

THE SCOTTISH CASE

Public Food

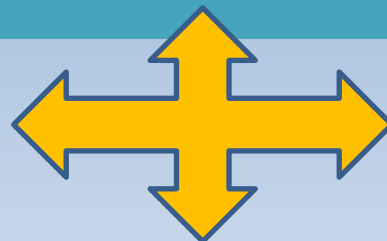
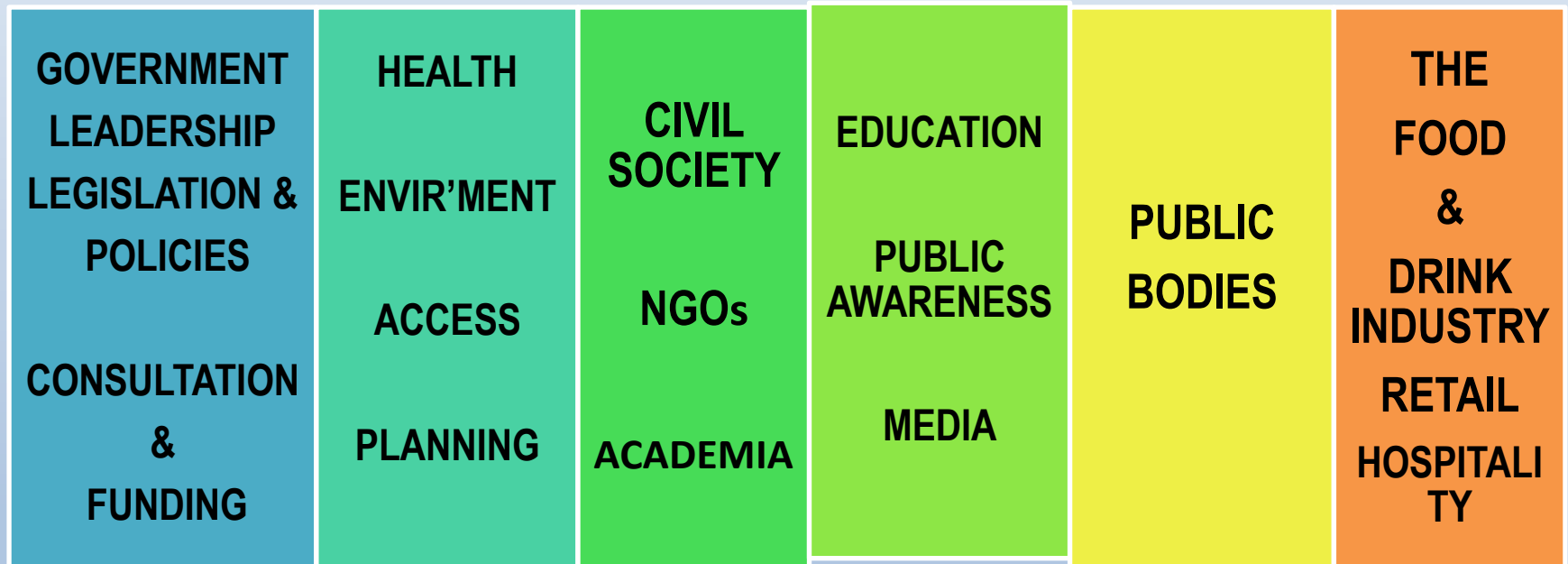
Robin Gourlay

**Scottish Government Food & Drink Policy and
Scotland Food and Drink**

EATING CITY
INTERNATIONAL PLATFORM
2010 - 2020

TOP DOWN AND BOTTOM UP BECOMING 'A GOOD FOOD NATION'

FOOD GOVERNANCE OVER TIME



SCOTLAND'S NATIONAL FOOD AND DRINK POLICY



Recipe for Success – Scotland's National Food and Drink Policy



www.scotland.gov.uk/food

WEALTHIER & FAIRER

SMARTER

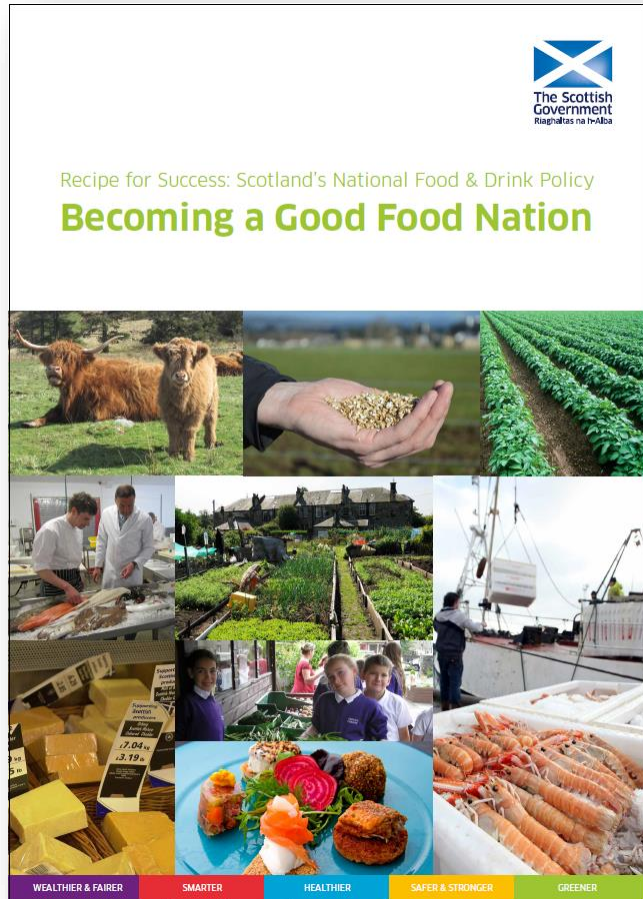
HEALTHIER

SAFER & STRONGER

GREENER

HEALTH
EDUCATION
FOOD ECONOMY
ENVIRONMENT
AFFORDABILITY
SECURITY
PUBLIC FOOD

A GOOD FOOD NATION



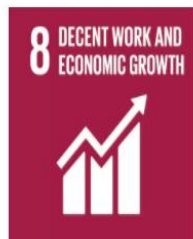
- An aspiration, that Scotland should become a Good Food Nation, a ‘**Land of Food and Drink**’ not only in what we as a nation produce but also in what we buy, serve and eat.
- **A 2025 vision** for what we as a country should be aiming to achieve.



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

GOOD FLOOD NATION



www.un.org/sustainabledevelopment

Why did Scotland decide to create a Food and Drink Policy in 2009?

- The principle driver was to address population health (Scotland has some of the poorest diet related health outcomes in Europe), and
- To tackle poor attitudes toward food in the population;
- There was an economic driver too.

Population 6 million, a devolved parliament from UK, very strong university and research base, ambitious climate change adaptation targets, 17 billion euro FOOD & DRINK exports, life expectancy 80 years female and 75 male, obesity 20%, literacy 99%, rural and urban deprivation, shrinking manufacturing base, top exports Food and drink, North Sea Oil, Chemicals, Financial and Business services, Electrical and instrument, Life Sciences, Mechanical engineering, agriculture 85% of land is Less Favoured Area, friendly people, beautiful scenery, and a wonderful climate!?

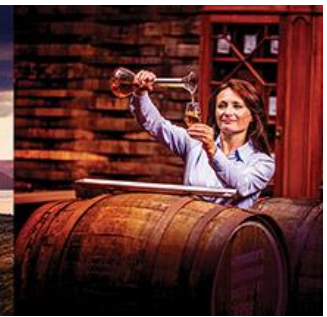


A WONDERFUL NATURAL LARDER



Scotland

A LAND OF
food and drink



The Scottish Paradox!



We struggle with world beating levels of diet-related disease!



There are deep-seated attitudes to food leading to poor habits and low expectations.

**PUBLIC FOOD
SHOULD BE
EXEMPLARY.**

SCOPE



- **Schools and Nurseries**
- **Hospitals**
- **Social Care situations**
- **Children and Older People Homes**
- **Prisons**
- **Other Public Buildings**
- **Possibly Airports, Ferries, Trains, Sports Stadia**
- **Anywhere there is some public funding or where large numbers of people attend.**

MENUS

- **Legislation for Schools and Nurseries**
- **Guidance for Hospitals, Social Care, Prisons etc**



SCOTLAND DEFINES SUSTAINABLE PROCUREMENT AS...

"A process whereby organisations meet their needs for goods, services ...in a way that achieves value for money on a whole life basis and generates benefits not only to the organisation, but also to society, the economy and the environment".

SOTTISH MODEL OF PROCUREMENT

Sustainable procurement requires a public body , to consider how it can —

- Improve the economic, social, and environmental wellbeing of the authority's area,
- Facilitate the involvement of small and medium enterprises and third sector bodies, and
- promote innovation

Scottish Procurement



Scottish Model of Procurement

LEGISLATION & GUIDANCE ON FOOD PROCUREMENT

- Procurement Reform Act, 2014
- Guidance under the Procurement Reform Act 2014
 - Statement of the authority's general policy on how it intends its approach to regulated procurements involving the provision of **food** to
 - (i) improve the health, wellbeing and education of communities in the authority's area, and
 - (ii) promote the highest standards of animal welfare;
- Catering for Change – buying food sustainably in the public sector
- Guide for SMEs – Unlocking opportunities in public procurement contracts;
- Public Contracts Scotland – free online portal
- But also Climate Change, School Food and Nutrition legislation etc

IN MENU DEVELOPMENT

LOOKING FOR THE 'WIN WIN'

While recognizing that there are inevitable trade offs

Economic

- Create employment
- Secure value for money
- Reduce waste
- Reduce energy use
- Encourage participation by Micro businesses and SMEs
- Encourage new markets for sustainable foods
- Contribute to the well-being of communities
- Contribute to economic development.
- Good Employment

Environmental

- Reduce degradation of natural resources by adopting cleaner processes and technologies
- Reduce energy input
- Protect or enhance natural resources and biodiversity
- Reduce waste (fertilisers, food and packaging)
- Reduce water use
- Reduce packaging.

Social

- Raise awareness of the benefits of healthy foods
- Increasing access to and availability of healthy food – particularly for lower income groups
- Strengthen communities
- Contribute to global food security and for Scotland
- Aim to reduce inequalities, promote training and employment
- Meet the needs of the local community
- Promote animal welfare
- Revalue the notion of the value of good food with significant impacts for health and the environment.

‘ ensuring that what we spend creates added value’

ESTIMATES OF PUBLIC FOOD EXPENDITURE

TOTAL EXPENDITURE

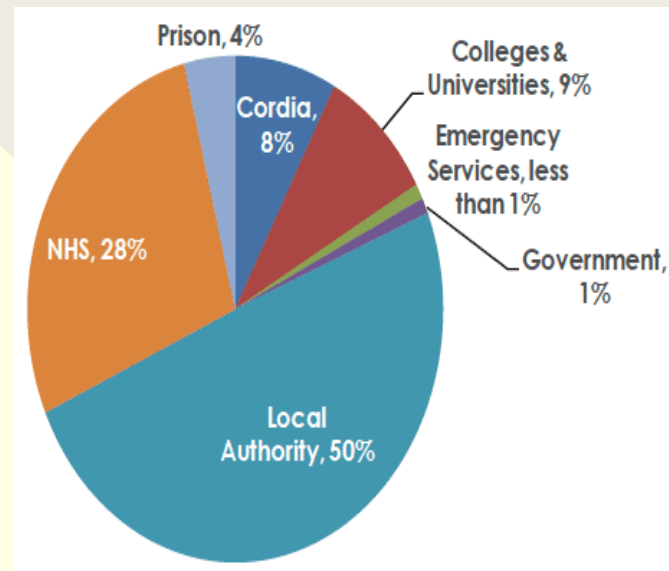
2012-13 £150 M

Local authorities	£68m
NHS	£30m
Colleges and Universities	£27m
Cordia (Glasgow Council)	£11m
Scottish Prison Service	£10.5m
Government	£3.5m
Total	£150 million

SCOTTISH ORIGIN

2007-8 34%

2012-13 48%



THE SUPPLY CHAIN FOR PUBLIC FOODSERVICE IS COMPLEX

Public Sector Contracts are Attractive to Producers

- Public sector contracts are stable, payment is secure and the demand is more predictable than offered by other business opportunities, but
- Businesses need to take time to understand the key features of public sector contracts;

However....

- Public Sector contracts are regarded as onerous to complete, and
- Offer low margin;
- Distribution can be complex
- Business could be at risk if the contract is subsequently lost.

Key problems for Cooks and Caterers include

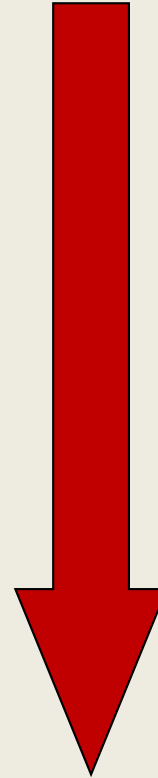
- A perception of (higher) cost implications, legal uncertainties and a limited knowledge of supply chain solutions available.
- Tight budgets are prioritized above greater sustainability.

WORKING WITH AND ENCOURAGING SMALL BUSINESSES into PUBLIC CONTRACTS

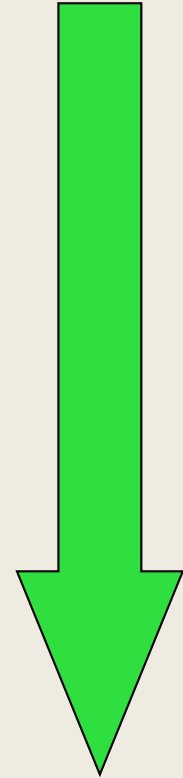
Alternative Routes to Market Include

- **FARM GATE**
- **MAIL ORDER & INTERNET**
- **BOX SCHEMES**
- **FARM SHOP**
- **RETAIL OUTLETS**
- **HOSPITALITY& TOURISM**
- **WHOLESALE**
- **MULTIPLES & SUPERMARKET**

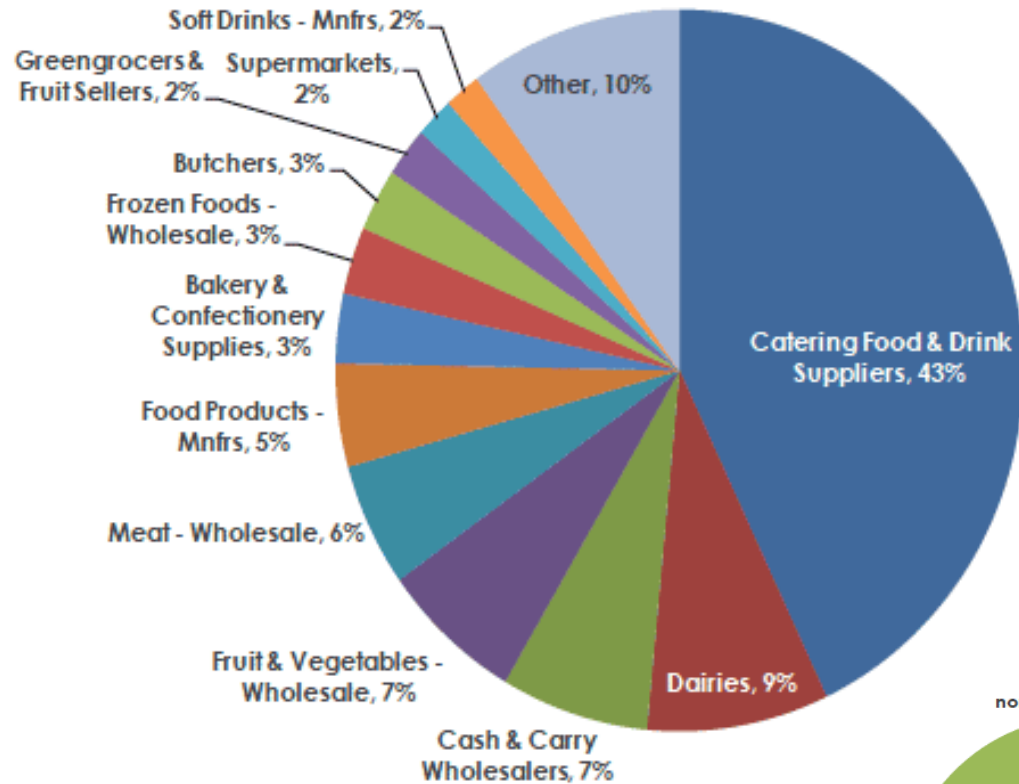
**MARGINS -
REDUCE**



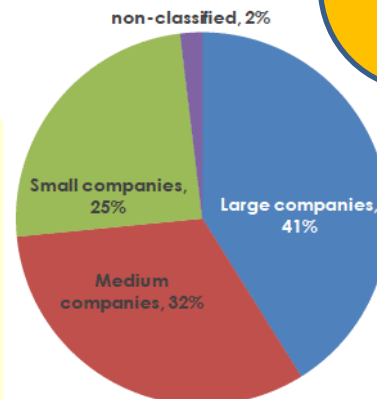
**VOLUMES +
INCREASE**



EXPENDITURE PATTERN



Scottish based suppliers represent 78% of the total, and account for 64 % of expenditure.



The POWER OF PROCUREMENT

UN Rapporteur on the Right to Food.
Olivier De Schutter

‘Particularly in times of economic downturn ...costs are often seen as a major obstacle to making public [food] procurement schemes more consistent with right to food strategies...

‘However, **certain [food] costs associated with public procurement should be treated as investments, rather than merely as expenses;** and once their multiplier effects on the local economy and their positive social and environmental impacts are taken into account, **they may in fact be seen as favourable to, rather than a liability for, healthy public budgets.**

**PUBLIC FOOD
MATTERS FOR
PEOPLE**

SCALE...

DOES PUBLIC FOOD MATTER?

- School food accounts for a maximum 17% of dietary intake;
- Public Food Expenditure in Scotland is **£150 million**;
- Scotland's 'grocery bill' through retail is **£12 billion**.

DOES PUBLIC FOOD MATTER?

The coming decades will see increasing pressures on the global food system affecting people everywhere:

- Feeding a 40% increase in world's population
- Increased competition for food on world markets:
 - a rising demand for meat and dairy resulting in scarcities; and
 - unprecedented food cost volatility
- The Obesity epidemic, and
- A carbon intensive food system that accounts for 30% of greenhouse gas emissions that fuel climate change;
- Public Food is the best opportunity to change food behaviours.

THE APPROPRIATE CONTEXT FOR PUBLIC FOOD?

- **It is a social service for health and well being**
 - **Food in the public realm should not be regarded foremost as a commercial service.**

and it's about...

- **Social justice - Increasing access to and availability of healthy food – particularly for lower income groups**

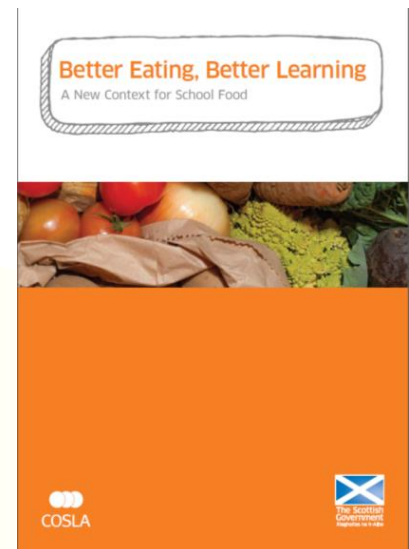
FOOD EDUCATION

INVESTMENT IN EDUCATION

School Meals Delivery

- Hungry for Success £137 m 2003-2009
- Annually investment of over £150 million to provide school meals with additional sums on capital investment in equipment, maintenance and infrastructure.
- From 2015 a further £35 million annually has been allocated to deliver free school meals to P1-3;
- Supported by additional capital funding of £25 million to all 32 local councils
- Extending pre school provision

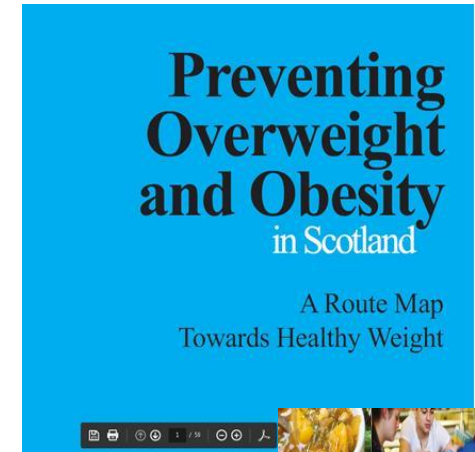
- **Hospitals Meal Delivery**
- Spending on catering to £84.9 million
- £1.75 Million to improve nutritional care



Food Education for Children and Young People

- **Health and Well Being is at the centre of Scotland's Curriculum for Excellence**
- **Food for Thought – teachers have access to funding for school food projects;**
- **Also...**
 - **Food and the Environment**
 - **Seafood**
 - **Quality Meat Scotland**
 - **Careers**
 - **A Food Education Officer in Education Scotland**
 - **Dumfries House**
 - **Crofting Connections**
 - **RHET – farm visits**
 - **Chefs@School**

Government is working across the Food Landscape



Beyond the School Gate
Improving food choices in the school community

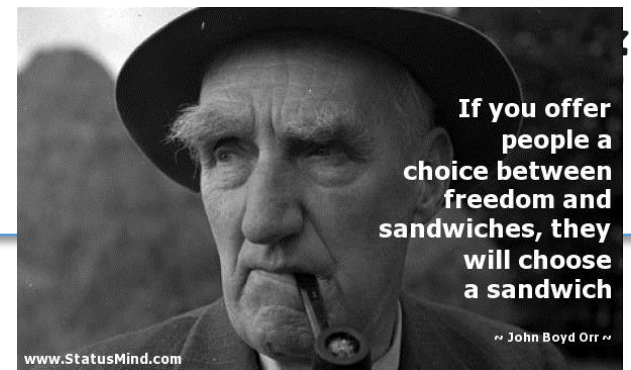


 The Scottish Government



**LEADERSHIP
TOP DOWN AND
BOTTOM UP**

Father of the UN Food and Agriculture Organisation.(FAO)



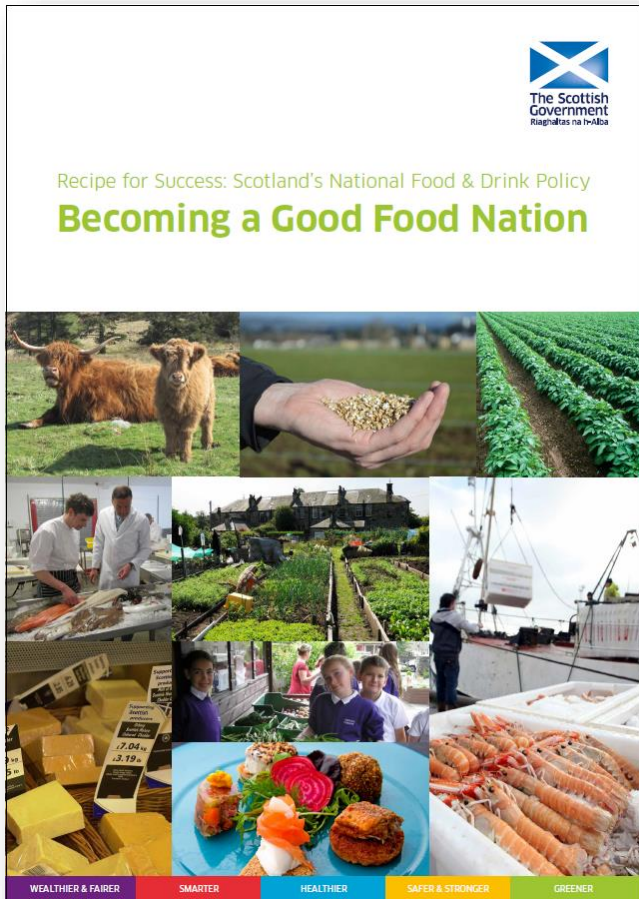
“One of the main difficulties in dealing with these problems is that they are not within the sphere of any single Department of State”

John Boyd Orr (1936)

- Achieving the UN Sustainable Development Goals requires a focus on food across economy, health, social justice, and environment

GOOD FOOD NATION BILL?

- Championing fresh, local and seasonal food in the public sector;
- Human Right to Food;
- Healthy good food choices;
- Economic growth;
- Access to affordable food;
- Food Charter – a duty on public bodies.



Programme for Government

Around 30 References to Food and Drink

- Consulting on proposals for the Good Food Nation Bill;
- Work with industry to develop a range of sectorial action plans, starting with seafood and poultry sectors
- Regional Food Fund - early in 2018;
- Food and Drink Tourism Action Plan;
- Diet and Obesity Strategy;
- Food Waste;
- Support for growth markets across the UK for food and drink sourced or produced in Scotland
- Continue the work led by SDI and industry bodies to promote our food and drink around the globe, retaining and expanding, if possible, our in-market specialists
- Building the supply chain to promote farmed fish and seafood to international and domestic markets
- Working with producers and businesses to publish sector specific action plans
- Appointing a National Chef to promote Scotland's produce and the associated health benefits
- Developing, with partners, a national food tourism action plan
- Conclude the review of school food regulations and implement changes to reflect the revised scientific advice on nutrition
- Investing in a new targeted supplier development programme to enable more food and drink suppliers to compete for public sector contracts
- Facilitating 'Showcasing Scotland 2017'
- Investing more in the 'Food for Life' programme to get all 32 local authorities achieving its Catering Mark in their schools




A PUBLIC FOOD OBJECTIVE

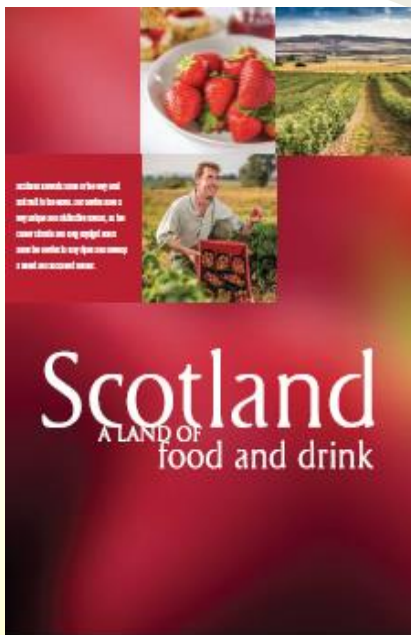
‘Work with key stakeholders to explore how public procurement can be used to increase the level of Scottish sourcing, including organic products.’

NOURISH SCOTLAND
CIVIL SOCIETY ORGANISATIONS ARE IMPORTANT



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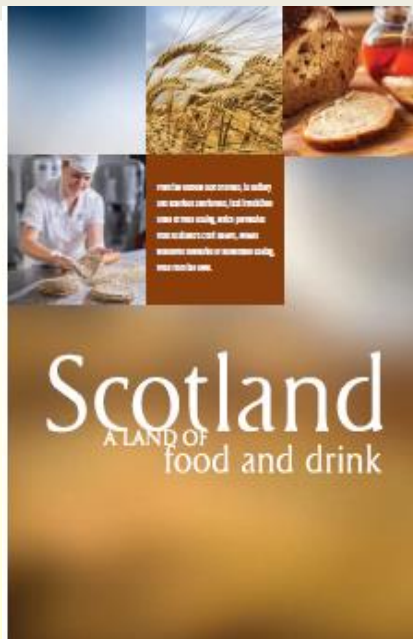
INDUSTRY



Scotland's diverse range of food and drink is a testament to the country's rich heritage and natural beauty. From the finest Scottish whisky to the freshest seafood, there's something for everyone in Scotland's food and drink.

Scotland

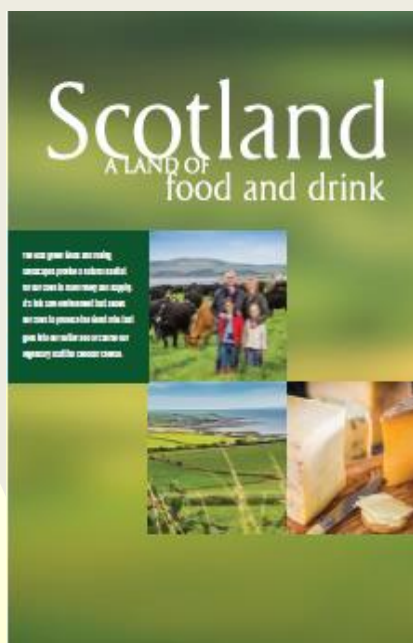
A LAND OF
food and drink



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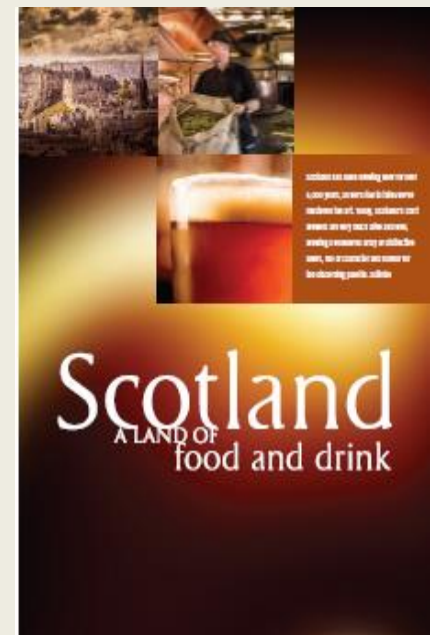
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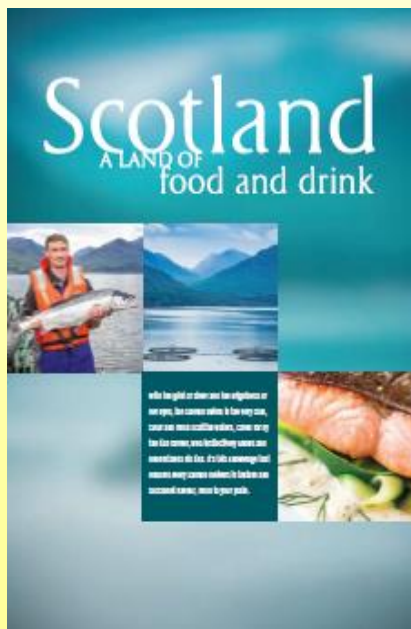
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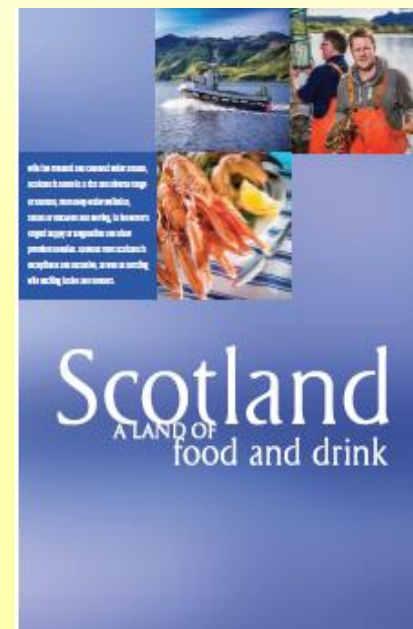
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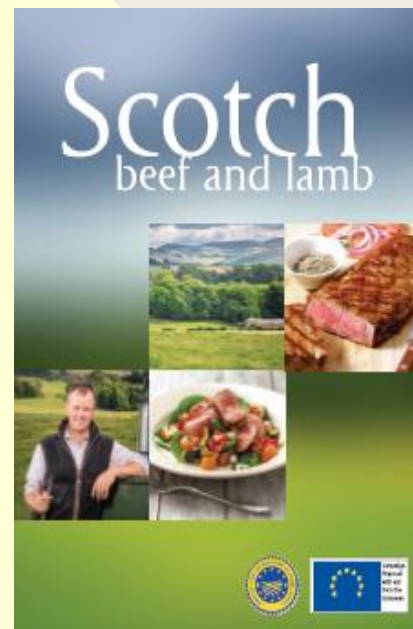
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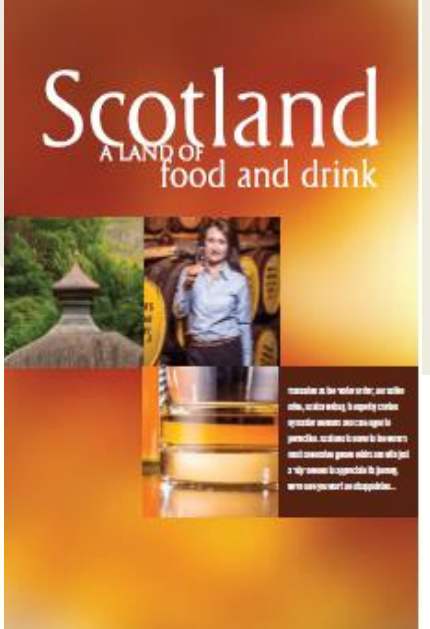
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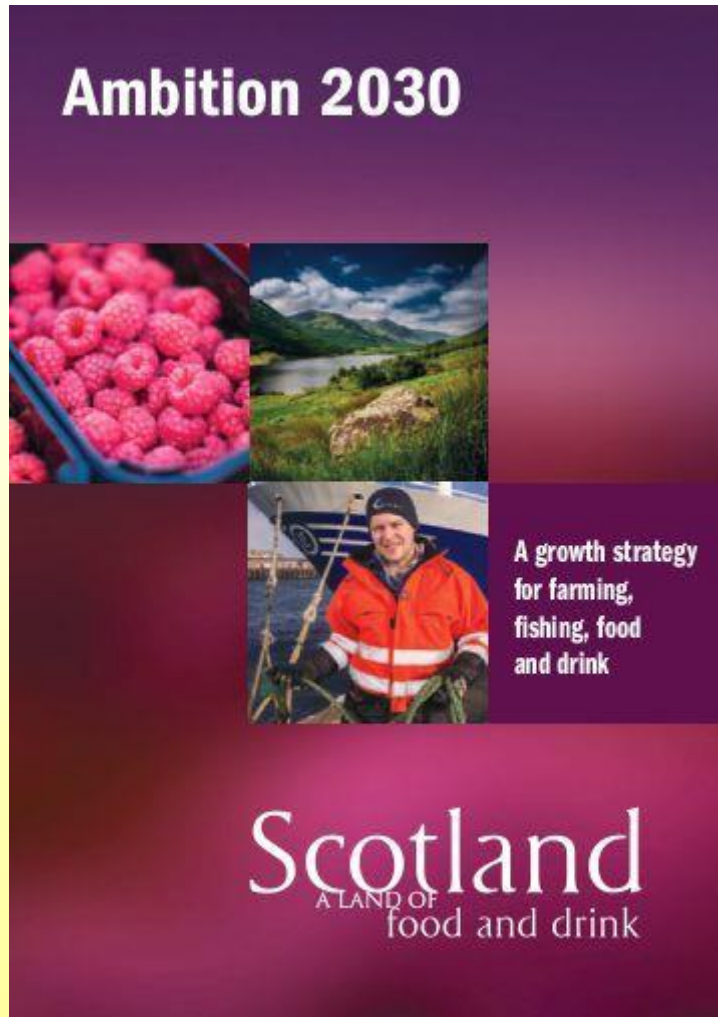


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Scotland

A LAND OF
food and drink

3 MAIN THREADS FROM THE STRATEGY



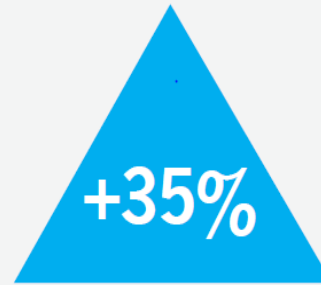
- **Being Collaborative**
- **Being Innovative**
- **Being Responsible**

A SUCCESSFUL INDUSTRY



INDUSTRY TARGET
£16.5bn
BY 2017

SCOTLAND'S BEST PERFORMING
DOMESTIC SECTOR AND FASTEST
GROWING EXPORT SECTOR



RISE IN SALES OF
SCOTTISH BRANDS IN UK



EXPORT TARGET
£7.1bn
BY 2017



NUMBER OF PEOPLE
EMPLOYED IN FOOD
AND DRINK INDUSTRY
360,000



R&D INVESTMENT BY FOOD AND
DRINK MANUFACTURING FIRMS HAS
DOUBLED SINCE 2007



CONTINUED PROFILE ON A WORLD
STAGE - YEAR OF FOOD AND DRINK

LABOUR

Food and Drink Report

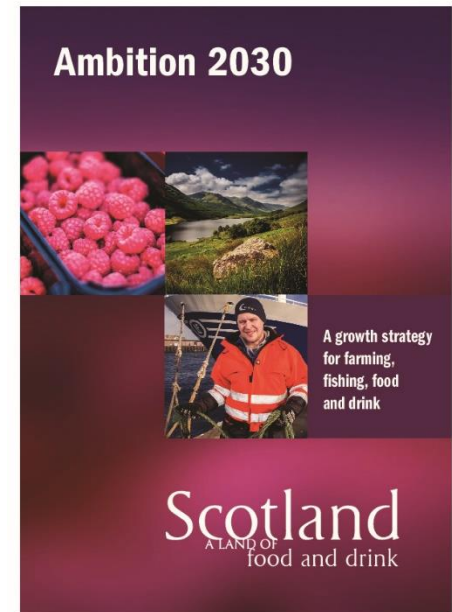
- The number of firms citing a lack of skilled labour as a challenge grew from (25%) to (33%).
- The number of firms investing in skills development to make their business more productive grew from 31% to 45%
- Rising labour costs stated by 44% of businesses as the biggest challenge to the industry in the next five years.
- Raising the attractiveness of the sector to new entrants and retaining talent is a key issue.
- Developing further entry routes into the sector for both young people and career changers is in the 'Skills Development Plan'.

Fig 6.1 Raising the attractiveness of the sector: Key issues

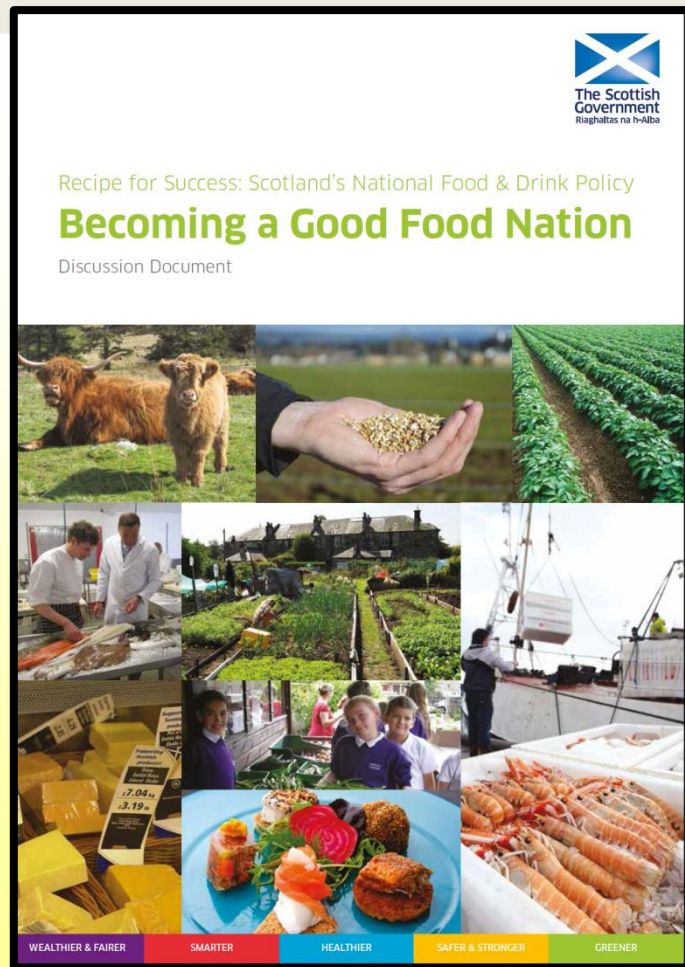
Agriculture	<ul style="list-style-type: none">• Location/rurality• Family-owned/run businesses• Reliance on informal recruitment methods• Perception that the industry is not for those who are more academically able
Food & Drink Manufacturing	<ul style="list-style-type: none">• Perception that jobs are low skilled/low paid• Low staff turnover can make it difficult to create opportunities• 'Demonisation' of the industry - salt, fat, alcohol, sugar etc.• High dependency on migrant labour

Responsible

Farming, fishing, food and drink is Scotland's most valuable industry, recognised at home and abroad as a model of collaboration and a world leader in **responsible**, profitable growth.'



SCOTLAND'S PRIORITIES



INVESTMENT

- **£66m Food Processing Marketing and Cooperation grant scheme** - Since 2007 grant support to 217 projects which has secured 10500 jobs and levered in £340m of private sector investment.
- **Scotland Food & Drink** – Industry leadership group 70% funded by the industry, with a core grant from Scottish Government, SR and HIE ;
- **£4.5m Scotland Food and Drink Export plan;**
- **£275k Sourcing for Growth' - SAOS** to deliver a 'project over 2013-16 to help Scottish producers meet manufacturers' demands for Scottish raw materials;
- **£3m Connect Local Advisory Service** - Connect Local is the advisory service for local food and drink marketing aimed at SMEs in Scotland;
- **£1.6m Market Driven Supply Chain** - work over 2014-18 – £800k SG match funding with SE, for SAOS to help ensure that the primary sector is fully informed, fully engaged and able to meet increased consumer demand for Scottish Produce;
- **£1.3 m The Soil Association Food - Life Catering Mark** over the years 2012-2017

DEVELOPING INDUSTRY



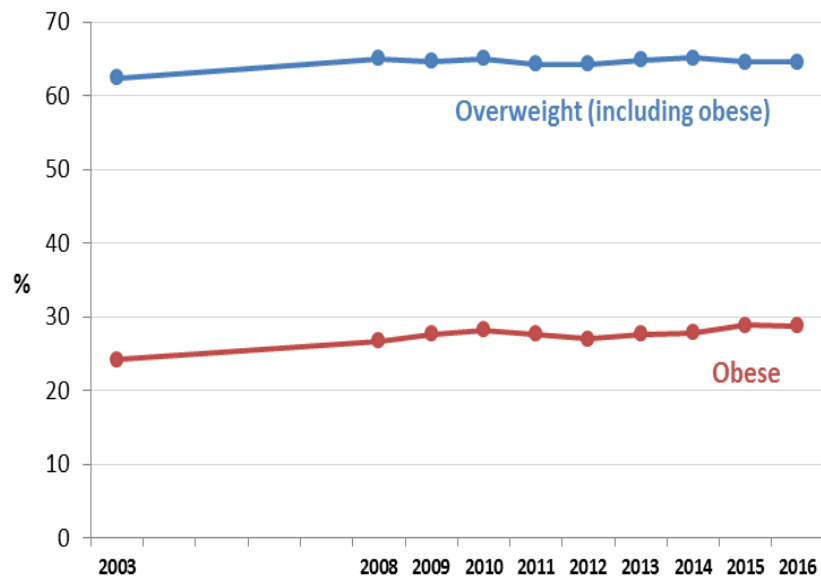
IS SCOTLAND MAKING PROGRESS?



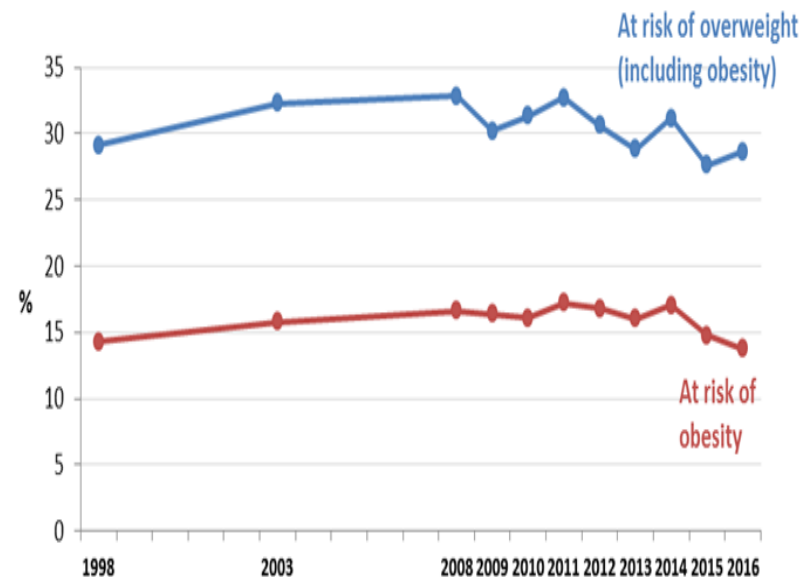
- Scotland's current Climate Change Act sets a target to reduce emissions by Scotland's strategy for reducing its greenhouse gas emissions by 66% by 2032 and at least 80% by 2050 compared to 1990 levels.
- Has achieved cuts in excess of 42 per cent in 2014, six years early.
- Second only to Sweden when it comes to cutting emissions in western Europe, and ahead of Finland, Germany and Denmark.

IS SCOTLAND MAKING PROGRESS?

In 2016, 65% of adults aged 16 and over were overweight, including 29% who were obese.



In 2016, 14% children aged 2 to 15 were at risk of obesity, with a further 15% at risk of overweight.



EAST AYRSHIRE SCHOOL FOOD

- 30% Organic
- 50% Local Produce
- 75% Unprocessed

It provides a Framework
For Systemic Change &
Enhanced Reputation



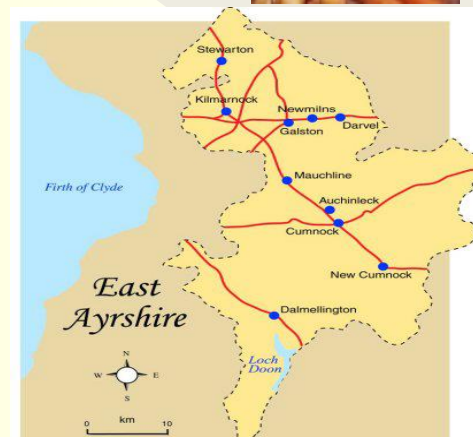
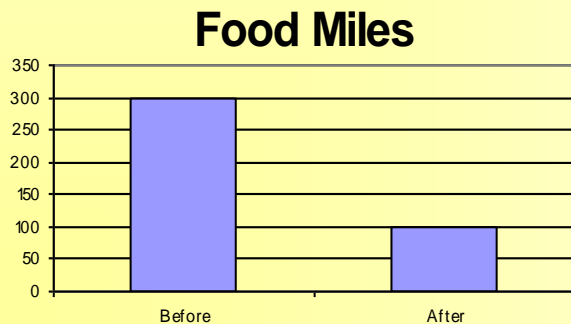
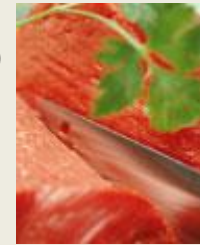
LOCAL CONTRACTS

CONTRACT LOTS BY FOOD PRODUCT CATEGORY- NOT BUNDLED
REINVESTING £400,00 IN THE REGION

Radius of 40 Miles

- Afton Glen Farm Meats
- Ferguson Baker
- Peroni Fresh Fish
- Clyde Organics
- Corrie Mains Farm
- Dunlop Dairy
- Green City Wholefoods
- AA Spittal

New Cumnock
Kilmarnock
Girvan
Lanark
Mauchline
Dunlop
Glasgow
Auchinleck



What should interest local authorities?

Carbon Reduction




- **LOCAL FOOD**



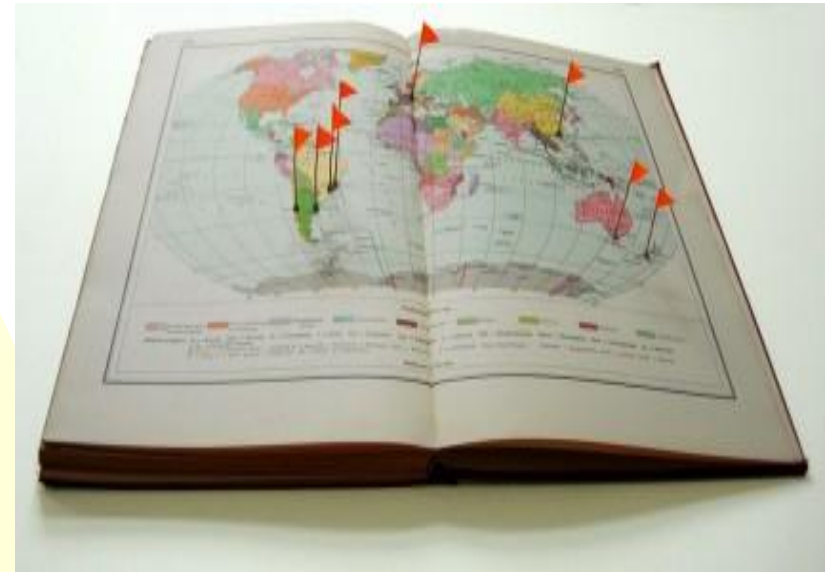
- **ONE SCHOOL**



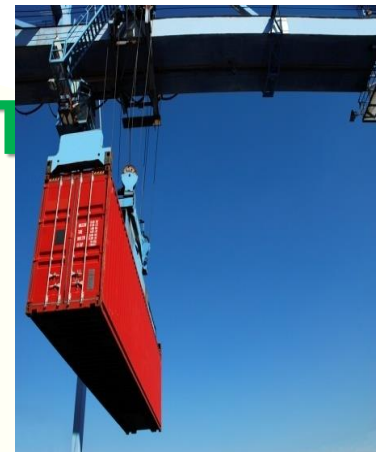
- **ONE YEAR**



- **Reduction of
37.7 Tonnes
CO2**



**TRANSPORT
FOOD
MILES**



What should interest local authorities?

SOCIAL RETURN ON INVESTMENT STUDY

£1 expenditure
by the
council
benefits the
Region by
£3



MEASURING

Food for Life

School Meals in

East Ayrshire

- Health outcomes
- Economic outcomes
- Environmental outcomes
- Other outcomes

EAST AYSHIRE MARKETING PLAN LINKING LOCAL PRODUCERS, SCHOOLS AND THE COMMUNITY



DUNLOP DAIRY
Natural
Handmade
from

“Hope you like our Cheese”

Jane Hamilton
Dunlop Dairy on West Clerkland Farm
and Dunlop Primary School

**TAKE A FRESH LOOK
AT SCHOOL MEALS**

There's a good chance that your local school is getting their cheese from Jane's farm or one just like it. We're using as much fresh, local produce as we can in all our school meals, and it's increasing all the time. We're offering more choice, with lunch, deli, diner and café options. And we've reduced the queues, so pupils won't have to wait so long to enjoy good, nutritious food, freshly prepared.

**A school meal.
It's the best deal.**

East Ayrshire Council hungry for success
Leading Learning & Quality Improvement

JOIN OUR CATERING TEAM AND HELP MAKE HEALTHY, LOCALLY PRODUCED SCHOOL MEALS. PLEASE CALL OUR RECRUITMENT HOTLINE 01563 555571



“Hope you like our Fruit & Veg”

Jonathon & Alexandra Jones
Stair Organic Growers, Tarbolton
and Ochiltree Primary School

**TAKE A FRESH LOOK
AT SCHOOL MEALS**

There's a good chance that your local school is getting it's fruit & veg from Jonathon & Alexandra's farm or one just like it. We're using as much fresh, local produce as we can in all our school meals, and it's increasing all the time. We're offering more choice, with lunch, deli, diner and café options. And we've reduced the queues, so pupils won't have to wait so long to enjoy good, nutritious food, freshly prepared.

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East Ayrshire Council hungry for success
Leading Learning & Quality Improvement

JOIN OUR CATERING TEAM AND HELP MAKE HEALTHY, LOCALLY PRODUCED SCHOOL MEALS. PLEASE CALL OUR RECRUITMENT HOTLINE 01563 555571



“Hope you like our Milk”

Joanne Cuthbertson,
West Tannacreeff Farm
and Loudoun Academy

**TAKE A FRESH LOOK
AT SCHOOL MEALS**

There's a good chance that your local school is getting their fresh milk from Joanne's farm or one just like it. We're using as much fresh, local produce as we can in all our school meals, and it's increasing all the time. We're offering more choice, with lunch, deli, diner and café options. And we've reduced the queues, so pupils won't have to wait so long to enjoy good, nutritious food, freshly prepared.

**A school meal.
It's the best deal.**

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What else should interest local authorities?

CORPORATE REPUTATION

**School food is a
highly visible
Local service.**

PARENT SURVEY

95% keeps money in the community

80% better for the environment

77% a good use of the public purse



IN CONCLUSION

Challenge

Population Health

Challenge

**Climate Change
Greener,
Environmental
& Waste Strategies**

Challenge

Ensuring a Resilient Future

Challenge

**Social Justice,
right to access
good food.**

Challenge

**Providing Good
Public Food**

Challenge

**Knowledgeable
Consumers**

Challenge

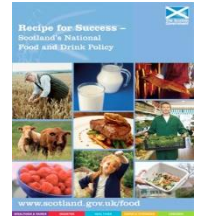
Economic Strategy, Employment and Training

Scotland's Food and Drink Policy

Why did Scotland decide to create a Food and Drink Policy in 2009?

- The principle driver was to address population health (Scotland has some of the poorest diet related health outcomes in Europe), and
- To tackle poor attitudes toward food in the population;
- Paradoxically, from land and sea Scotland also produces world class food – beef, lamb, cereals, salmon, shellfish and white fish, and of course Scotch whisky;
- So there was an economic driver too.

The First Policy -Recipe for Success, 2009

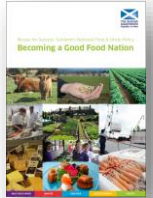


- They created an online public consultation and a series of public meetings which attracted real interest from people and organisations across Scotland
- A group of experts from industry, academia and civil society (known as The Scottish Food and Drink Leadership Forum) was formed to research and draft a holistic policy.
- The Policy addressed...
 - Economic development / growing the food and drink industry
 - Improving access to healthier, sustainable choices
 - Building Scotland's reputation as a land of food and drink
 - Sustainable procurement of food and menus in the public sector/ schools, hospitals etc
 - Establishing secure and resilient food systems
 - Social equality - that healthy sustainable food is available and affordable to all
 - It also had a strong focus on Food Education in schools and communities.

IT WAS A VERY SUCCESSFUL POLICY BACKED UP BY INVESTMENT!

- Scotland's food and drink generated a **record turnover of £14.3 billion**, up £550 million on the year before and a **24% increase** since 2008;
- Between 2007/14 **57% growth exports** exceeded years early;
- A **35% rise** between 2007 and 2015 in retail sales in the UK;
- A **step change in collaborative working** both within the sector and between industry and the public sector;
- An **explosion in the local food movement** - the 'Community Food Fund' promotes food tourism, farmers markets, food festivals and other local food events has seen over 109 initiatives so far;
- **£4M to offer** a wide range of **Food Education** opportunities between 2010-16;
- Introduced **universal free school meals P1-3** and an **overall increase in those taking school meals** plus £70.5 million of revenue funding over 2 years supported with capital funding of £24.8 million
- **Some progress in relation to diet**, including reformulation of products.

2nd Policy - Scotland decide to review and create a new Food and Drink Policy and Vision.



- There was good progress but Scotland needed to check that it was **optimising** opportunities for society, industry and
- That activity was **coherent with new legislation** and guidance such as Climate Change, Waste, Health, Economic strategy;
- There was a perception that the Recipe for Success policy was too industry focussed and so there was a move to have **a greater emphasis on health and well-being, tourism, Climate Change, food poverty, sustainable development etc**
- A 'Becoming a Good Food Nation' consultation document was produced setting a new vision for Scotland in 2025
- A widespread public consultation was implemented - 2018

Where is Scottish Food and Drink Policy now?

- The option to **legislate** is currently being considered. Legislation is not the only way to make progress but Scotland recognises that **legislation can underpin the work that is already being done.**
- Notable is that Scotland has created an **industry leadership organisation** (Scotland Food and Drink) which is highly successful and
- The industry strategy for 2030 **shares it's vision** for health, environment, sustainable production, economic growth, and innovation
- There is **some improvement in health statistics** and of improving attitudes to food through food education.
- Greater awareness and the **ability to take into account the environmental consequences of food production and food waste.**



Who's Travelling?



First stop: consumers; but also key are Farmers, food manufacturers;



A wide range of public agencies, and civil society; and



Hotels, restaurants, cafes, retail, public sector cooks and caterers everywhere

WHAT DO WE MEAN BY *'SUSTAINABLE FOOD'* ?

**A SUSTAINABLE FOOD SYSTEM HAS BEEN DEFINED BY
THE AS ONE THAT ENCOMPASSES**

“Security of the supply of food, health, safety, affordability, quality, a strong food industry in terms of jobs and growth and, at the same time, environmental sustainability, in terms of issues such as climate change, biodiversity, water and soil quality.”

European Commission (2014)

**The strategy in Scotland
is to
join up the food agenda with
what makes sense
in others agendas too...**

**That Food and Drink is central
to Scotland's Economy, Society,
and Environment**



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

GOOD FLOOD NATION



“Scotland has the only football team in the world that does a lap of disgrace.”

“Who discovered we could get milk from cows, and what did he think he was doing at the time?”

“There are two seasons in Scotland: June and Winter” – Billy Connolly

There will be a lot of people watching who will wonder what does a true Scotsman wear under his kilt, and I can tell you a true Scotsman will never tell you what he wears under his kilt. He will show you at the drop of a hat”

“I’m a big fan of the Mars Bar Diet. You don’t eat the Mars bar, you stick it up your arse and let a rottweiler chase you home” – Billy Connolly