

TILLERY VALLEY TIMES Q&A SESSION

with Peter MARRS, our new Sales Director

Peter joined TVF in March as leader of our external customer-facing team, working with Catering Consultants David Dobson, David Kavanagh, John Heap, Mark Smith, and Brain Walker, plus our dietetics team Anne Donelan and Julie Lardie along with TVF Customer Services Team, headed up by Michelle Brown. All of whom collectively provide the expertise for our business that assures a well-informed quality service for our customers.



Can you tell us a bit about yourself?

I am originally from Manchester and married to Sally with one daughter Emily. We live in Bulth Wells, Powys in our 'perfect' home with a variety of pets, cats & dogs, a rabbit and 5 chickens!!

What did you do before joining TVF for the first time?

I worked in the NHS as a Catering Manager for 20 years, in hospitals in Manchester, Warrington and London before finally settling in the West Midlands.

So how was it being a member of the TVF Sales Team, 1996 -1999?

It was my first position in the private sector, so it was a very steep learning curve following my 20 year public sector career in the NHS. Learning to establish myself within the successful team led by Les Darlington, and under the ever- watchful eyes of the original owners, Chris and Hilary Bradshaw.

Any anecdotes from those days?

During a monitoring visit to a hospital in Berkshire with David Kavanagh, I discussed the meal service with an elderly patient. The lady in question asked me where the food came from and I proudly responded "Tillery Valley Foods is based in South Wales" to which she promptly stated "No wonder the meals are always late then"!!

What did you do between leaving - and now re-joining - TVF?

Following my time with TVF, I joined Colston as their Sales Director selling regeneration equipment and associated items relating to food services. I spent six very successful years with Colston before joining Jarvis PLC as Senior FM Manager to lead on a FM contract in Herefordshire.

In 2006 I joined Powys County Council as Senior FM Manager responsible for Catering, Cleaning, Courier Services, Housing Maintenance and Building Maintenance - with a 1000 strong employee workforce. With the Welsh Assembly implementing the Appetite for Life agenda, much of my time was spent developing the Powys school meal service to meet their Nutritional Guidelines.

What does that mean you are bringing afresh to TVF?

Additional knowledge - I would hope - from my experience with Colston combined with an insight to the trials & tribulations of the Local Authority working environment. Which is not too dissimilar to the NHS environment with budget constraints and high public expectations.

Your career highlights so far?

Developing new market opportunities with Colston in Southern Ireland & mainland Europe, The successful mobilisation of the FM contract in Hereford was challenging to say the least, whilst my most recent position in Powys addressing a significant deficit whilst implementing the Appetite for Life Nutritional standards has provided me with a deep pride in the team I managed.

How do you see your role in taking TVF forward?

Following a certain Les Darlington will be difficult! However I have the luxury of inheriting a successful team and look forward to working with each and all to pursue new opportunities in the provision of a ready prepared meals service.

What else do you like doing, when you are not driving us along?

Golf, watching football & rugby, walking and enjoying time with my family

Do you practice what you preach?

Of course!

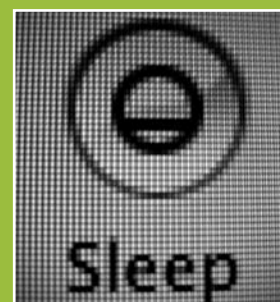
What would be your perfect meal?

Sunday Roast

THIS MONTH'S ECO TIP

Computer Power Usage:-

Did You Know - it uses less electricity if you send your computer to sleep for 3 hours instead of powering down and powering back up again - so if you use your computer occasionally send it to sleep when you are not using it and turn off your monitor. You will be saving 0.5kWh (or if 10 people do this, you could heat enough water for a bath!)



Nutritional Know How

The Department of Health's New Responsibility Deal

On 15th March 2011, Health Secretary Andrew Lansley launched the first phase of the government's new 'Responsibility Deal'.

Since September 2010 five groups working on food, alcohol, behavioural change, physical activity and health at work have developed and agreed a series of collective pledges for action which cover key areas:

- *Calories on menus from September this year;*
- *Reducing salt in food so people eat 1g less per day by the end of 2012;*
- *Removal of artificial trans-fats by the end of this year;*
- *Achieving clear unit labelling on more than 80% of alcohol by 2013;*
- *Increasing physical activity through the workplace; and*
- *Improving workplace health.*

Supermarkets including ASDA, the Co-operative, Morrisons, Marks and Spencer, Sainsbury's, Tesco and Waitrose are among more than 170 organisations which have signed up to a broad range of measures designed to help the public to become more healthy.

The collective pledges for action cover food, alcohol, physical activity and health at work. The pledges from the group working on food support the core commitment to encourage and enable people to adopt a healthier diet. Partners signing up to the Responsibility Deal voluntarily commit to take action to help people live healthier lives by creating the right environment. This includes initiatives such as providing information to consumers, promoting healthier choices and improving the food environment through better access to food, for example by encouraging better fruit and vegetables choices in independent stores. The technical aspects could be viewed as a charter for product development and product strategies within the food industry.

Some detail about the current 3 collective pledges:

- *Calorie information for food and non alcoholic drinks for customers in out of home settings to be available from 1 September 2011;*
- *To deliver a further 15% reduction on 2010 targets to give a total salt reduction of nearly 1g per person per day compared to 2007. For some products this will require acceptable technical solutions which sectors of the food industry are working to achieve. Achieving the public health goal of consuming no more than 6g of salt per person per day will necessitate action across the whole food industry, government bodies, NGOs and individuals;*
- *To remove, or will remove, artificial trans fats from products by the end of 2011.*

High street food outlets including McDonald's, Pizza Hut and KFC have already pledged to remove trans fats and to implement calorie labelling on their menus at the point of ordering. More pledges are to follow in future phases of the Responsibility Deal and many more organisations are expected to sign up.



The Public Health Challenge

If we go on as we are, government figures suggest that by 2050, 90% adults will be overweight or obese. Even today, 27 million adults are not getting the recommended amount of physical activity and almost 9 million of us are drinking too much. Government ministers believe that the Responsibility Deal will perform a vital role in the nation's efforts to tackle these huge public health challenges and reduce inequalities. Along with calorie control, salt and fat contents remain the key dietary targets for dropping blood pressure and hence reducing death and disability from coronary heart disease and strokes.

"Public health is everyone's responsibility and there is a role for all of us, working in partnership, to tackle these challenges. We know that regulation is costly, can take years and is often only determined at an EU-wide level anyway. That's why we have to introduce new ways of achieving better results." says Andrew Lansley.

What does this mean for hospital catering services?

This initiative is unlikely to affect patient catering directly as priorities are usually different in that we want to provide energy-dense and nutrient dense foods to those patients who aren't eating well and who need extra energy to recover. However, for staff and public visitors to hospitals, it is likely to be a different matter. In the future hospital retail offers and staff restaurants will need to reflect these public health changes. And if the Responsibility Deal achieves its objectives, manufacturers and retailers will be reformulating and developing new healthier products and there may be an increasing public expectation to see calorie labelling on restaurant menus.

Further information can be found at:

<http://www.dh.gov.uk/en/PublicHealth/PublicHealthResponsibilityDeal>