FM LUNCHTIME LEGEND

BRIEFING PAPER

OVERVIEW

The FM Lunchtime Legends Loyalty Card Scheme is a fun and engaging initiative designed to encourage pupils to enjoy nutritious school meals while promoting consistent participation. The scheme rewards pupils with a stamp each time they take a school meal, ultimately leading to a tasty reward!

HOW IT WORKS

Each pupil who takes a school meal will receive a stamp on their very own Lunchtime Legends Loyalty Card.
After collecting 20 stamps (one per school meal), pupils can redeem the completed card for a free muffin.
This simple reward system encourages regular school meal uptake and celebrates healthy eating habits in a fun way.

HOW TO GET A LOYALTY CARD

Parents and guardians must visit the school's website and scan the QR code displayed on the promotional poster.
The QR code will redirect them to the FM Services webpage, where they can input their child's details to request a loyalty card.
Cards will then be distributed to pupils via the school.



ROLE OF CATERING STAFF

1. Ensure that pupils receive a stamp each time they have a school meal.
2. Monitor completed cards and coordinate muffin rewards.
3. Promote the scheme during lunch breaks and assemblies to raise awareness.

BENEFITS OF THE SCHEME

- Increases school meal uptake and supports healthy eating.
- Builds excitement and motivation around lunchtime.
- Simple and easy to manage with clear outcomes.
- Strengthens home-school communication through parent engagement.



For more information please contact the School Office / FM Services directly via the QR code on the Lunchtime Legends poster