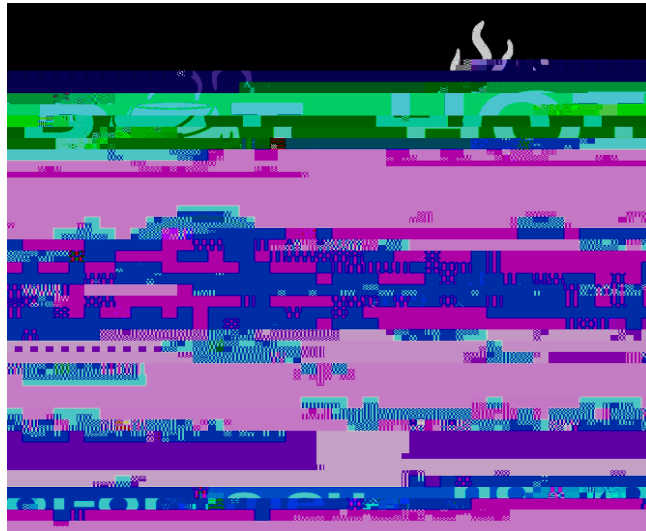


"
"



!

"#\$!%&'\$!&(!) *) + !, - !. &/0&/!

!

1!2&,-!/03&2\$4/!5\$/6\$\$-\$

* 7-8/,/9/\$!: &'; /\$4#-,4!<*) *"\$!=\$*9>* ,8?!* -@"

* "\$!A-,>\$38,/; !&(!=3,B#/&-?!)4#&&'!&(!)0&3/!* -@!)\$3>,4\$!+ * - *B\$C\$-/!!

!

D9-@\$@!5; !/#\$!E93&0\$* -!%\$B,&-*!F\$>\$'&0C\$-!/D9-@!7-/ \$33\$B!G!03&B3* CC\$!!

!

"

!

!"
"

!

!

#"

"

!

!

H&-/\$-/8!!

!	!	!	!	!	!	!	!	!	!	!	!%&' ("
Introduction												4
Hotpot objectives												6
Preliminary Study												7
Research into novel food service technologies for disadvantaged populations in the cross channel region												8
Health & Food Service Learning element of Hotpot												11
Health & Food Service Business Services element of Hotpot												23
Public and social engagement element of Hotpot												30
Communications element of Hotpot												35
Conclusions												42"

supported by

★"
"

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

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

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

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

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 _____ and _____ 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

!!"
"

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 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 compl

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

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

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:

#! B?n I A0;@	FJI "KB>L37DD;??("7C"74(" 83477@678M"	37>0B("??@"&=1"1(: (@7AD(=??"&D6"" 1FH!0*0\$36&30"
---------------	---------------------------------------	--

To enable students to demonstrate critical awareness and develop their ability to critically analyse, synthesise, evaluate and communicate research findings focusing

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

"	"	"
873;&@D(1;&"] &: (" ;=c70D&?;7="&L7>?"?4 (" = (<"37>0B ("7="?4 ("83477@7C"	56VJ5"
"	8(0: ;3 ("2&=&' (D (=?"B"R&3(L77S"A&' ("	"
"	"	"
	F7DD>=;3&?"?4 (" = (<"37>0B (" ;&"?4 (">=;: (0B;?N^B"0<;??(0"	56"
	&337>=?"	

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:

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

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

#)"
"

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.

3.

#+ "
"

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

El Doumo Restaurant, Eastbourne

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

5. 'Microwave Technology Applications in Restaurants'

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

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

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

Event Review: This event took place as scheduled with

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.

\$*"
"

Hotpot News 1

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 –
menumuseum; 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

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 emphas

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 and that are both integrated with mobile phone applications for use by the general public in their pursuit of healthier food choices. , a menu planning application giving users an alternative choice of dishes for a healthy diet and 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 <<&D(=>D>B(>D&(>. 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 while 9 (l) (9 (l) (9 (l) (9 (l)6

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