



WELCOME TO

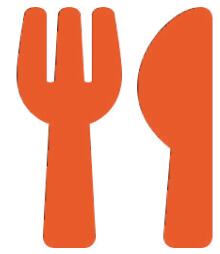
STUDENT COOKING BY TUCO

WHY STUDENT COOKING?



MEMBERS NEED PLUG-AND-PLAY CONTENT

Catering and comms teams are stretched. They need ready-made assets that make them look like content experts with minimal effort.



STUDENTS ARE HARD TO REACH

Students scroll past corporate-looking content. They respond to authentic, peer-led food content that matches their lifestyle and values.



LIVE DEMOS DON'T SCALE

Cooking demonstrations are costly and hard to publicise. The content they generate should work far harder for the whole membership.

WE ARE CAMPUSLIFE

Student communication specialists.

We exist to ensure all students have the best experience wherever they live and learn.



OUR CREDENTIALS

18 YEARS

Working in the sector

85+

University partners

BROWZER

Our student delivery platform

WHAT IS STUDENT COOKING?

A dynamic, national programme giving TUCCO members ready-to-use content, videos and campaigns to inspire students, showcase campus catering and celebrate food culture.

THE CONTENT HUB

- Online content hub at studentcooking.tuco.ac.uk
- Updated throughout the academic year
- Written articles, recipes, videos and imagery
- Themed around student food culture and wellbeing
- Members share content via their own channels

MASTERCLASSES

- Optional bolt-on: in-person cooking class on campus
- Delivered by Lifetime Training
- Filmed to create ~12 pieces of video content
- Co-branded TUCCO + your university

PROJECT AIMS & MEASURES OF SUCCESS

OUR OBJECTIVES

- Turn live cooking demos into content studios that serve the whole membership
- Maintain production pace that keeps content feeling current and relevant
- Produce a media hub of repurpose-ready short-form videos and social copy
- Give members the tools to look like content experts with minimal effort

WHAT SUCCESS LOOKS LIKE

High uptake of in-person cooking demos from members

Strong student participation and content views

High % of members sharing produced video assets on local socials

Positive qualitative feedback that content feels authentic and student-led

THE CONTENT HUB

studentcooking.tuco.ac.uk



RECIPES

Student-friendly, budget-conscious, inclusive. Structured around the academic year journey.



VIDEOS

Cook-along, TikTok-style clips, vox-pops. All ready to share.



ARTICLES

Sustainability, nutrition, food culture, allergens, cooking skills and beyond.



SUPPLIER SPOTLIGHTS

Brand partners featured in authentic recipe and story-led content.

POWERED BY BROWZER ENGAGE

HOW YOU ACCESS THE CONTENT

1

Browse the hub

Visit studentcooking.tuco.ac.uk – all content will be ready for launch on 27 July 2026

2

Share a direct link

Share a URL straight to the article or video

3

Replicate the content

Alternatively you can copy recipes, articles and download videos into your own platform, socials or newsletters

4

Browzer Engage

Run your own branded Browzer instance, we can work with you on the right setup

WORKS WITH YOUR EXISTING CHANNELS

- Social media
- Student newsletters
- Digital screens
- Your University website
- Browzer Engage instance
- Email campaigns

STUDENT COOKING



Student Recipes Featured Suppliers Sustainability Healthy Eating



Latest news

Student Recipes
Three easy recipes using BANG Curry
Quick, tasty and plant-based meals to spice up your week

Featured Suppliers
New Flavour Alert: Cheesy Pea & Onion
A tasty twist from Taking the Pea

Featured Suppliers
Cooking to Celebrate Black History Month
Wholesome, heritage-inspired recipes that nourish body and soul

Sustainability
Eat with the Seasons
Discover how seasonal fruit and veg can save you money and boost your wellbeing

Sustainability
Take a look at...
Discover whether y...



Sustainability
Why Menus of Change is important
Transforming campus dining with sustainable, healthy, and flavourful options for students everywhere.



Sustainability
Choose Seafood That's Good for the Sea
Use the Good Fish Guide to see how your choices impact the environment



Student Recipes
Simple, tasty fish recipes packed with a punch
Use the Good Fish Guide to see how your choices impact the environment



Healthy Eating
Fuel your body, fuel your mind
Discover how eating well can boost your energy, mood, and overall wellbeing



Featured Suppliers
Supporting local: UK suppliers you should know
From farm to table, discover how UK-based suppliers are changing the food game



Sustainability
Why eating less meat matters
How reducing meat can improve your health and help the environment



Recipes
Turn leftovers into delicious meals
Transform your food scraps into tasty, budget-friendly meals

Student cooking masterclasses



Masterclass
Student cooking masterclasses to level up your meals



Masterclass
Cooking skills every student needs to know



Masterclass
Cook like a pro on a student budget



STUDENT COOKING MASTERCLASSES

An optional bolt-on that brings the platform to life on campus, with an in-person cooking masterclass, filmed to create a full suite of co-branded video content for your institution.



£6,000
+VAT
TUCO Member rate

DELIVERED BY LIFETIME

WHO ARE LIFETIME?

- Lifetime Training are one of the UK's leading catering and hospitality apprenticeship and training providers.
- Through The Academy, they deliver hands-on culinary education at scale, specialising in programmes that bring real cooking skills to real people.
- They lead the in-person masterclass experience, working with TUCO and CampusLife to deliver sessions that feel authentic, high-energy and genuinely useful for students.

THE DELIVERY TEAM

Matty Summerbell

Delivery Director at Lifetime Training

Joe Hurd & Ricardo Prego

Lead chefs and Masterclass facilitators

CampusLife film crew

Video production, content creation, editing

TUCO

Brand oversight and content strategy

WHAT YOU GET

ON THE DAY

- Up to 4 masterclass recipes in a single day
- Delivered on campus
- Featuring your students
- Full equipment & facilitation provided
- Themes tailored to your student demographic (e.g. fakeaway, plant-based, scratch cooking)

UP TO 12 VIDEOS DELIVERED

Up to x4 'cook-along' videos

Each based on the masterclasses

Bite-sized recipe clips

60–90 seconds, TikTok/Instagram ready

Vox-pop interviews

Chefs, students and catering staff

Supporting assets

Written recipes, ingredient, captions, graphics

Co-branded throughout

TUCCO STUDENT COOKING + your university

WHAT YOU NEED TO PROVIDE

We keep it simple. Here's what your institution provides:



INGREDIENTS

For the 4 masterclass recipes chosen for your cohort



VENUE

A suitable kitchen or catering space on your campus



STUDENT PARTICIPANTS

Recruit your students, we'll handle the rest



ACCESS & PERMISSIONS

Campus filming access and content consent from participants

Everything else – facilitation, equipment, filming, editing, all 12 videos – is handled by us.

**COOKALONG
'HERO' VIDEO**

STUDENT COOKING

TUCO

**BUTTERNUT SQUASH RISOTTO WITH
GORGONZOLA & THYME**



UNIVERSITY OF NOTTINGHAM

**SHORT-FORM
SOCIAL CONTENT**



READY TO GET COOKING?

We'll email further details to all attendees.
Get in touch to kick off the conversation.

NEXT STEPS

1

Watch your inbox

Full details, proposal and pricing will follow this webinar by email

2

Check out the platform – 27 July

We're launching the website at the TUCO Summer Conference

3

Book a Masterclass Now

Talk to us about the Masterclass bolt-on and what works for your campus:

vanessa@campuslife.co.uk