international context, with particular reference to relevant management approaches and theories, its relationship to global change, ethical and cultural issues.
2. A comprehensive understanding of key debates, theoretical challenges, developments, tensions and contradictions within the food service and wellbeing sector and management/business studies.
3. The ability, to define, explain, and appropriately utilise key terms, models, concepts and theories in the context of particular aspects of creative and healthy food provision as well as its role and integration with wellbeing.
4. The capacity to recognize, analyse and assess the wider implications of a rapidly changing socio-economic, cultural and political environment on the various stakeholders in the food service and wellbeing industry as well as the contributions made by the sector to these processes of social change;
5. The ability to reflect on and critically compare diverse and competing arguments and analytical frameworks and apply these to the academic study of the food services and wellbeing industry;
6. The intellectual power to examine and reflect critically upon their own norms, values and belief systems, their subjective experience and knowledge of the food service sub-sector of the hospitality industry and their understanding of entrepreneurial and management practices

against the context of specific socio-economic and cultural arrangements and ideological discourses;

7. A comprehensive set of vocationally relevant management, problem solving and communication skills and competences enabling graduates to succeed in a global working environment and to contribute critically and creatively to the further development of businesses in the food service and wellbeing sectors;

8. The ability to interpret, assess and deploy different and competing types of data and (empirical) evidence.

In addition, for the award of the Post Graduate Diploma in Food Services and Wellbeing Management

9. A critical awareness of and the ability to apply a variety of research methods in an academic, applied, social-scientific and/or business/management environment recognising the important role and contribution of research and scholarship.

In addition, for the award of the Masters in International Food Services and Wellbeing Management

10. The ability to produce a substantial, in-depth academic document, e.g. a dissertation or final year (research) project, based on a small scale independent investigation.

Marketing of the programme

In addition to the preparation of a course brochure and web pages the following marketing plan was put into action:

Activity	Details	Actioned by
Website	Upload a news story onto the School of Service Management website about the new course	GB / AC
	Ensure the course description is on course finder after validation	GB / M&C
Referrer Websites	Write a news story that can go on Postgrad Solutions about the new course	GB
	Distribute information about the new course to other referrer websites including FindAMasters, Prospects and MastersCompare	GB
	Have a banner advert on Prospects.ac.uk for the search term – Food Sciences	GB

Social media	Have information about the new course on the School of Service Management's Facebook page	GB/LG
	Communicate the new course via the university's Twitter account	GB
Pay-per-click advertising	Advertising of the new course on Google AdWords	KW
	Advertise the new course on Linked-In to target professionals who could already be working in the industry	GB/KW
Advertising	Investigating having an advert in Food, Science and Technology to promote the new course (http://www.ifst.org/publications/fsandt/fstj_current)	GB
Brochure	Include information about the new course in the postgraduate brochure for the School of Service Management	GB / PO
E-mail marketing	Emails to be sent to all Level 3 hospitality students to advise them of the new course	GB / SO
	Emails to be sent to any hospitality graduates who could be interested in studying the new course	PO/SO
Open Evening	Ensure everyone who attends the postgraduate open evening is made aware of the new course	GB / PO
	All existing undergraduate hospitality students at the School of Service Management to be told about the new course	GP
International Visits	Ask Mike Taylor to make people aware of the new course when visiting overseas	MT
	Provide the international office with information about the new course for any of their visits abroad	GB / SS
International Agents	Provide information about the new course in the international agent's newsletter	GB/SS

Course leaders review of first year of the programme delivery

Introduction and summary information of course

This course was designed as a component of the SaSM Interreg Hotpot project, the curriculum development process for the award and delivery to the first cohort of students has been funded by this project. All students enrolled in this cohort were therefore exempted of course fees.

Five students were enrolled onto the award, 4 from within the European Union and one from the USA. The curriculum was delivered as per specification with a common core of 4 x 20 credit modules that all students will be required to follow, these modules are:

- *Critical perspectives of food service and wellbeing;*
- *Food, culture and society;*
- *Food, nutrition and diet; and*
- *Managing resources in hospitality and tourism.*

Students also completed 2 other 20 credit elective modules, the options available to student during this academic year were:

- *Human Resource Strategy in Multi Unit Service Organisations*
- *Ethical and Social Responsibility: Theory and Application*
- *Entrepreneurship in Food and Drink*

In addition students also undertook the *Final Project* module which is a major research project with a value of 60 credits and is common to all SASM Masters awards.

Overview of academic performance

Five students were enrolled on this award. 4 students successfully completed the programme and have graduated with the MSc Food Services and Wellbeing Management award from the University, 1 student did not successfully complete the final project element and has been awarded the Postgraduate Diploma in Food Services and Wellbeing Management.

Overview of student evaluation and feedback

Due to the small number of students and the closeness of the group feedback was solicited through group meetings and tutorials on a frequent basis. Students expressed a high level of satisfaction with the core modules and electives of the course programme as well as the support provided and accessibility of module tutors. Students on the award enjoyed and found it worthwhile participating in activities relating to the Hotpot project, in particular some elements of the Business Engagement Seminar series and the opportunity to interact with industry participants. The main issue that has been a particular challenge during the year has been the integration of students who have completed their first degree award at UK institutions with those that completed their first award at an institution where a different learning and research culture and processes exist.

External examiner reports

The external examiner complemented the scope of this award, its assessment activities, grading and feedback to students

Course leader comments

The small number of students enabled a strong working relationship between the course leader, the teaching team and the students following the award. This developed a close working relationship on a near weekly basis and enabled discussion of strengths and weaknesses of the course programme and its implementation at all stages throughout the year.

At Masters level study students respect and enjoy this opportunity for interaction in the development of both themselves and the award they are following. Through this process of engagement this group has made a number of suggestions of academic, industry liaison and social activities to enhance their experience. An example of this was to take a particular aspect of the curriculum content for the *Critical perspectives in food services and wellbeing management* module that concerns restaurants in their ethical food sourcing and provision through to an organised social event at a leading restaurant in Brighton, where on completion of the meal the chef and restaurant manager of the restaurant concerned joined the group for a discussion on the topic in question. This activity enhanced the student experience of this particular module and originated from a course tutorial session focused on the curriculum.

Health & Food Service Business Services element of Hotpot

A joint activity between La Salle Beauvais and The University of Brighton

Project Objective:

- * To research and develop a business and scientific support programme for small and medium sized enterprises in the wellbeing and food service sectors in South East England and the Picardie region of France. This will be developed through a series of seminars for SMEs together with follow up consultancy visits for participating enterprises.

This objective has been achieved through a series of seminars being designed to help all types of food and food service businesses to address a number of current issues that impact on both the business in its day to day operations and its market that can eventually lead to a more ethical and healthy provision, improved production and service techniques, higher revenues and increased profitability.

Each seminar consisted of a 3 hour tutor lead workshop which was then followed up by a free consultancy visit to the participant's business operation by a member of the HOTPOT seminar team to explore on a one to one basis the application of techniques presented and discussed during the seminar. Seminars were scheduled on Wednesday afternoons from 3.00 – 6.00 pm in the Culinary Arts Studio with light refreshments being provided.

The schedule of topics, tutors, dates and locations of the seminars are listed below:

1. Food Safety Management Tutor: Ken Woodward
Wednesday 1st December 2010 Culinary Arts Studio, Eastbourne
NB. *Postponed due to snow to Wednesday 30th March 2011*
2. Food, Nutrition and Wellbeing Tutor: Chrissie Robillard
Wednesday 2nd March 2011 Culinary Arts Studio, Eastbourne
3. Designing and Managing Healthy Food Concepts Tutor: Peter Odgers
Wednesday 11th May 2011 Culinary Arts Studio, Eastbourne
4. Food Services and Wellbeing Marketing Communications. Tutors: Harvey Ells; Dr. Ioannis Pantelidis and Peter Odgers
Wednesday 30th November 2011 Lansdowne Hotel, Eastbourne
NB. *Venue changed due to industrial action at the University of Brighton*
5. Microwave Technology Applications in Restaurants Tutor: Ken Woodward
Wednesday 29th February 2012 Culinary Arts Studio, Eastbourne
6. Managing Revenue and Profitability in Food Service Operations Tutor: Peter Odgers
Wednesday 16th May 2012 Culinary Arts Studio, Eastbourne

Health & Food Service Business Seminars

The scope and content of each seminar is detailed below :

1. 'Food Safety Management' Wednesday 30th March 2011 **Tutor: Ken Woodward, Senior Lecturer in Professional Food Production,** **School of Sport and Service Management, University of Brighton**

The objective of this seminar was to help managers and those involved with food service operations to take a formal approach to assuring food safety and meeting legal obligations that are critical to their operations.

Over recent years the global food industry has been impacted by the growth in regulation and legislation covering food safety and hygiene. This has resulted in *Hazard Analysis Critical Control Point (HACCP)* techniques being used more and more by the food industry due to their recommendation by the UK Food Standards Agency as the most effective way for food and food service businesses protecting their customers.

HACCP is a systematic approach to hazard and risk analysis in the process of developing food safety systems that are appropriate to any type of food service business. Food service businesses are required by local authorities to demonstrate an effective HACCP system which can be a complicated process for some.

The content of the seminar included

- HACCP processes and their management;
- Hazard analysis: identification of potential hazards (physical, biological and chemical)
- Risk analysis: defining 'critical control points' in a food service business
- Codes of best practice in a food service business
- Responsibilities, compliance and due diligence

An essential part of the seminar was that professional participants were set an activity to develop an HACCP process to assess effective food hygiene practices in their business, this was then to be followed up by a visit from a member of the course team to evaluate the outcomes of the activity on their business.

5 managers and food service professionals attended this seminar.

No follow up visits were requested.

2. 'Food, Nutrition and Wellbeing' Wednesday 2nd March 2011

Tutor: Chrissie Robillard, Visiting Lecturer to the University of Brighton and the Institute of Nutrition

This seminar addressed the two key challenges facing the food and food service sectors today. These challenges being the scientific substantiation of any health claims made and the communication of nutritional and health benefits of 'functional foods' to health professionals and consumers alike, within the context of diet, nutrition, health and society today. The last 60 years have seen vast changes in food availability and diet and the content of the course provided an overview of a number of factors (namely government policies, advances and innovations of the food industry and consumer led changes) which have influenced food availability and access since the 1940's.

The seminar explored reasons underlying the increase in average life expectancy throughout the 20th century which was primarily due to a change in disease patterns; as infectious diseases have declined, chronic diseases have become the nation's main killers. Diet and lifestyle are factors now recognised to influence the risk of chronic diseases. Dietary Guidelines have been developed that complement the more detailed Dietary Reference Values (originally established 1950). Data from dietary surveys such as the National Diet and Nutrition Survey and The National Food Survey were used as important sources of information about what the population is eating as well as food purchased for consumption in the home. This information showed trends in food, energy and micronutrient intake and enables assessment of the nutritional adequacy of the diet.

The seminar also developed the notion that well being is a 'contented state of being happy and healthy' due to our definition of health having changed from not merely being the absence of disease. Health today is seen as a resource for everyday life, playing a key role in the quality of our lives. At the same time obesity has been recognised as a global problem and possibly one of the most important health problems of our time; a risk factor for a range of medical consequences. The seminar helped participants to understand the complex pathology of some of these consequences including diabetes, cardiovascular disease and obesity. Other challenges facing the 21st century: higher cost of health care, changes in lifestyle (more sedentary), demographics, health economics and new technology were also discussed alongside nutritional strategies to improve health and longevity being high on the agenda of the food industry, governments and consumers alike.

9 managers and food service professionals attended this seminar.

Follow up visits were made to:

Greens Vegi Café, Eastbourne - This visit has lead to a consultancy project by SaSM students
Saffron Residential Care Home, Eastbourne

Eastbourne College Catering Division, Eastbourne

Sprinters Restaurant, Eastbourne - This visit has lead to a consultancy project by SaSM students

3. 'Designing and Managing Healthy Food Concepts '

Wednesday 11th May 2011

Tutor: Peter Odgers, Principal Lecturer in International Hospitality Management, School of Sport and Service Management, University of Brighton

This seminar investigated key elements in designing and managing food concepts that are both healthy and attractive to a range of eating-out concepts, whether they are workday meals, a casual occasion with friends or a fine dining experience. According to the UK government, consumer expenditure on eating whilst away from home (representing some 263,000 catering units of different types and sizes) now accounts for £71 billion in the UK economy, and is regarded as both an essential and an important contribution to our lives and lifestyle alike.

The seminar initially explored the meal experience as being essential when designing food experiences to engage all the customer's senses and form the basis of every dining occasion from the 'Michelin star', once in a lifetime experience, to those day-to-day essential meals that are consumed by all. The food we eat, how it's served, the environment we consume it in and the company at the table all contribute to those experiences and are essential features in the design of all food service concepts. Nutritious diet and healthy lifestyle are regarded as keys to our wellbeing and caterers are expected to contribute to this in their food offerings and menus in addition to providing a stimulating and memorable food experience that many occasions demand.

Consideration was given to using sustainable, local food that is ethically sourced and can now be regarded as a common expectation of all customers who understand and appreciate their food. Competitive advantage being gained by addressing this important concern to our society by establishing relationships with key suppliers and integrating their products into the food offering and this can be mutually beneficial and used as joint marketing initiatives to the benefit of both food producers and caterers. These elements range from the last government's initiative of the 'Eatwell' plate which has since been expanded by the World Wildlife Fund to embrace sustainability through the 'Livewell' plate. Emphasis was placed on consumers becoming more selective in what they eat when using the wide range of food service options available to them and how they have been influenced by the campaigns of celebrity chefs such as Jamie Oliver and Hugh Fearnley-Whittingstall in stimulating greater interest in what we eat and how it's prepared.

Participants in the seminar also discussed various systems and processes that are essential to determine and manage quality standards in the highly competitive business environment of eating out.

10 managers and food service professionals attended this seminar.

Follow up visits were made to;

Greens Vegi Café, Eastbourne - This visit has led to a consultancy project by SaSM students
British Study Group Catering Services, Brighton - This visit has led to a consultancy project by SaSM students

Glenie's Catering Services, Tunbridge Wells

4. 'Food Service and Wellbeing Marketing Communications'
Wednesday 30th November 2011
Tutors: Harvey Ells, Principal Lecturer in Food Retailing.
Dr. Ioannis Pantelidis, Senior Lecturer in Hospitality Management, and
Peter Odgers, Principal Lecturer in International Hospitality Management,
all from School of Sport and Service Management, University of Brighton

This seminar focused on market communications for food, food service and wellbeing related businesses and brought together three experts in these topics from the School of Sport and Service Management. Marketing communications was explained as using the best way of getting the right promotional message across to your customers, is a key facet towards the success of any business. The diversity of food and food service businesses means that every business has a wide range of different customers all of whom will have different priorities in how they purchase and consume food. This may be in a retail context, eating essential meals whilst away from home, the Saturday night treat or for that very special occasion. Nowadays businesses such as Bills of Brighton and Lewes compete for all four markets and the key to success is being able to identify those customers and engaging with them in the best possible way.

This seminar was opened by Peter Odgers who developed techniques of how to identify the characteristics and motivations of different groups of consumers and to understand how they use food and foodservice businesses. The session explored how products or services can be adapted and packaged appropriate to the needs of specific groups of customers and how to maximise revenues through fixing competitive prices and developing communication strategies to target a wider range of customers whilst also managing capacity and expanding volume.

Part two of the seminar was presented by Harvey Ells who explored how and why an increasing range of food-orientated small businesses are diversifying their offer to include elements of food retailing. The session highlighted the importance of consistency when managing food retail operations highlighting examples of good merchandising and branding practices and explained that whilst this is a frequently well-intended strategy sometimes in practice the execution lacked a formal structure or adherence to established merchandising and visual merchandising practices.

The final session was with Ioannis Pantelidis, a specialist in hospitality technology and consumer behaviour research. His session stimulated the debate about the dramatic step-change in attitudes towards technology in online marketing and social media. He also introduced participants to the world of web 2.0 applications and how they could be used to effectively to support traditional marketing strategies for foodservice operations.

28 managers and food service professionals attended this seminar.
Follow up visits were made to:
East Sussex National Health Service Trust

El Doumo Restaurant, Eastbourne

Greens Restaurant, Eastbourne. - This visit has led to a consultancy project by SaSM students

5. 'Microwave Technology Applications in Restaurants'

Wednesday 30th March 2011

**Tutor: Ken Woodward, Senior Lecturer in Professional Food Production,
School of Sport and Service Management, University of Brighton**

This seminar was organised as a series of demonstrations and a practical workshop which focused on a range of cookery techniques and processes showing how and why microwave ovens can be used more effectively and efficiently within a professional kitchen.

It was soon found that the participants who came from both commercial and institutional food service operations across the region had quite limited knowledge as to how the microwave can be used to maximum benefit in their businesses. Whilst the more technical aspects of microwave cookers and their use were explained during the early part of the session participants were eager to explore the adapted cookery processes and sample dishes prepared by Ken and his assistant Linda Birnie. Participants also enjoyed a range of different dishes adapted to the microwave from the more traditional French dishes *Chicken Chasseur* and *Prawns a la Provencale* to the current trend in baking *Chocolate Cup Cakes*.

The group also had the opportunity of exercising their practical skills through preparing some dishes themselves and using a number of 'short cut' techniques such as toasting nuts and drying herbs in the microwave, as well as making a quick version of *Port Wine Summer Berry Sauce*. There was also an interesting discussion on the environmental savings of microwave cookery in that significant savings both financially and in the carbon footprint of businesses through properly using the technology. Each participant left the session with a sample of one of the techniques presented at the seminar, a jar of *Dried Apricot Jam*, which is the featured recipe in an edition of the Hotpot newsletter. The recipes used in this interesting and informative session can be found on the Hotpot website.

10 managers and food service professionals attended this seminar.

Follow up visits were made to:

The Sussex Ox Gastropub, Alfriston

Emmaus Café, Brighton and Hove Food Partnership, Brighton

University of Brighton Catering Services, Brighton - This visit has led to a consultancy project by SaSM students

6. 'Managing Revenue and Profitability in Food Service Operations '
Wednesday 16th May 2012
Tutor: Peter Odgers, Principal Lecturer in International Hospitality Management, School of Sport and Service Management, University of Brighton

The final session in the Hotpot series of free business engagement seminars for industry focused on managing revenue and profitability for food, food service and wellbeing related businesses. The seminar was run by Peter Odgers, a specialist in revenue management applications for hospitality related businesses and SSM leader for the Hotpot project.

Over time the role of revenue management has expanded considerably from the more traditional food and beverage cost controls to maximising the revenue per seat hour (RevPASH) by adapting service delivery methods, applying menu engineering approaches and by using a range of capacity management practices.

The seminar developed a range of financial and operational techniques that can be used by managers to enable a more effective performance for all types of food service businesses. The topics in this seminar included:

- food and beverage procurement and stock management;
- food and beverage cost controls;
- cost management, contribution and cost, volume, profit analysis;
- pricing strategies and approaches;
- menu engineering techniques;
- market segmentation and pricing dynamics;
- capacity and yield management applications.

Whilst profitability stems from cost-effective practices the session developed systems of efficient purchasing of materials, implementing stock management systems and the effective control of food, drink, labour and other operating costs within the individual financial characteristics and constraints inherent in all types of food service operations.

The seminar emphasised that managing revenue and profitability are key to a successful food service business through the integration of these techniques and are key to their successful management.

10 managers and food service professionals attended this seminar.

Follow up visits were made to:

Varley Hall, Eastbourne

Cumberland Hotel, Eastbourne (3 visits) - This visit has led to a series of 6 consultancy projects by SaSM students

Public and social engagement element of HOTPOT

- * A joint activity between La Salle Beauvais and The University of Brighton

Objective:

- * To develop and produce a range of print and other materials to inform and motivate specific target groups of end users by supporting the theme of the project.
- * To distribute these material through a number of open access events, a travelling road show and the project website. Specific target groups will include school children, students in secondary education, adult social care groups, neighbourhood food interest groups and links will also be established with local institutional food providers, restaurants and other groups in the targeted regions of France and the UK.

This objective has been achieved through the following activities:

- **Peacehaven Community School Event**
 - Date: 08 June 2011 Location: Culinary Arts Studio, University of Brighton
 - Activity: Microwave cookery demonstration event
 - Target Group: Year 11 students
 - Event Review: This event took place as scheduled with over 70 attendees.
 - Activity Overview: A presentation of microwave technology was followed by demonstrations using the Air-o- speed Electrolux oven of Roast Chicken. Students then participated in a research activity linked to the project; this was then followed by further demonstrations of dishes using a domestic microwave oven and adaptations of Yakult and sushi products.
- **Hotpot Roadshow - Microwave Zone at Brighton and Hove Food Festival**
 - Date: 7-8 September 2012 Location: New Road, Brighton, East Sussex
 - Activity: Microwave cookery demonstrations.
 - Target Group: General Public – All groups
 - Event Review: This event took place as scheduled with an estimated 20,000 attendees.
 - Activity Overview: Participation with a food trailer demonstrating a range of healthy eating dishes through using a domestic microwave oven. The event was over 2 days featuring Jennipher Marshall –Jenkinson, President of the Microwave Technology Association who presented 6 x 'Microwave Zone' Shows on 3 Themes repeated twice each day. The themes for this event were 'Savoury meals in minutes', 'Simple breakfasts' and 'Sensational Puddings and cakes'. Samples of each dish were offered, themed recipe leaflets, Hotpot newsletters and other promotional materials were distributed.

- **Hotpot Roadshow - Microwave Zone at Hastings Seafood and Wine Festival**
 - Date: 14-15 September 2012 Location: Hastings, East Sussex
 - Activity: Microwave cookery demonstrations.
 - Target Group: General Public – All groups
 - Event Review: This event took place as scheduled with an estimated 18,000 attendees.
 - Activity Overview: Participation with a food trailer demonstrating a range of healthy eating dishes through using a domestic microwave oven. The event was over 2 days featuring Jennipher Marshall –Jenkinson, President of the Microwave Technology Association who presented 6 x ‘Microwave Zone’ Shows on 3 Themes repeated twice each day. The themes for this event were ‘Savoury meals in minutes’, ‘Simple breakfasts’ and ‘Sensational Puddings and cakes’. Samples of each dish were offered, themed recipe leaflets, Hotpot newsletters and other promotional materials were distributed.

- **Microwave cookery ‘Lunch Club’ event for mentally handicapped and homeless people in partnership Brighton & Hove Speak Out Advocacy Project**
 - Date: 19 November 2012 Location:
 - Activity: Microwave cookery workshop with lunch club members
 - Target Group: General Public – All groups
 - Event Review: This event took place as scheduled with 18 attendees.
 - Activity Overview: This session involved 2 pre-session meetings and an observation session prior to the ‘lunch club’ workshop. Attendees at the lunch club were mixed in age, sex and level of mental disability. Attendees were given a briefing on safe food and microwave practices before a series of dishes were demonstrated to them Attendees then, working in pairs cooked these dishes for their lunch. Dishes included in this session were microwave versions of ‘Poached egg with spinach and ham on toast’, ‘Fish parcels’, ‘Cake in a mug’ and ‘Baked fruit’. A particular success of this session was that a number of participants reflected afterwards how these microwave techniques would change their approach to cooking and the food they eat. Participants were given recipe cards, recipe worksheets and a list of recipe sources suitable for them to use at home. Positive feedback has been received from the organiser of the event at Brighton and Hove Speak Out Advocacy Project.
 -

- **Microwave cookery training event for Outreach workers in liaison with Brighton & Hove Food Partnership (BHFP)**
 - Date: 22 November 2012 Location: BHFP, Emmaus Building, Brighton
 - Activity: Microwave training event for outreach workers – Train the trainer
 - Target Group: Outreach workers for physically handicapped persons

- Event Review: This event took place as scheduled with a 8 attendees.
 - Event Overview: This session involved a pre-session meeting with BHFP. The objective of the session was to train outreach workers to teach physically handicapped people microwave cookery techniques in their own homes. The session was based on a 'Train the Trainer' approach and materials were produced accordingly with recipe worksheets for outreach workers to go through in the clients homes on a one-to-one basis. Dishes included in this session were microwave versions of 'Poached egg with spinach and ham on toast', 'Fish parcels', 'Cake in a mug' and 'Baked fruit'. Useful sources of microwave recipes were also provided for the outreach workers to develop their own approaches to this form of training.
- **Christmas with Microwave cookery demonstration to 200 year 6 pupils at Ocklynge Junior School, Eastbourne in partnership with the East Sussex Healthcare National Health Service Trust (ESNHST) Healthy Weights & Foods in Schools Project, Eastbourne**
 - Date: 18-19 December 2012. Location: Culinary Arts Studio, Eastbourne.
 - Activity: Microwave cookery demonstrations with a Christmas theme.
 - Target Group: 10-11 year old school children
 - Event Review: This event took place as scheduled with 208 attendees.
 - Activity Overview: The school engagement sessions were designed to give students of an insight into healthy eating through using microwave ovens. Each session was scheduled for 90 minutes when the students had a number of food experiences, these ranged from simple culinary skills and dishes that can be prepared in a domestic microwave to observing an experiment to cook from frozen a chicken in less than an hour in an industrial microwave oven. Students were able to taste samples of the dishes prepared and took part in some sensory evaluations of their experiences. Dishes demonstrated were based around a Christmas theme so as to enable students to help their parents when preparing Christmas dishes. A range of simple dishes, food accompaniments and food gifts were demonstrated by Rosina Borrelli. Students will be able to sample these dishes. There was student participation in the finishing and presentation of 2 dishes which they were able to sample. In addition students also had the opportunity to take part in a simple research activity concerning their sensory evaluation of a healthy drink product. The making of this drink product was demonstrated to them; they then sampled the drink and recorded their reactions on a short tick-box questionnaire. The results and findings of this research were made available to the school at a later date. On departure students received a 'goodie bag' containing a recipe sheet for the dishes demonstrated, the ingredients to practice a simple Christmas dish at home and a few food related stocking fillers. The Hotpot project funded a coach to transfer the students to and from the session on the days concerned.

- **Development of the menumuseum.eu website and supporting LaSalle Beauvais with the UK side of their website projects**
 - Activity: Public communications websites
 - Target Group: Food service professionals, academics and the general public
 - Activity Overview: The website is an interactive facility which is open to all types of users to research historic menus of academic, business and personal interest and includes listings of menus from historic, commercial and personal events. Menus are classified by cuisine, date, type, venue, design and price, any person is able to contribute to the archive by uploading menus of interest. Menus are fully searchable and shown in a way which allows trends and data to be extracted through menus having additional information attached to them which allows them to be searchable and will allow users to extract data from the system.
 - SaSM also supported the English side of the two websites developed at LaSalle Beauvais.
 - **SOS Menu** is designed to help households to design balanced meals at home to complement lunches eaten within the catering industry. The two applications (web and mobile, Android and I-Phone) are available for use by both French and English populations, that is to say, each user will find recipes adapted to their nutritional culture. The four part menu is composed of: either a protein dish, a garnish, a dairy product or a cheese, a dessert and bread; or a starter, a protein dish, a garnish, a dairy product or a cheese and bread. The menus and recipes are conceived to be part of a balanced diet plan over a period of 4 weeks, NB. the 4 week plan is not visible to the user. The user does have the option of replacing a recipe which they do not like with other possible recipes which are the nutritional equivalents for a certain category of foods. The suggested recipes make use of seasonal ingredients and local produce and are also designed to be easy to follow, quick and cost effective. The nutritional values of each recipe are displayed. Users can also add recipes to their recipe folder, research new recipes, post recipes on Facebook and Twitter and comment upon recipes. Once the user has selected their menus and recipes a shopping list is automatically created, with adjusted quantities according to the number of diners (users having indicated the number of family members: adults, adolescents and children). The list can be modified by adding or removing products.
 - **bonMAPpetit** are web and mobile (Android and I-Phone) applications which enable the user to locate retail points for local produce. The main purpose of this application is the improvement of culinary products both at home and in the catering industry. In the initial phase the areas included are Picardie and the South East of England. There are some 400 producers and retail outlets of local produce included in the applications. Over 800 products from the both regions can be looked up by category (drinks, fruit and vegetables, meats,..) users are put in contact with producers, with one or several recipes and, of course, with retail outlets. They can be located via the requested product or the location of the user. Details of the retail outlets, their website (where available) and their

opening hours are all communicated. Directions to the retail outlet can be found and printed; this information is checked and updated regularly thanks to the regional agricultural chamber's database. The retail outlets can be shared and commented upon via Facebook. Events organised by producers, such as open days and food fairs can be located and publicised on the website and via the mobile applications, as well as shared on social networking sites (Facebook). Local newsletters from both regions can also be announced on the website and distributed to users.

Communications element of HOTPOT

A joint activity between La Salle Beauvais and The University of Brighton

Objectives:

- * To build and maintain project website in English & French
- * To publish a quarterly project newsletter in English & French
- * To organise launch events in England and France in April 2010
- * To organise a mid-project symposium in England & France
- * To organise an end of project conference and publication of conference proceedings

This objective has been achieved through:

- **The Hotpot project website** www.hotpot-online.eu
 - The website was designed as the lead communication tool for the Hotpot project and comprised of mirrored versions in both English and French which were accessible through clicking on the respective flags. The web page headings included the Home page with header bars as tabs for each of the main areas of: Project Information; Research, Education, Business Engagement; Public and Social Engagement; Food Products and Recipes; and Latest News. The home page also featured tab bars on the left hand side of the page to access details of the project partners; project sponsors; contacts; publications; events; news and media information.
 - The website was launched and operational at the project opening event and was initially promoted by a leaflet, banners, pens, vinyl stickers and t-shirts all carrying the Hotpot logo which included the website address of www.hotpot-online.eu . The website was maintained by a member of the University of Brighton project team.
- **Hotpot Newsletter**
 - Six editions of the newsletter 'Hotpot News' were published during the course of the project at 4-6 monthly intervals. A standard format was established with the designer for the first edition and was maintained through all 6 editions. This format included a Leader article: News features: Hotpot project personality; Recipe section

Hotpot News 1

- Publication date – September 2010
- Leader article featured – Details of the business seminar series
- News features: Food safety seminar; Master Chef session and Hotpot Forum advance announcement.
- Hotpot project personality – Jean-Claude Laguerre, LaSalle Beauvais
- Recipe section - Beef Hotpot

Hotpot News 2

- Publication date – March 2011
- Leader article featured – Review of the first business engagement seminar – Food safety
- News features - Preview of second seminar – Food nutrition and diet and listings of other Hotpot events
- Hotpot project personality - Ken Woodward, University of Brighton
- Recipe section - Irish Stew

Hotpot News 3

- Publication date – October 2011
- Leader article featured – Hotpot research findings update
- News features – Hotpot Forum Review; Business seminar listings; End of Project conference announcement
- Hotpot project personality profile – Imen Bedoui, LaSalle Beauvais
- Recipe section - Kedgerree

Hotpot News 4

- Publication date – February 2012
- Leader article featured – Microwave technology in action, seminar review
- News features – End of Project conference briefing; Revenue and profitability management seminar preview
- Hotpot project personality profile – Francois Guillon, LaSalle Beauvais
- Recipe section – Dried Apricot Jam in the microwave

Hotpot News 5

- Publication date – October 2012
- Leader article featured – Microwaves revolutionising kitchen practices

- News feature: Hotpot on the road at Sussex food festivals; Conference keynote speakers profile
- Hotpot project personality profile – Ioannis Pantelidis, University of Brighton
- Recipe section – Pastry Cream

Hotpot News 6

- Publication date – March 2013
- Leader article featured – End of project conference review (extended article)
- News features: Hotpot website / telephone app announcements – menu museum; bonMAPetit and SOSmenu

- **Hotpot Recipe Booklet**

- Publication date – January 2013
- This booklet includes all the microwave recipes used during the Hotpot project events and has been produced to distribute to the general public and interested parties to encourage an increased take up of using the microwave oven when cooking fresh foods.

- **Hotpot project opening event**

- Date: 23 April 2010 Location: Culinary Arts Studio, University of Brighton
- Activity: Introduction of project, aims and objectives, networking
- Target Group: Academic, food service industry, food groups
- Event Review: This event took place as scheduled with over 70 attendees.
- Speakers included: A welcome from Dr Paul Frost, Head of School of Service Management; Mr Peter Odgers, School of Service Management, University of Brighton project manager who gave overview of the projects aims and objectives and a presentation of the Hotpot website; Mr Francois Guillon, Institut Polytechnique LaSalle Beauvais, Hotpot project manager who gave an overview of the findings of the preliminary study; and closing remarks from Dr Paul Griffiths, Dean of Faculty of Education and Sport, University of Brighton

- **Hotpot Mid Project Forum**

- Date: 22 September 2011 Location: Greynore Hall, University of Brighton
- Activity: Dissemination of project findings to date
- Target Group: Academics, MSc students, food service industry, food groups
- Event Review: This event took place as scheduled with over 40 attendees.
- Activity Overview: The forum was originally to have been opened by Marguerite Patten CBE but unfortunately she had to withdraw at a late stage due to her not being well. In her place the event was opened by Professor Bruce Brown Vice-Chancellor of the University who spoke of the importance of Hotpot project to the

University's research activities and in particular to its role in engaging with the local community.

Over the course of the day a variety of topics were explored, including current themes and issues in food policy, consumer behaviour in food and beverage service and the design of healthy and sustainable food concepts for restaurants from SSM faculty members. The presenters of these sessions were Harvey Ells, Ioannis Pantelides and Peter Odgers respectively, all of whom are active members of the Hotpot project team. There was also a presentation by two recent MA Culinary Arts graduates which was a particular highlight of the event, Suzanne Tiplady and Elodie Bellgarde introduced an original and innovative food concept developed from an assignment brief during their studies. The product 24Carat Ketchup is a healthy food product based on carrots as the principle ingredient.

Ken Woodward and Ioannis Pantelidis gave an update of the current Hotpot research into sensory analysis to assess differences in taste, texture and smell etc. of microwave applications to a range of food products and traditional dishes being tested by the LaSalle Beauvais team. This was followed by a short film showing a visit to the Culinary Arts Studio by a group of young students from Peacehaven Community School as part of the project's social and community engagement element. These students have also been involved with the project by producing a number of excellent bilingual posters displayed at the forum which depicted a range of healthy eating issues.

The day ended with a round table session with the SSM Hotpot team which addressed a range of topics and issues addressing the topics of healthy and sustainable food. It was unfortunate that the planned video hook up with LaSalle Beauvais in France was unable to go ahead due to technical difficulties in France.

- **Hotpot End of Project Conference (Day 2)**

- Date: 22-23 January 2013 Location: Day 1 at LaSalle Beauvais and Day 2 at The Old Ship Hotel, Brighton
- Activity: Dissemination of project on a theme of 'Food and Poverty'
- Target Group: Academics, MSc students, food service industry, food groups
- Event Review: This event took place as scheduled with over 90 attendees.
- Activity Overview: The end of project conference was held over two days on January 22nd at the LaSalle Beauvais campus in France and on January 23rd at the Old Ship Hotel in Brighton. The focus of the conference at both venues centred on 'Poverty and Nutrition' and included links that this topic has with institutional catering, access to an affordable healthy diet, food pricing and issues relating to the food wastage. Both events were well attended by representatives from academia, the food service industry and representatives from a number of food interest groups on both sides of the channel. Delegates also included a group of delegates from both partner institutions who attended both days.

On day one in Beauvais, Martin Hirsch, President of the Civic Service Agency and a former Commissioner for Active Solidarity, gave a presentation on his perception of the problem relating to food and poverty and the possible solutions which could be undertaken. He also participated in a discussion on the subject with François Veillerette, Vice President in charge of the environment, nutrition and health of the Regional Council for Picardie, and Christophe Hébert, President of AGORES. The discussion which was hosted by François Guillon, lecturer-researcher at LaSalle Beauvais and leader of the HOTPOT project underlined the complexity of the problem and that it can only be addressed by a harmonised effort through government at all levels.

Other sessions on day one included Jean-Claude Laguerre, Head of research for the Hotpot project, who summarised the findings of the research activities over three years on microwave cooking and that very significant advances have been achieved across health and safety, nutrition, time, cost, taste, etc. through the optimisation of six traditional recipes that were specifically adapted for the microwave. Dr. Steven Goss-Turner, Head of Operations for the School of Sport and Service Management also emphasised the achievements of the project in both England and France and the importance of targeting needy population groups in stimulating awareness of the importance of a healthy diet.

Keynote speaker for the second day in Brighton was Professor Martin Caraher, Professor in food policy at City University, London who addressed the main theme of the conference 'Food and Poverty' and presented the issue from a UK perspective. Martin's presentation on the theme of healthy eating on restricted incomes was developed through using comparisons of areas where poor members of society live in comparison to more middle class and wealthier areas. He presented findings of his research into the trap that poorer members of society find themselves when it comes to an affordable diet, in that there is a much higher density of fast food businesses located in areas of high poverty thus giving easy access to unhealthy foods for the population in those areas. He also explored marketing and pricing strategies that fast food operators adopt in these areas making their offering cheaper than healthier options of fresh and more nutritious food. Data also showed that the proportion of 'food poor' was growing significantly alongside the growth in the usage of food banks to help feed the widening population groups that were being added to the list of 'food poor'. Martin's presentation stimulated much interest on the theme and the realisation that attempts by politicians from all parties were totally inadequate to meet the growing crises of obesity in the population groups that have been targeted by the Hotpot project.

Jennipher Marshall-Jenkinson Chairman of the Microwave Technologies Association presented some of the work being carried out by the Association in developing and promoting improved usage of microwaves by both business and domestic users alike. Jennipher also made a presentation on behalf of Greg

Hooper of Campden Food Technologies who unfortunately had to withdraw from the conference due to sickness. The presentation addressed the impact of variations in power of microwave equipment and how researchers and operators alike need to be more aware of any differences and in producing variable outcomes of timings and ultimately in the quality of food cooked through using microwave technology. This presentation stimulated much discussion from researchers in particular, who challenged some of these findings and an interesting debate ensued.

Both days of the conference also saw the introduction of 3 websites that have been developed as part of the public engagement element of the Hotpot project. Francois Guillon presented two new websites *SOS Menu* and *BonMAPetit* that are both integrated with mobile phone applications for use by the general public in their pursuit of healthier food choices. *SOS Menu*, a menu planning application giving users an alternative choice of dishes for a healthy diet and *BonMAPetit* an application that enables users to locate through their mobile devices the producers and suppliers of different categories of food and drink across the project regions of Sussex and Picardie. Ioannis Pantelidis also presented a site developed through the Hospitality Research Group at the University of Brighton www.menumuseum.eu. The website is a resource for professionals, academics and the general public to research menus of both historic and functional interest, the site enables subscribers to upload and download menus whilst tracking key elements in menu design, pricing etc.

Both days were preceded with dinners for local delegates to enjoy whilst networking and being able to discuss the outcomes of the project. The dinner at LaSalle Beauvais was planned, prepared and served by students from the school under the supervision and guidance of their research chef Jean-Paul Bonhoure. The Brighton dinner was held at Yum Yum Ninja a pan-Asian restaurant in Brighton that focuses on a fusion of Asian cuisines yet mainly using ingredients sourced from a 25 mile radius of Brighton. The French group of delegates were also pleasantly surprised by the high quality of the three wines all produced by local vineyards in Sussex.

There was much speculation at both events as to the possibility of 'Hotpot 2'. It was agreed that a group from both the University of Brighton and LaSalle Beauvais will meet in the spring to explore common interests and desired outcomes from such a project once the priorities of Interreg 5 were established.

Conclusion

The completion of the Hotpot project over the period 2009 - 2013 has enabled the project team to achieve all objectives set in the project proposal, these objectives have been achieved within the timeframe of the project and within budget. The objectives set by SaSM have been achieved through the following activities:

Research Activities

- Microwave recipe development exercise for 6 traditional dishes
- Completion of a series of 6 sensory evaluation research sessions
- Joint publication of 2 papers with partner institution

Education Activities

- Curriculum development activity for MSc Food Services & Wellbeing Management award
- Delivery of award to first cohort of students
- To date 5 students have graduated with one student progressing to study for PhD at SaSM

Business Engagement Activities

- Delivery of 6 Business Development seminars across the range of microwave, food technology, food service marketing and revenue management topics
- Consultancy visits to some 20 food service businesses and charities in Sussex which has led to 10 undergraduate student consultancy projects for participating businesses

Public & Social Engagement Activities

- Hotpot Roadshow - Microwave Zone participating in both Brighton and Hastings Food Festivals
- Microwave cookery event to year 30 students at Peacehaven Community School, since which 2 of their students have joined CCBH to train as chefs
- Christmas with Microwave cookery demonstration to 200 year 6 pupils at Ocklynge Junior School, Eastbourne in partnership with the NHS Healthy Weights project
- Microwave cookery training event for Outreach workers in liaison with Brighton & Hove Food Partnership
- Microwave cookery 'Lunch Club' event for mentally handicapped and homeless people in partnership Brighton & Hove Speak Out Advocacy Project
- Development of the menumuseum.eu website and supporting LaSalle Beauvais with the UK side of their website projects

Communications

- SaSM responsible for the production and ongoing development of the Hotpot Online website
- SaSM responsible for the editing and production of 6 newsletters over the course of the project
- Organisation of the UoB Mid-project Forum and this Final Conference

A group of representatives from both LaSalle Beauvais and SaSM have agreed to meet late in May 2013 in Dieppe to discuss the possibilities and scope of Hotpot 2. From a SaSM viewpoint the broad theme of such a project should be 'Food Poverty and Access' and address the following areas:

- Sustainability - Logistics to production
- Alternative urban food supply chains
- Farm Diversification and rural food
- Food Tourism - Events & Festivals
- Cookery skills for needy population groups
- Community kitchens

Peter Odgers
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