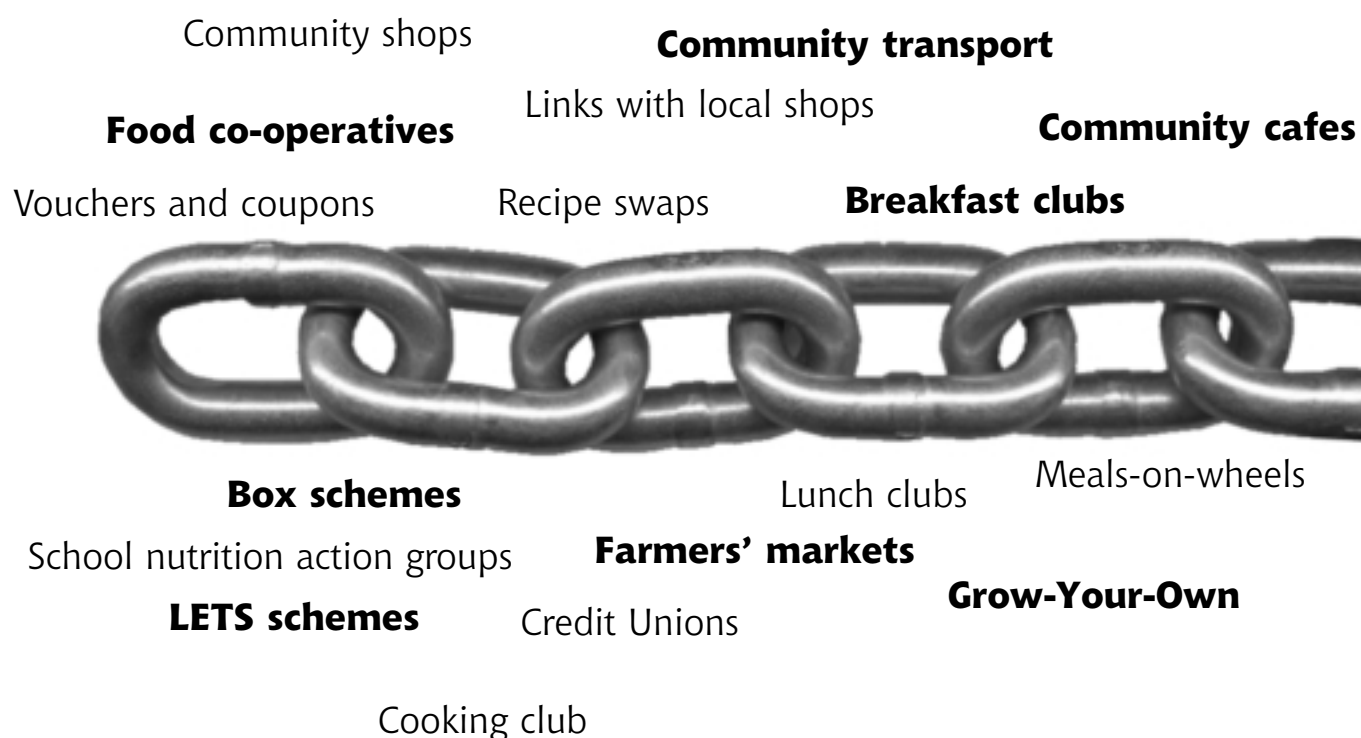


Making Links

A toolkit for local food projects



Making Links

A toolkit for local food projects

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Contents

Introduction - The aim of this toolkit and promoting networking

Section 1 **What's happening?**

1.1 Food, poverty, health and the environment

1.2 Local Food Initiatives: Today's menu

1.3 Directory of local food projects

Section 2 **Joining in**

2.1 Getting started - Finding out what is already going and what the community wants - Setting objectives and conducting surveys - Project management

2.2 Getting the cash - Fund-raising - Down to business - Funders on the Food Poverty Network database

2.3 Getting help

Section 3 **Building on Success**

3.1 Showing it works - Why evaluate? Five steps to successful evaluation - Help available

3.2 Making a splash - Publicity - Stop Press! Media contacts

3.3 Making a fuss, Campaigning for change, Acting together

Introduction

Our aim

This toolkit has been written for everyone interested in working with people on low incomes to improve their access to good quality, affordable food. It is intended to provide people with a combination of inspiration and information to develop successful food projects that are rooted in the community.

Based on the experiences of members of Sustain's food poverty network, which has been developing since 1994, the toolkit contains case studies of food co-operatives, community cafes, cooking clubs, food growing and a wide range of other projects. It explains how to get started and consult the community, where to get help with funding, advice or practical support, the importance of evaluation and suggestions on publicity and lobbying.

The toolkit is not only for projects that are starting up, but also for established projects which want to expand, change direction, improve their evaluation systems or simply find out what other people are doing. A key theme throughout the toolkit is the importance of networking - making links - with like-minded people who can offer advice and assistance, and share experiences.

Networking

Perhaps one of the most effective ways to learn about different types of food initiative is through direct contact. We give a list of some projects in Section 1.3. You can phone for a discussion, have someone from a project come and talk to a group of people or even take a group of people to visit some projects.

Another way of meeting people working on similar projects is to attend seminars about food and low income. In fact, it was people attending Sustain's first series of conferences on food and low income, funded by the Health Development Agency in March 1995, who suggested setting up a food poverty network. The aim was - and still is - to keep people in touch, help them learn from each other's successes and failures and create policies to tackle the problems of food poverty.

The Food Poverty Network

Sustain has been developing this network since January 1996, with funding from the National Lottery Charities Board. There are now around 400 members of the

Introduction

Network. They receive quarterly issues of the network newsletter ***Let Us Eat Cake!*** as well as discounts on events and publications. In addition, many more people use the network informally by attending conferences, buying publications, simply phoning Sustain's offices for information or using the database enquiry service (see below for more details). The printout from the database (for May 2000) is reproduced in this toolkit in Section 1.3.

The Food Poverty Network and Database

The Network's database is an important part of the Food Poverty Network. Developed in partnership with the Health Development Agency, it offers a wealth of detail on food poverty projects around the country, including how they were set up, who funds them, how they source their food, how many people they serve etc.

The database is used by a wide range of people, including funders and health commissioners, health and food researchers and journalists interested in food issues.

But the database is mainly for people who want to make contact with other people working on food projects. It helps to spread good practice and can encourage networking between people. Anyone with an interest in this field can obtain the information by phoning the Health Information Team at the Health Development Agency on 020 7413 1995. You can ask for details of all projects in your area, details of community cafes that have been evaluated, examples of cooking classes that have produced a recipe book, a list of food growing projects in schools or anything else you're interested in.

If you are working on a project whose details are not yet on the database then phone Sustain's Food Poverty project on 020 7837 1228.

Food and low income projects database enquiries: phone the Health Information Team on 020 7413 1995.

To add your project to the database, phone Sustain's Food Poverty Project on 020 7837 1228.

Other networks

There are a number of other networks to help you contact like-minded people. **The Scottish Community Diet Project**, which is funded by the Scottish Executive, circulates a regular newsletter called **Fare Choice** and has a database and directory of projects in Scotland. Contact Bill Gray or Lizanne Hume on 0141 226 5261.

There are also several local food and low income networks, including the **Plymouth Food and Low Income Network** (contact Healthy Plymouth Alliance on 01752 260 886) and the **Oxford Network of Community Caterers** (contact Tom Knowland 01865 252 127).

An initiative called **CityHarvest** is a project run by Sustain. It promotes growing food in London and other cities, and has links with around 40 local projects (contact James Petts on 020 7837 1228).

The **Soil Association's Local Food Links** project encourages links between producers and consumers and can put you in touch with box schemes, farmers' markets, allotment groups and other organic food schemes around the country (contact Lucy Gillie on 0117 914 2426).

The Federation of City Farms and Community Gardens has a database of **City Farms and Community Gardens**, many of which grow food (contact Diane Godwin on 0117 9231800).

You will come across many other networks relevant to food and health, such as ones that focus on inequalities, or particular groups of people such as older people or homeless young people. Use these networks. Get in touch with schemes in your region, even if it's just to say hello, find out about what they do and let them know about your plans. Making links is essential to the development of a food project.

Section 1: **What's happening?**

1.1 **Food, poverty, health and the environment**

Food and poverty

A new phrase has crept into common use: *food poverty*. Food poverty means having too little money and too few other resources and facilities to be able to eat a healthy diet. A lack of cooking and storage equipment, an absence of local shops with a range of affordable foods (sometimes referred to as *food deserts*), inadequate transport to shops, and inappropriate education and training, can all contribute to food poverty.

Between 13 and 14 million people live in households with incomes below 50% of the UK average (*Households Below Average Income*, The Stationery Office, 1996), which is the unofficial European definition of poverty. In 1995, there were 9.7 million people dependent on Income Support, of which a fifth were over the age of 60 and a quarter were children under the age of 10 (Department of Social Security, 1996). The majority of these people are likely to suffer from some form of food poverty throughout much of their lives.

According to the United Nations Development programme, Britain is now one of the most unequal industrialised countries in the world (*Human Development Report OUP*, 1996). There is clear evidence that wide differences in income lead to worse health for the people at the bottom end of the scale, not least because they find it harder to obtain a healthy balanced diet (*Myths about Food and Low Income* National Food Alliance [now Sustain], 1997).

Food poverty is important not only because it reflects a form of social exclusion and social injustice, but also because it raises concerns about the consequences of poor diets. Food poverty can lead to ill health and early death.

Women are affected by food poverty. Several surveys have shown a high proportion of meals being missed by women living on low incomes (*Poverty and Nutrition Survey* NCH Action for Children, 1991. *Out of the Frying Pan*, Save the Children, 1997). Women often report going without so that other members of the family can eat. Women also usually bear the burden of responsibility for feeding the family properly and the stress of trying to make the money go round.

Food & Poverty

There are several strategies for fighting food poverty. Nationally, we can call for better employment opportunities, wages and benefit levels. Regionally, we can urge planning authorities to ensure that shops and supermarkets are in easy reach of us all. And locally, we can develop projects which make more food available to more people, through community activities which specifically address food concerns. All of these issues are dealt with in more detail in *Food Poverty: What are the Policy Options?* (National Food Alliance [now Sustain], 1998).

The present toolkit is devoted primarily to providing material to support local activities. But the national agenda is never far from sight. An advantage of local projects is that they can help raise awareness of the issues among participants, encouraging people to express their views, which in turn increases the likelihood that regional and national changes are implemented. Information on how to lobby for change is included in Section 3 of this toolkit.

Food and Health

Scientific evidence continues to accumulate linking the food we eat to a range of diseases. Not only coronary heart disease, but several cancers, strokes, diabetes, tooth decay and constipation - to name a few - are now known to be connected to our diets.

Poor people have the poorest health...

People on low incomes are more likely to suffer, and suffer at an earlier age, from heart disease, strokes and some cancers (*Myths about Food and Low Income* National Food Alliance [now Sustain], 1997). Women managing on a low income are more likely to become overweight, raising their risk of other diseases such as diabetes and high blood pressure. An unhealthy diet can shorten a person's life and, according to some researchers, even increase the risk of disease in their future children (*Poor Expectations* Maternity Alliance and NCH Action for Children, 1995).

...and the poorest diets

Figures taken from the government's National Food Survey show that the average fresh green vegetable intake of larger, poor families is equivalent to less than ten Brussels sprouts per person per week and their fresh fruit consumption the equivalent of less than two apples per person per week. Some large, poor families eat a greater weight of fat — such as margarine and lard — than fresh fruit, and twice the weight of sugar and jam than fresh green vegetables (*National Food Survey*, The Stationery Office, 1996).

Today, armed with new knowledge about diet and health and surrounded by healthy eating advice, most people are making efforts to shop for and eat more healthy food. But people on low incomes, despite their best efforts, find it most difficult to eat more healthily. The reasons for this are diverse, but include lack of access to good quality affordable produce, as well as lack of skills, facilities and — perhaps as a result — lack of motivation.

Those living on low incomes are often accused of 'wasting' their money on food like pies, chips, biscuits, cakes or sweets instead of eating healthier food such as carrots and potatoes, fresh fruit and salad vegetables — which, it is claimed, are cheaper as well as healthier.

Food & Health

But, when you're feeling stressed, fatty food and sweet food tend to be comforting. Penny for penny, they also have a lot more calories in them (especially fatty foods). A chocolate bar may cost more than an apple, but can feel more comforting and satisfying. A bag of hot chips may feel more satisfying than a plate of plain boiled potatoes, even though the plain potatoes are healthier.

There is also the problem of what you can get for your money. In 1998 an adult on Income Support could afford about £2.50 per day for their food, and about 70p-£1.20 for a young child. With that amount to spend, it tends to be the sugary, fatty foods — the comforting foods and cheaper sources of calories — which will be bought rather than the healthier foods. Parents who do not want their children feeling hungry will buy foods they know their children will like and will eat — and if it means spending more than £1.20 per day on their children then they will go without food themselves.

'But food is cheaper than ever nowadays' Actually, if you are on index-linked benefits, such as Income Support, you don't gain anything from a fall in the price of food.

The link between the cost of food and the healthiness of a diet is not straightforward. So-called healthy alternatives, such as low-fat sausages and reduced-fat alternatives to margarine often cost even more than the regular sorts and may be of little real value in improving health. Real health benefits are likely to come about through changing the balance of the diet rather than substituting lower-fat versions of foods. Changing the balance means increasing the amounts of fruit and vegetables, potatoes, beans, bread and cereals and cutting down on fatty and sugary foods.

'But a carrot costs less than a chocolate bar' Actually, in terms of calories per penny, a chocolate bar is a better deal. If you need to watch your pennies, then sweet, fatty foods are the cheapest way to prevent hunger pangs.

'Some people manage perfectly well on very little money' It is rare. Few people can cope with a tight budget for long. A modest but adequate diet for a family of four costs around £70 per week while benefit levels allow around £45.

This can save money, but it may mean more work; it may mean eating fewer processed foods and more fresh foods that need preparation.

Changing eating patterns can be difficult. Individuals in a household may be reluctant to change their eating habits or cut down on their

favourite foods. The changes can usually only be made gradually if they are to succeed.

What can be done?

With the right support some of these difficulties can be overcome as we try to show in this toolkit. Improving access to healthy food does not require any medical or specialist training. But helping people make improvements to their life is not something that can be imposed by outsiders: *the important thing is to help people make the improvements they already want to make.*

It is important not to alienate people by appearing to tell them “what they should be doing”. One trainer who ran a cook-and-taste series of demonstrations for mothers managing on a low income says she never mentions the word ‘healthy’ until at least the fourth session.

Although some people say that the experts never agree, the main healthy eating messages have remained remarkably constant for over 20 years (Food and Health: the experts agree, G.Cannon, Consumers’ Association 1998):

We should be aiming to eat less fats, fatty food, salt, sugar and sugary food, and eat more fruit, vegetables and ‘complex’ carbohydrates (bread, potatoes, pasta, rice) and more pulses (beans, peas, lentils).

Food and the Environment

The production and distribution of food can damage the environment. Chemical residues from intensive agriculture turn up in food, pollute rivers and streams, and destroy wildlife and its habitats. Food processing also has an environmental cost. Over 150 billion kilograms of plastic, paper and glass are used each year packaging food (Consumer's Association quoted in *Watch Your Waste*, Open University and Waste Watch, 1993, The Open University).

And food transport adds further damage. The transportation of food across the country to national depots and then back to local stores, and increasingly across the globe, relies on motorised transport and air freight, exacting a heavy toll in terms of fossil fuel use, air pollution and damage to wildlife habitats through road building. And consumers may have to travel further to buy food due to the trend for retailers to move to edge-of-town sites.

Local food projects can help to address these problems by bringing food nearer to the consumer, encouraging locally sourced foods and promoting local action. Growing your own food is clearly the best way to decrease food miles, reduce packaging, and avoid intensive agriculture. Increasingly, people are growing their own food in allotments, community gardens, city farms, schools or community orchards - see the report *Growing Food in Cities* included in this toolkit.

Farmers' markets are another great way of getting locally grown food directly to consumers. Farmers can sell produce directly from the farm, or sell at a market, such as the Bath farmers' market which was launched in 1997. Box schemes also get produce direct from the farm to the consumer. At present most box schemes in the UK are for organic food and the produce can be more pricey than fruit and veg from other outlets. But in time, with the right support, box schemes could also help to address the problem of access to food for people on low incomes.

For more details on these schemes, see the relevant part of the next section of this toolkit.

The report Growing Food in Cities highlights the potential for urban food growing. It documents around 40 example of successful projects, and makes policy recommendations for promoting food production in cities. A copy is included in this toolkit. Further copies are available from Sustain for £10 each - contact 020 7837 1228.

CityHarvest is a report that examines the feasibility of food production in cities taking London as its example. Local food production can help green the environment, improve people's health and create jobs and training opportunities. CityHarvest aims to support and assist new and established projects with advice and information. To find out more, contact Sustain on 020 7837 1228.

For more suggestions on how local groups can develop food projects which are environmentally friendly, see the references to the Soil Association and Sustain's packs in the section in this toolkit on community participatory appraisal (section 2.1).

1.2 Local Food Initiatives : Today's menu

The best local initiatives are likely to be those which fulfil a need, and which do so with the participation and support of the people the projects are hoping to serve.

Most people want to eat more healthily and to enjoy a more varied diet. They don't need to be told what they should do, and may resent such advice. Even if they had enough money, they may still face practical problems ensuring better access to and gaining greater confidence about food. And many people will not have enough money, and will have very real difficulties affording even a basic adequate diet.

Successful projects recognise these factors. Such projects may develop from existing activities such as money advice centres which can help people afford to buy the essentials. Credit Unions and LETS schemes are also ways of helping people to maximise their incomes. Further details of these are outlined later in this section.

Raising income is an important strategy for improving people's diets, but it is not the only one. Strategies which focus specifically on improving access to – and enjoyment of – healthier foods are also valuable. These include food co-ops, 'access to shopping' schemes, community cafes, skills training, and other projects that have been and continue to be developed in this country and, in fact, all over the world.

Details of these sorts of projects and others are provided in this section along with sources of further information where appropriate.

Case Studies are also provided with contact details for further information. Where there are no contact details refer to the project (title in bold) in the directory (Section 1.3) at the end of this section or contact the food and low income database at the HDA on 020 7413 1995.

Today's menu

1. *Food co-operatives*
2. *Community cafes*
3. *Community shops*
4. *Cooking clubs and recipe swaps*
5. *Community transport*
6. *Links with local shops*
7. *Vouchers and coupons*
8. *School nutrition action groups*
9. *Breakfast clubs*
10. *Lunch clubs and meals-on-wheels*
11. *Food re-distribution*
12. *Box schemes*
13. *Farmers' markets*
14. *Grow-Your-Own*
15. *Making ends meet*
- 15a *Credit Unions*
- 15b *LETS schemes*
- 15c *Food benefits*

1) Food co-operatives

Key features

A food co-operative is a group of people organising to buy food in bulk, direct from wholesalers or even from farmers themselves. By pooling buying power co-op members (who may pay £1, say, to join) can save money on their food bills and are able to buy healthier, better quality foods. The savings to be made often amount to between a half and a third of local shop prices. Fruit and vegetables usually offer the greatest savings.

Although co-ops are often run by unpaid volunteers, they need money for start-up costs: to buy the equipment such as weighing scales and knives, and the initial float. And there are continuing costs, principally transport, hire of premises and paying volunteers' expenses or paid staff.

Legally, a co-op must be a membership organisation. There are different ways of doing this. You could have an annual membership and yearly fee, or free membership on a daily basis, recording daily members in a log. Most co-ops have a yearly membership, charging a nominal fee of between 50p and £2. This can go towards the cost of buying equipment needed for the co-op to run effectively.

Benefits

Food co-op members have reported substantial financial savings as well as increased fruit and vegetable consumption, but there are also other benefits. Food may be delivered to people who are disabled, elderly or housebound and who cannot collect their orders. Winter Warmer packs for the elderly can be organised and packed by a co-op and distributed through churches and community cafes. Winter Warmer packs are a couple of days supply of non-perishable food, such as corned beef, instant potato, biscuits, tea bags and UHT milk. These are particularly important where steep roads and pavements are treacherous in icy weather or where an area may get cut off in the winter for days at a time.

Other special needs can also be catered for. Food co-operatives can provide a setting for exchanging recipes or information about healthy eating. There are other social benefits, where groups of people work together for their own and their community's benefit. Volunteers can also gain new skills and increase their chances of employment.

When, in 1993, the Wolverhampton City Challenge Health Project carried out a health needs assessment and community consultation, people in some areas expressed the need for fresh food co-ops. A number of paid workers from voluntary and statutory agencies and local people interested in food co-op development came together to form a steering group to raise awareness and encourage and support local people who wanted to develop food co-ops. A visit was made to Sandwell Food Co-operatives to see how they worked. Information leaflets and displays were produced and events were held to raise awareness and provide information about food co-ops. Members of the steering group also talked to local individuals and organisations.

A group of people in Bushbury Triangle quickly saw the potential benefits of a food co-op for their local community. They carried out a door to door survey to gauge further interest and to identify people who were willing to work as volunteers on the project. Volunteers were provided with training on buying fresh fruit and vegetables, food hygiene, weights and measures, handling money and book-keeping. The Bushbury Triangle Food Co-op started trading in April 1994 with a membership of 12 people and a core group of 6 volunteers. There are now over 100 members. A second food co-op, the Roundabout Food Co-op, was set up in Low Hill in January 1995. Again, this started small, but today there are around 140 members.

Wolverhampton Food Co-operatives Umbrella Group Ltd exists to promote and support these food co-operatives.

Potential difficulties

Like many projects which depend on volunteers, food co-ops sometimes have to rely heavily on a handful of committed people who after a time may simply 'burn out'. People may be put off offering to help if they see that the work load is too much or if they do not feel they have the necessary skills, such as book keeping and publicity. Whilst some will welcome the opportunity to learn these new skills this requires support and training. Many of these problems can be overcome if there is a development worker and/or a supportive network of co-ops. In fact there have been moves to create such networks in

some areas so the co-ops can pool certain functions, such as buying, and thereby increase efficiency.

Help available

Start Your Own Food Co-op Video and Information Pack £15, Bolton Food Co-ops 01204 360094 and 360095.

Food for Thought, report and a video £1 from Wolverhampton Food Co-ops Umbrella Group Ltd, tel 01902 304 851.

The Co-operative Wholesale Society can provide information, advice and support on setting up food co-ops. The Co-op Startup Pack is available free from CWS, tel 0161 827 5349. In CWS trading areas there is also the Community Dividend Scheme which can help with small grants. Contact Jo Bird on 0161 827 5950.

2) Community cafes

Key features

Community cafes are places where people can come to eat a cheap meal in a sociable setting. They can be situated in pensioners' clubs, unemployed workers' centres and other community buildings. Some are run by volunteers and some by paid staff. Almost all rely on external funding as they are run on a not-for-profit basis. Community cafes normally provide a range of services including advice about welfare benefits, counselling or health information. They may hold regular open days when people have the opportunity to try different recipes, and they may be a venue for cooking demonstrations, but community cafes do not necessarily provide healthy food.

Benefits

The main benefit is that the food is cheap, but community cafes often develop as meeting places to help local people combat loneliness and isolation - they are simply warm, sociable places where people can go for a chat and a cup of tea. They may also be used as a point of access for GPs or health visitors or as a place to provide information about education and employment opportunities. Healthy eating ideas such as 'no chip days' or 'free fruit days' can be introduced once regular customers are established. 'Nationality' days are sometimes held, when volunteers dress up and serve food from different countries such as Italy or Jamaica.

The Garrett Centre in east London holds weekly community lunches. At the price of £1 for un-waged individuals and £3 if waged, local people get the opportunity to share a healthy meal in a sociable environment and take the recipes home. It aims to attract isolated people, invited through a programme of outreach involving local health visitors, family contact centres and door knocking. Wonderful cooks from a range of nationalities were found through other groups at the centre, providing a range of dishes to reflect the multi-ethnic community which comes to the lunches. The cooks have been able to turn their culinary talents into an employment opportunity - having completed their Food Hygiene certificates, they cater for all the centres other events. The lunches are a good forum to hold informal information and 'taster' activities. A programme is being developed to include sessions on nutrition, the LETS project and the credit union.

Community cafes may also try to attract a specific group of people such as children or the elderly.

Potential difficulties

As the food is sold cheaply, community cafes usually rely on external funding to cover costs. However, the cafe still needs to be run as a business and staff and volunteers must go through the correct food safety and hygiene training. As with other projects, skills such as book-keeping are also necessary. Community cafes that involve the community at all stages of development seem to be the most sustainable.

Help available:

Community Catering Initiatives: A combined report of two conferences, contains profiles from six community cafes; information on business skills, fund-raising, catering, food hygiene and nutrition, managing staff and volunteers and project evaluation; plus a checklist of criteria necessary for a successful community cafe. £7.50 + £1.75 p&p
Community Health UK, 1997. Tel: 01225 462 680

Just for Starters combines practical information and advice on starting up a community cafe with over 70 easy to cook recipes. The pack (also available on floppy disk) is available from the Health Education Board for Scotland on 0131 536 5500.

3) Community shops

Key features

A community shop may take the form of a not-for-profit shop, such as a grocery, serving low income or isolated shoppers. Such shops can provide a range of basic foods, along with toiletries, baby products and pet foods. Community shops may be set up in response to the closure, or threatened closure, of existing local shops.

Cromhall is a small village in South Gloucestershire with a population of around 500. With the closure of their only shop in January 1993, four people volunteered to conduct a survey with every household in the village to find out what the loss of the shop meant to them. Most people interviewed missed the amenity very much, especially the older folk and mums stuck at home without a car. More than the shop itself, what was missed most was the post office and a place to meet and chat. With the help of VIRSA (Village Retail Services Association) a village shop association was set up with a £10 membership and £50 bonds for sale. This idea has proved successful in many villages where the loss of shops has left a hole in the community.

Contact Carole Mardon on 01454 299 190

Benefits

In areas where there are no longer many local shops such as on out of town housing estates or in many rural areas, community shops can provide an important social focus, as well as providing improved access to food and other necessities. They could also encourage healthy eating by promoting weekly costed menus that encourage healthier diets. The premises may also offer work experience programmes for local school leavers.

Potential difficulties

Most community shops need grants or subsidies to cover costs. Like other community projects, they also rely on volunteers. One way of improving the economic viability of community shops could be for them to develop in partnership with local business. This has been done in Niddrie and West Granton in Edinburgh (see help available). The New Economics Foundation estimates that there are about 30

community shops in the UK at the moment, mostly in rural areas.

Help available

If the Village Shop Closes...a handbook on community shops, by Sue Gwilliam, gives examples of existing community shops, what to do if you think you want to set one up, how much it will cost and ways to raise the cash, as well as practical information on stocking, hygiene, constitutions, accounts. It is available for £3.50 from Oxford Rural Community Council, Tel: 01865 883488.

VIRSA, (Village Retail Services Association) has field workers in 13 regions in the UK to help villages to help their shops to survive. It also produces a booklet called *Village Shops and Post Offices: A Guide to Deployment of Village Investment to Rescue, Sustain and Revive*. The booklet is available for £10 or £15, for more details, Tel: 01305 259 383.

How to make your community shop succeed - A Community Economic Development Case Study examining a new model for successful Community Shops, Community Enterprise Ltd, 1997. It is available for £12.50 +p&p, Tel: 0131 475 2345.

Community Owned Retailing is a free service providing the vision, training, templates and support to help and encourage community groups to set up and run sustainable neighbourhood shops which will be as relevant in 10 years as they should be today. Tel: 01435 883 005. Web: www.communit-retailing.co.uk.

4) Cooking clubs and recipe swaps

Key features

Cooking clubs typically involve groups of participants working with, say, a health professional, and take the form of a series of practical cooking sessions. Members of the group may take it in turn to cook different recipes and then everyone gets to have a taste. They are often aimed at families on low incomes with pre-school children, and may be attached to an under-fives facility or mothers' support group. After school clubs, kids clubs and the new healthy living centres are also being promoted as good venues for cooking clubs.

To solve problems faced by the elderly people referred to the local psychiatric centre in Carlisle, as well as other older people in the community, dietitians at Age Concern decided that Sustain's Get Cooking! scheme seemed to be the answer. Even though Get Cooking! had originally been developed for school age children, the idea turned out to be much more widely applicable. The Age Concern Get Cooking! course consisted of ten weekly sessions with 6 members and one tutor. It was felt important to keep the numbers small to generate a 'group' feeling. The morning activities included discussions about nutritional needs, nutritional content of foods, value for money, food products and recipes. At a later stage, weekly baking sessions also took place in which all members participated and shared skills. The freshly baked products were enjoyed by all in the class and sometimes taken home.

Several projects have also produced their own healthy eating booklets with local recipes and tips on shopping, eating out, storing food and reducing waste. We've given details of how to get hold of these, but the idea is to inspire you to do your own - half the point of a project is the process of undertaking it, not the bits of paper produced at the end!

Benefits

Evaluation of such projects shows it is possible to increase nutritional knowledge and improve food-related skills providing certain factors are addressed. The best approach is to have "hands on" food preparation and cooking sessions designed to translate nutrition theory into practice, using examples relevant to participants' cultural, social and economic circumstances. People often value the social factors – meeting other

women and getting out of the house – as well as learning new skills. The tasting part of the session is also important. It helps to try unfamiliar foods or meals in a non-threatening atmosphere, where it doesn't matter if you don't like it.

Cooking may be the way to start a group, but its own dynamics can keep it running long after the cooking is replaced with other activities. Once a group meets to share cooking ideas, shopping and budgeting issues also get discussed.

Potential difficulties

Success is critically dependent on the skills, attitude and approach of the session leader. Long-term dietary change tends to depend on the co-operation and receptiveness of the family, particularly of the male partner.

Help available

Get Cooking! is a pack designed to show people how to run cooking sessions or to learn to cook for themselves. It contains advice on setting up cookery clubs, a guide to food safety - from shopping to chopping - and equipment you need to Get Cooking! It also has suggestions of people to contact locally and 20 easy-to cook recipes, most with vegetarian options. *Get Shopping!* is full of useful information about shopping for food to help your health, and the planet's, and includes delicious recipes to try out. The two publications are available for £14 from Sustain, Tel: 020 7837 1228.

No Dosh, Good Nosh is full of cheap, healthy and easy to cook recipes produced by Nightsafe, a charitable organisation in Blackburn working with homeless young people. The users of the shelter felt they had developed ways of surviving on a low income and wanted to share what they had learnt with others in similar situations. Copies of the booklet are available for £1.00 from Nightsafe, The Fuse Box, Jubilee Street, Blackburn, BB1 1ET. Tel: 01254 587 687.

OK Let's Cook! is a healthy low cost recipe book produced by the community food group of Norwich Community Health Partnership. It is available for £2.00 from Healthy Norfolk 2000, St Andrew's House, Northside, St Andrew's Business Park, Thorpe St Andrew, Norwich NR7 0HT. Tel 01603 487 990.

Contact the food and low income database on 020 7413 1995 and ask for details of other food projects that have produced recipe books or guides.

5) Community Transport Schemes

Key features

An alternative to bringing the food nearer to the locality, as some food projects do, is to take consumers who normally face transport problems to the shops. This can be done by local authority subsidised public transport or by supermarket-run buses, as well as local projects.

The Community Transport scheme in Hackney, North London was a result of the need expressed by user groups in the joint health authority and social services planning process. The user groups, representing elderly and disabled people and mental health patients, all put lack of suitable transport as their main barrier to participating in the activities open to most people. Hackney Community Transport was developed and 'Plusbuses' now run every 30 minutes on a fixed route in the east of the borough. The route links up the local hospital, day centres, schools, shops and other transport interchanges. A new Transport Co-ordination Centre has just been launched to provide a one-stop shop approach for the delivery of accessible transport in the borough. Contact Dai Powell on 020 7275 0012

Benefits

Projects like this can help older or disabled people who are put off buying fruit and vegetables because of the bulk and the weight. It also gives people better access to the shops that everyone else uses, helping to reduce feelings of isolation.

Potential difficulties

Such projects do not bring the benefits that other projects can bring in terms of community ownership and skills training. Neither do the local people have much say, normally, in when and where the transport goes.

Help available

The Community Transport Association (CTA) operates a free advice and information service on a wide range of community transport initiatives and can put you in touch with your local branch where available. Contact the Community Transport Association, Highbank, Halton Street, Hyde, Cheshire, SK14 2NY, Tel: 0161 367 8780, Scotland - 0167 4677 443. Northern Ireland - 02890 403 535. Rural Transport Officer - 01579 342 042.

Feguslie Park Access to Shopping project report is available free from Annette Beattie on 0141 887 9650.

6) Links with local shops

Key features

Some projects involve local shop keepers. In one project, health promotion workers encouraged local shop keeper to stock and promote healthier foods. Introductory visits were made to the shopkeepers to explain the purpose of the project and its implications for changing food habits, and follow up visits were then made to encourage the stocking and promotion of healthier products, including negotiations with distributors and wholesalers. Information to help shopkeepers promote certain lines was developed and community sessions on healthy lifestyles and healthy eating were run.

Nutritionists worked with local traders in Coventry over a two and a half year period to try to increase healthy food choices for local people. Initially, money-off coupons (see later) were distributed for use in certain shops and healthy foods were signposted. Later work tried to encourage local shop keepers to have outlets in community settings such as schools and GP practices to try and improve people's access to fresh fruit and vegetables. Whilst most small shop keepers were very supportive of the idea and wanted to help, other strong demands on their time and low profit margins made it unfeasible.

Benefits

Working with the shops that already exist might help people get the best of local facilities and, by encouraging people to use them, help ensure the future viability of local shops. Healthier products can be highlighted using signs in a variety of languages.

Potential difficulties

One reason why many local shops do not stock healthier foods is because they are harder to make a profit on. Fresh fruit and vegetables, for example, have a very short shelf life and pose a financial risk to the shopkeeper, who may already be working to very tight margins. Getting the 'best buys' may squeeze margins even tighter.

Help available

For information about working with local traders in Coventry contact Rachel Flowers on 01203 832 586.

7) Vouchers and coupons

Key features

If price is an important influence on food choice then a direct method of influencing choice is to offer a price incentive. Town halls and health authorities are not normally in a position to dictate the prices set by food retailers, but in some projects they have taken an active role by distributing money-off coupons to local people for selected items. The shopkeepers can then redeem the money from the local authority or health authority. Other voucher schemes are designed to address specific problems such as getting food to homeless people.

The Palace Gate Project Food Voucher Scheme was a response to the need to address the dilemmas that local agencies and individuals felt about giving cash to homeless people. Vouchers have a face value of £1 and are purchased by local people and organisations. The vouchers may be redeemed at a number of outlets including Spud-U-Like and the St Petrock's Day Centre. Each voucher is stamped with a redemption date which helps with accounting by limiting the numbers of vouchers in circulation at any one time.

Benefits

Voucher scheme promoters report that well run schemes can supplement the income of a day centre, are a practical and ethical alternative to giving cash to those who ask for help, and a possible means of obtaining all kinds of other food provision for the homeless. By targeting the food vouchers at healthier food choices it is easy to influence people's diets. Plus, there are good incentives for shopkeepers to become involved in the schemes as the demand for certain goods is increased and people are still more likely to use the shops if they can use their coupons there. In the case of the homeless schemes, donors often feel more comfortable when the end use was guaranteed – i.e. it had to be spent on food.

Potential difficulties

The personal choice of recipients is curtailed as the vouchers are less flexible than cash. Vouchers may supply a better diet, but they don't deal with any of the other needs that a person may have and people may just go back to old

habits. It is hard to know where all the coupons have been used and there is a risk of them being traded for other products.

Help available

Faith in Exeter by Trevor Gardner is the story of the Palace Gate project which, since 1991, has been responsible for setting up a wide variety of services including a day-centre for homeless people, a furniture recycling project and a food voucher scheme. It is available for £4.50 + 50p p&p from The Palace Gate Project, 3 Palace Gate, Exeter, EX1 1JA, Tel 01392 205 800.

Megabite is a national service for local food voucher schemes operating through a social franchise model developed by the *Churches National Housing Coalition*. It is putting together a pack which will provide starting points for other groups and is developing a database of such schemes. Contact Brendan Bowles at CNHC on 0161 236 9321.

8) School Nutrition Action Groups

Key features

School Nutrition Action Groups (SNAGS) bring together teachers, caterers, young people, school managers, parents and healthcare staff to improve the provision of healthy food and nutrition education in schools. Representatives from the pupils, staff, school caterers, parents and other relevant groups meet to develop policies on issues such as: breakfast provision in schools (see later), provision of snacks in the tuck shop and vending machines, uptake of fruit and vegetables, pupils' choices in the canteen or the dining room and teaching nutrition in the classroom.

Following an initial pilot SNAG scheme in one school in Merseyside, there are now six schools running SNAGS in the area. Each has a team consisting of representatives from the environmental health department, health promotion department, dental services, the catering organisation, home economics teachers and school cooks.

The schools, with some 500 children at each one and an average 80% free school meal requirement, are each developing different projects to suit their concerns.

Contact Elizabeth Saunders / Maureen McEvoy on 0151 289 2021.

Benefits

SNAGS empower pupils and staff to make their own choices about the food they want to eat. They also provide a forum through which to establish, monitor and evaluate a consistent food policy and promote consistent advice in nutrition education across the curriculum. A school with an effective food policy is demonstrating good pastoral care and can gain credit for this with OFSTED inspectors.

Potential difficulties

There is not always enough time for the meetings or money to take the ideas forward. Food is often not a priority for schools as other issues such as truancy, discipline, drugs etc. take precedence. It is sometimes difficult for such a diverse group to form common policies. The children, in particular, may feel intimidated in such a group. At the end of the day, profit is often the bottom line for caterers.

Local food initiatives

Help available

A guide to setting up SNAGS and a free newsletter and advice can be obtained from Joe Harvey at the Health Education Trust on 01789 773 915.

9) Breakfast Clubs

Key features

Arriving at school having had no breakfast at all can lead to poor concentration and inhibit learning abilities. One solution to this problem is for school caterers to provide a breakfast service for children and this is becoming increasingly common. Where this is not the case, however, breakfast clubs can be set up. The London Borough of Hammersmith and Fulham has teamed up with the West London Health Promotion Agency to establish breakfast clubs in the area's schools. The clubs serve a range of healthy options including cereals, fruit juices and cheese or beans on toast. A nutritious breakfast of toast and cereal and a glass of milk cost just 50p. All overheads of the scheme are met by the West London Health Promotion Agency (tel: 020 8576 5364).

Aware that a significant number of children attended school without a breakfast, the Headteacher and staff of Trevithick primary school in Camborne, West Cornwall, consulted dieticians and conducted a survey of parents to gauge demand. An application to the Health Authority and Social Services for joint funding to set up a facility for children to buy a nourishing breakfast was successful and so the Trevithick Breakfast Bar was born.

The Headteacher, Stephanie Thomas, not only wanted the best for her pupils, but also had access to the kitchen. In many other schools, contractors have sole access and rights to supply, and charge for any food supplied in the school, which makes the development of breakfast bars or clubs much more difficult. Funding of £2,000 was anticipated to last 6 months and income could only be generated from the food sold. A policy of the Bar is to never allow a child who has no money to go hungry, and this system has not been abused.

The Breakfast Bar is accepted as part of school life despite its struggle to survive. It is used by a number of children and parents - food costs are covered by what the children spend on food, but it is unlikely that it will make a profit. It is supported by local suppliers who provide food items such as teabags and flapjacks. Teachers say that children can now concentrate better in lessons and hope that life-long healthy eating habits are being established.

Benefits

Staff have reported that children concentrate better in class and this reduces disruption. A less obvious benefit is the reduction in truancy when breakfast is also offered to the children's parents. Breakfast Clubs can:

provide healthy eating choices for children. Children who eat breakfast tend to be more active and have fewer weight problems. Vitamin and mineral intake is higher among children who regularly eat breakfast and cholesterol levels may be lower.

sustain other services. Breakfast Clubs within a Youth Club, for example, encourage young people to feel comfortable, purchasing fruit from a community-run fruit service.

reduce the level of tooth decay. Teeth cleaning has been introduced at some Breakfast Clubs promoting better oral hygiene practices among children.

develop children's social skills. Children enjoy eating breakfast in a social environment and they have had time to build up an appetite after leaving their homes.

Potential difficulties

Some people feel that breakfast should be provided as part of the main stream school catering services. If the service is not provided by caterers, recruiting volunteers can be a continuing problem. Many projects also said lack of funding has hindered their progress.

Help Available:

Breakfast in Possilpark is the report of a seminar held in Possilpark, Scotland to discuss the key aims of breakfast clubs. For more details contact Sadie Gordon / David Allan on 0141 347 1171/2.

The *New Policy Institute* has several publications on breakfast clubs for schools. Contact Cathy Steet on 020 8876 1984.

10) Lunch clubs and meals-on-wheels

Key features

Meals-on-wheels and lunch clubs are usually run by the local authority but may be run by the Women's Royal Voluntary Service (WRVS) or the local Age Concern. The WRVS is the leading British provider of meals to people in their own homes. It provided over 12 million meals last year relying on a national network of volunteers and over 600 Food Services members were trained in safe food handling and preparation. WRVS is also developing a home-delivered frozen food service, already providing some 310,000 meals to those in need who fall outside the local authority net. WRVS also provides approximately 1.5 million lunch club meals a year.

Twenty-five years ago, a dozen elderly people were identified as being in need of a substantial midday meal. As an experiment an ordinary, domestic cooker was used to provide a cooked lunch for about a dozen people. Today the Age Concern Lunch Centre in Walsall opens five days each week and serves on average 1,300 meals.

A varied menu is available and the elderly users are able to construct their own lunch to suit personal tastes and finances. Each portion of food is individually priced and users can have more or less depending on appetite or budget. A typical lunch consists of meat, two vegetables and dessert and costs £1.90. Tea or coffee is available at a small extra charge.

'The annual consumption of food (62,000 meals each year) means that we are able to employ a full-time cook and several part-time assistants. But we rely heavily on a loyal band of volunteers, one of whom is well into her eighties and insists that her work in the lunch centre keeps her going.'

Although primarily the service aims to provide a high quality, low cost meal, the centre is often the first point of contact for the elderly people of the town, bringing them into other areas of Age Concern's work that can offer support and assistance. Most users value the service that is provided and miss it when it is not available, such as during Bank Holidays.

Benefits

Meals-on-wheels and similar meal delivery projects mean that people who are not able to get out are provided with a hot meal every day. Volunteers visit people in their own homes, providing social support and care as well as food. Lunch clubs are a place where elderly people can meet and chat, enjoying a meal and a social occasion. This also gives their carers a much needed rest. The clubs enable people who find it difficult to shop or cook to continue to live independent lives.

Potential difficulties

There are insufficient meals-on-wheels schemes and lunch clubs to meet demand and some current services can be too expensive.

Help available:

Social Services provide information on meals-on-wheels schemes in their local area.

Women's Royal Voluntary Service, Milton Hill House, Milton Hill, Abingdon, Oxon, OX13 6AF. Tel: 01235 442900.

Age Concern Lunch Clubs, contact Jeremy Fennell on 020 8679 8000

11) Food re-distribution

Key features

Several projects, both local and national, exist to re-distribute surplus food from shops and supermarkets to day centres and hostels for the homeless.

One such scheme is **Crisis Fareshare** which operates in London, Southampton, Manchester, Birmingham, Kirklees, South Yorkshire and Edinburgh, and is planning to expand further to operate on a national level.

Another scheme is **Grocery Aid**, run by the Institute of Grocery Distribution. The scheme distributes groceries with a longer shelf life such as tinned and dry foods, to charities including The Salvation Army, Mencap, Marie Curie and Age Concern as well as smaller organisations based in

The Food Chain, in Hackney and Deptford, London, is an example of a re-distribution scheme which provides a nutritionally balanced meal taking into account the special needs of their HIV positive service users. Those with AIDS in particular may require special nutritional care. The volunteer workforce undertakes almost all the work: meal planning, cooking, packing, driving and delivering, organising and supervising the kitchens, and fund raising. The users, who may switch roles and become volunteers during periods of better health, are able to serve on the management and other committees.

Bristol, Manchester, Glasgow and Newcastle. Grocery Aid is also examining ways of including fresh foods in its scheme.

Benefits

Homeless people and other disadvantaged groups, who often eat little or no food every day, get free access to a good meal. Surplus food re-distribution prevents good food from being dumped in landfill sites and this can save industry money on land fill tax.

Potential difficulties

Some critics argue that such schemes do little to address the problem of food wastage at source. They do not tackle homelessness and result in disadvantaged groups being given 'second-class' produce. Depending on how they are

Local food initiatives

run, they are not usually empowering to the people involved. Supermarkets may be reluctant to participate as they fear that lax administration may result in food being sold on or badly handled. Organisations have to agree to keep food refrigerated, if necessary and ensure that all the food is eaten on the premises of the day centre or hostel before the use-by dates. To avoid being caught up in a food hygiene scandal involving vulnerable groups, most supermarket chains still prefer to destroy food close to its use-by-date rather than give it away.

Help available

Crisis Fareshare are developing a national rollout scheme and can offer information on how to set up a food re-distribution scheme. Contact Karen Bradford on 020 7655 8300.

12) Box Schemes

Key features

Box schemes are arrangements for customers to receive a weekly box of fresh fruit and vegetables - usually organic - direct from a farmer. They require commitment from a group of people to purchase regularly. Usually the grower delivers the produce to a number of central locations and nearby members will each collect their boxes (£4-£12 a box) from the nearest collection point. In some cases it is possible to select your produce. More often, however, members receive a box of mixed, in-season fruit and vegetables each week and the contents are a surprise!

Green Ventures is a box scheme which provides organic fruit and vegetables, bread and eggs to black and minority ethnic groups and people on a low income in South London. The project grows its own food and delivers it locally by bicycle and trailer. To overcome the problem of the produce being too pricey for people on low incomes, the project charges a sliding scale for members with high earners paying relatively more. The members of the scheme appear to find this acceptable, but it is not clear to what extent this could be replicable elsewhere.

Benefits

Box schemes cut out the middleman, so to speak, and so create links between the consumers and the producers. These links can establish more stable distribution channels for organic produce and help the market to expand. In the long-term this may bring prices within reach of more consumers.

Potential difficulties

There are still not many schemes and it is often quite difficult to find a scheme that delivers near to your home - especially if you are living in a deprived area. It is questionable whether members actually save money by purchasing produce in this way, as it can be more expensive than non-organic fruit and vegetables, depending on where you buy them. As such schemes become more popular, however, the savings to members may become greater. Local anti-poverty workers and health workers have a role to promote such schemes and encourage local producers to deliver close to areas of disadvantage.

Local food initiatives

Help available:

The Soil Association has produced a number of publications on this issue including the *Organic Directory* (2000-2001) which is available from the Soil Association for £7.95 + £1 p&p. Tel: 0117 929 0661.

13) Farmers Markets

Key Features

A Farmers' Market is a market where farmers and growers make up the majority of vendors. For a decade, Farmers' Markets have been a big success in the USA. In Britain, they could soon revolutionise the way we buy and sell our food. The idea is simple, yet it effectively provides a solution to many social, economic and environmental problems.

In September 1997, the first of a series of Farmers' Markets was held in Bath. It's success surprised the organisers - a team of local voluntary groups and the Agenda 21 Unit from Bath and Northeast Somerset Council. Over 4000 people attended. Farmers like it too, as it gives an outlet without the 'middle men' taking a large cut. For example, Liz Scott, a beef farmer in Axbridge, has a stall in Bath farmers' market and also supplies to a stall in Bristol farmers' market. Her cattle are reared organically and she encourages her customers to visit the farm.

Benefits

Buyers and sellers can have direct contact, so customers can learn more about what they are getting. Retail costs and costs to the environment are greatly reduced as there is less packaging and the produce is local so transportation costs are minimal. Each market has its own unique character. Farmers' markets can help to add to or create a vibrant local economy and a sense of locality. Locally produced produce may support the local employment situation. Other local businesses may benefit from the passing trade.

Potential difficulties

Establishing a farmers' market often requires support and help from the local council. The market needs to be monitored to ensure that only growers hold stalls and wholesale traders do not step in with produce bought from outside the region.

Help available

The Soil Association is encouraging the spread of farmers' markets in the UK. Contact the Local Food Links department on 0117 914 2426.

Bristol Sustainable City Team has recently set up a Farmers' Market. Contact the market manager on 0117 922 4016.

Local food initiatives

Eco-logic Books has several books available on farmers' markets. Tel: 01225 484472.

National Association of Farmers' Markets. Tel: 01225 787 914.

14) Grow-Your-Own

Key features

Grow your own initiatives vary widely and include individuals or groups who grow their own produce in back gardens and allotments, waste ground, parks, schools, housing estates and roof tops. A considerable proportion of home-grown food comes from cities where tomatoes are grown in hanging baskets, courgettes on balconies and coriander in window boxes.

Cities are home to over 64 city farms that are visited by three million school children each year. There are also over 500 community gardens, the majority of which grow some edible crops. Combine these with the 250,000 allotment holders and the unknown number of people with access to gardens where they grow edible crops, and the potential for grow-your-own food is enormous.

Environmentally, small plots of land, such as gardens and allotments, are often the most efficiently worked in terms of the amount of food produced for the resources put into them. At the last count (1997) there were 43,000 untended, vacant allotment plots in England alone, and more could be made available if the demand was higher - in the 1950s there were over a million allotments in use.

Meanwood Valley Urban Farm in Leeds was set up in 1990 to provide training for young people, the unemployed and the disabled in horticulture, animal welfare and other skills, and to provide a focal point for the community. The farm has a symbol-holding organic market garden and keeps a range of animals including poultry, goats and bees. It also has a cafe, a shop selling farm produce and a visitor's environmental centre. It produces an environmental education pack and holds courses for children on subjects such as the food chain, wool and spinning and rubbish.

Benefits

In a very practical way, growing your own food can yield a range of benefits. These include:

Community development: by reaffirming community identity, promoting active citizenship, combating age,

gender and ethnic discrimination, preventing crime and rehabilitating offenders.

Economic development: by providing skills training, creating local goods and services and building an alternative economy.

Education: by furthering formal learning at school, non-formal education in the community and helping people with special needs.

Environmental improvement: greater local consumption means less transporting of food, less need for packaging and storage and hence less need for fungicides and other preserving methods.

Health: the activities needed to undertake gardening work and city farm maintenance encourage increased exercise, and the freshness of the food maximises its nutritional value.

Potential difficulties

Many people worry that land in cities may be too contaminated for food growing. While this is sometimes a problem it can be overcome by, for example, growing food in raised beds or growing types of produce that do not absorb contaminants very well, or where you do not eat the parts that absorb contaminants. A much more common problem is getting access to land (because people are not sure who owns it, or the owner will not give permission) or hanging onto land once you've got it. Here again, the problem is not usually insurmountable if you get help and advice, particularly from the groups listed below.

Help available

Growing Food in Cities highlights the potential for urban food growing and documents around 40 successful projects. A copy is included in this toolkit. Further copies are available from Sustain for £10 each - Tel: 020 7837 1228.

CityHarvest is an up to date report that examines the feasibility of food production in London. It highlights the numerous benefits; economic, social and environmental. The full report is available for £30, or a summary for £5. Contact Sustain on 020 7837 1228.

The Henry Doubleday Research Association can supply a free information pack on starting your organic garden and have demonstration organic gardens outside Coventry, Warwickshire, and Maidstone, Kent. Contact them on 01203 303517.

The Federation of City Farms and Community Gardens has produced a Starter Pack from its Community Gardens Network. The pack costs £5 and includes guidance sheets on getting started, getting land, publicising the garden, raising funds, training, insurance and evaluation. Contact them on 0117 923 1800.

Allotments are generally handled through the local authority, so you should start with the Leisure Services or Environmental Services of your local Council. For a national contact, try the National Society of Allotment and Leisure Gardeners Ltd, on 01536 266576.

Learning through Landscapes is an organisation devoted to helping schools improve their grounds. Contact them on 01962 846258, and see their newsletter - *E-scape*.

15) Making ends meet

Food poverty needs fighting on all fronts. When it is hard to make ends meet, a little extra income can make the difference between the children getting a good, varied diet rather than fatty filling snacks.

Getting that extra cash into the purse is often assumed to be a private affair within the family, but in fact it depends a lot on getting help and support outside the home. In this section of the toolkit we will take a brief look at some current approaches to improving household income levels.

Anti-poverty strategies

Most local authorities run an anti-poverty unit, which looks at ways in which the authority can assist groups and individuals with schemes to reduce poverty and increase income. The Best Practice Unit of the Improvement and Development Agency (IDeA) can provide you with information on these strategies. You can contact them on 020 7296 6600. Alternatively, contact your local authority directly.

Care support

Voluntary and local authority support services are able to offer help in caring for dependants, such as children, the elderly, disabled or sick, in order to allow the main carer time away from caring, for example to earn extra income.

Services for parents include nurseries, play centres and other day-care facilities for pre-school children. Many of these give priority to parents needing to earn an income during the day, and some give special priority to lone parents on low incomes.

Additional services may be available to help those caring for disabled dependants, either through home visiting or by taking the disabled individual into a day centre or other care facility for short periods. This service is sometimes called 'respite care'.

Individuals on low income and living alone, especially if incapacitated in some way, may be eligible for social service support. This can include 'home help' cleaning and cooking, and may also offer the individual delivered meals as part of their 'meals on wheels' service.

Debt counselling services

Citizen's Advice Bureaux and some community centres can usually give advice to those getting into debt, and help those with serious debts make appeals against repossessions and court orders in order to have the debt reduced or the payment period prolonged. They may offer advice on day-to-day budgeting methods and even get involved in shopping and cooking advice. But their main strength lies in assisting indebted families to fight off the more destructive aspects of the legal system and in turning a family's despair into hope.

Credit unions

These are non-profit mutual savings and loans schemes, designed to reduce dependence on high-interest loan 'sharks'. See the next page for more details.

Local Economy Trading Schemes (LETS)

These are non-profit mutual trading schemes that do not use cash but instead rely on bartering or trading goods and services between members, often using a local currency token. See the page after next for more details.

Benefit entitlements

The Department of Social Security (DSS) estimates that in 1991 the amount of unclaimed Income Support was between £460 million and £1,500 million, representing 5% - 15% of the budget and 10% - 23% of those eligible to claim. The DSS also estimates that 38% of those entitled to Family Credit did not claim it, so that in 1990/91 the total unclaimed was £200 million. More details of benefit entitlements and how to claim them are given a few pages further on.

15a) Credit unions

Key features

These are non-profit mutual savings and loans schemes, designed to reduce the dependence of credit union members on high-interest overdrafts or loans from banks, credit cards, tallymen or money lenders. Credit unions have their origins in the spirit of co-operative and mutual support that led to the founding of the building societies, the mutual assurance societies and the co-operative societies of the late nineteenth century.

A properly constituted credit union with a Board of Directors will be legally recognised providing it complies with the Credit Union Act of 1979, and can then set up bank accounts and get favourable interest terms. A Board of Directors takes overall responsibility for the credit union. Two sub-committees largely comprised of non-Board members, should be responsible for making loans (the Credit Committee) and for monitoring the use of savings and keeping an eye on the Board (the Supervisory Committee). Other committees might include Training and Education, Investments, and Marketing. The credit union should also appoint an independent auditor to report to members annually.

A credit union might use a desk, say, in a school every Friday morning to help collect members' savings or repayments, and make small loans. The school may also help the credit union to encourage a juniors club for younger members. A large credit union may want to open up banking facilities, such as cashing and saving facilities on market day in a market town. Loans may be made to a limit of, for example, double the level of savings and are charged interest at 1% per month and savers get a dividend of, say, 8% per year.

Benefits

By reducing the amount of money that members need to spend on high interest overdrafts or loans from banks, credit cards or money lenders, Credit Unions can increase the amount of disposable income that people have in their pockets and hence increase the money they have to spend on a healthy diet. They are also expected to:

- Encourage members to save

- Use the savings for members' mutual benefit

Make loans to members at fair and reasonable rates

Train members on the management of their financial affairs

Potential difficulties

As many people are not aware of credit unions they may be wary to begin with. Even when you have got over the “better the devil you know” problem, people may still be unable to save even a modest amount, particularly if they still have outstanding debts to be paid.

Help available

You can get more details about setting up credit unions from ABCUL, the Association of British Credit Unions Limited, Holyoake House, Hanover Street, Manchester M60 0AS, Tel: 0161 832 3694.

15b) LETS Schemes

Key features

These are local exchange trading schemes (LETS) that do not use regular cash but rely on members of the scheme exchanging goods and services such as baby-sitting, lawn-mowing etc. at a mutually agreed rate of exchange. The schemes use a local token currency as a means of keeping track of credit and debit, such as a Let, which may be agreed to be equal to £1 for exchanging goods and equal to ten or twelve minute's work (5 or 6 Lets for an hour's work). A scheme needs an administrator who keeps the accounts, listing all the members and the number of Lets they have in credit or debit. The administrator should be kept informed of all exchanges so the accounts are always up to date.

According to Simon Raven, of Halesworth LETS, you need at least a dozen people to start the scheme, 30 to be sure it stays alive and 100 to be 'indestructible'. The scheme does not have a board of management or any other formal structure apart from the administrator keeping track of members' accounts (the administrator earns credit for the time taken doing this).

The important factors are trust and willingness. There is no cash involved. Your debt is your promise to provide others in the group with goods or services at some time in the future. No interest is paid or charged on LETS accounts. 'Bad' debts are not normally an issue as every debt is someone else's credit, allowing them to purchase more LETS goods and services.

Benefits

If all the money that comes into an area is immediately spent in supermarkets, on fuel bills and on transport costs then purely local services, such as baby-sitting, lawn-mowing and window cleaning cannot be performed, even though the time and skills might be plentiful. LETS schemes have the capacity to reverse this trend and so improve the quality of life for people. When services are paid for with LETS, people have more money to pay for essential goods such as food and electricity. This is particularly important for people on low incomes whose food budget would otherwise have to be suddenly cut if the waterpipe burst and they had to call out a plumber.

Making ends meet

There are currently about 450 schemes in the UK and the potential for stimulating economies, revitalising communities and even cutting welfare spending is increasingly winning official recognition. About 100 local authorities are supporting LETS in one way or another. Many are focused specifically on the elderly, unemployed, disabled or otherwise disadvantaged.

Potential difficulties

Income Support rules require that a claimant should not do paid work for 16 hours per week or more and that any earnings from any work should be declared. Payment in kind (e.g. LETS credits) do not count as earnings for Income Support purposes, but the activities involved in LETS will be considered remunerative work and should therefore be limited to less than 16 hours per week. Job Seekers Allowance requires that a claimant should be available for and actively seeking work — participants in LETS activities should be prepared to show the benefit office that they are available and seeking work during normal weekday hours.

Help available:

The UK Lets Development Agency, tel 01705-730639, fax 01705-730629 e-mail LETS@letslinkuk.demon.co.uk, and look at the website www.letslinkuk.demon.co.uk.

15c) Food benefits

Gaining the benefits

This section looks primarily at benefits which are designed to help people improve their access to food, either through direct food-related benefits or through benefits designed to help with better food storage, preparation and cooking equipment.

As the rates change and different benefit schemes are introduced, it is worth checking the local Benefits Agency offices or the freephone number below for the current information. Leaflets may also be available in libraries, post offices and health clinics, and advice on benefits can usually be obtained from local community centres and Citizen's Advice Bureaux. Indeed, the CABs and similar advice centres are useful sources of information about how to get what you may be entitled to and how to appeal if you are turned down for a benefit. Check in your local phone directory for details.

1) Free milk tokens

Who qualifies:

Pregnant women in families receiving Income Support or income-based Job Seeker's Allowance

Children under 5 in families receiving Income Support or income-based Job Seeker's Allowance

Disabled children aged 5 to 16 who cannot go to school because of their disability. For disabled children, make sure you fill in form FW20, available from the Family Credit Helpline, Room A106D, Government Buildings, Cop Lane, Penwortham, Preston PR1 0SA. Tel: 0845 095 000

What it means:

Each person gets 7 pints/8 half litres of liquid milk each week. A child under one can get 900 grams of dried baby milk each week instead. Breast feeding mothers can get 7 pints of liquid milk for their own consumption. The liquid milk tokens can be exchanged for whole or semi-skimmed milk. Fully skimmed, evaporated, condensed, soya, goat's, flavoured and unpasteurised milks are excluded. The tokens

for liquid milk are redeemable from milkmen and most shops and supermarkets. Dried baby milk tokens can be redeemed at a child health (baby) clinic, or at a special welfare food distribution centre. Ask your midwife or health visitor for the nearest one.

How to claim them

If someone in a family receiving Income Support or income-based Job Seeker's Allowance becomes pregnant they should tell their Benefits Agency office and inform that office when the baby is due. The Agency will need evidence, such as a letter from the family doctor or a certificate of due date of confinement.

The claimant should ask for free milk tokens for children under 5 when they make out a claim for Income Support or income-based Job Seeker's Allowance.

Most people exchange their tokens for liquid milk. If dried baby milk is needed instead of liquid milk they should tell the person issuing the milk tokens (normally at the post office) before the tokens are stamped, as the tokens can only be used for the type of milk asked for.

2) Free milk for children in day care

Who qualifies:

Children under 5 in non-residential day care for two or more hours per day.

What it means:

A third of a pint of milk (liquid or dried baby milk for infants under one) free for each day that they are in such day-care. This is in addition to the entitlement to free milk tokens (see above).

How to claim it

Qualifying day care providers, including registered child minders or day care facilities which are not required to register, should apply for approval by the Health Departments and for reimbursement of the cost of milk supplied. Day care providers should telephone the Welfare Food Reimbursement Unit on 020 7887 1212 for an application form and a guidance leaflet.

3) Lower priced dried baby milk

Who qualifies:

Families on Working Family Tax Credit with children under one are entitled to reduced price dried baby milk.

What it means:

Each child under one from families on Working Family Tax Credit is entitled to 900 grams of dried milk a week. It can be bought up to four weeks in advance. The clinic will require evidence that the family receives Family Credit and that the child is under one.

How to claim it

Working Family Tax Credit claimants should go to a maternity or baby clinic with their Family Credit order book or, if paid by direct credit into a bank or building society account,

Not entitled? Check the local baby clinic: they often sell dried baby milk to all parents at competitive prices.

then they should take the letter that notified them of the award of benefit, and proof of the child's age.

4) Free vitamins

Who qualifies:

Pregnant women in families receiving Income Support or income-based Job Seeker's Allowance

Women who are breast feeding a child under 1 year old, and who are in families receiving Income Support or income-based Job Seeker's Allowance

Children under 5 in families receiving Income Support or income-based Job Seeker's Allowance

What it means:

For pregnant women: Two 10ml bottles of vitamin drops every 13 weeks during pregnancy

For breast feeding women: Two 10ml bottles of vitamin drops or two containers of 45 vitamin tablets every 13 weeks, until the child reaches the age of 1 year

For children under 5: Two 10ml bottles of vitamin drops every 13 weeks

How to claim them

Claimants should ask for them at a maternity or baby clinic and show their Income Support payment book or, if paid by

Not entitled? Check the local baby clinic: they often sell vitamin drops or tablets to all parents at competitive prices.

giro cheque, show the letter which came with the giro cheque.

5) Free school meals

Who qualifies:

Children whose family receives Income Support. It includes children in nurseries and young people still in education up to their 19th birthday.

What it means:

A free 'lunch'. The quality of the lunch may vary from a hot meal to a sandwich. School meals used to be required to meet recommended nutritional standards equivalent to at least one third of their average daily energy and protein needs, and children who were eating them were therefore receiving a substantial intake of these nutrients. This is now no longer the case. School meals were deregulated under the 1980 Education act which abolished the national fixed price, abandoned minimum nutritional standards and removed the statutory duty on Local Education Authorities to provide school meals for all.

In 1997 the Department for Education and Employment published guidelines for nutritional standards for school meals, but there are not, as yet, any legal requirements on schools to follow these guidelines or to ensure they are written into any catering contract they may agree. The

current government has undertaken a consultation on food standards for school meals which will take effect from April 2001.

Information on school meals provision can also be obtained from Joe Harvey at the Health Education Trust on 01789 773 915, or Sue Brighthouse at the Child Poverty Action Group on 020 7837 7979.

How to claim them

This is different in different local education authorities. Approach the school secretary's office or the head teacher, or contact the education department at your town hall. Some education authorities will give applicants a form to be filled in by the DSS office while other authorities may liaise direct with the DSS office.

6) Discretionary benefits

There are no discretionary benefits directed explicitly at meeting food needs, although there are Social Fund (SF) Crisis Loans, Budgeting Loans and Community Care Grants which may have an impact on diet, e.g. by providing cooking equipment or helping with short-term living expenses which cover food, where this would 'prevent a serious risk to health and safety'.

These grants and loans may be an important source of help but SF loans are only available within a fixed budget for a local area, and although items like cookers are regarded by the DSS as 'a high priority item', individuals without a cooker will not be guaranteed one. Furthermore, school meals and meals taken during the holidays by children on Income Support, as well as fuel costs (except in the case of crisis loans) are specifically excluded.

Who qualifies:

The rules differ for the various types of discretionary benefits. Claimants must be entitled to Income Support or income-based Job Seekers Allowance for grants and budget loans.

6a) Community Care Grants

The eligibility rules are complicated. The system is intended to promote community care by helping people to move out of, or stay out of, institutional or residential care and by assisting families under exceptional pressure, such as the house being burned down. Items which may be considered include: a cooker, fridge, storage units, tables and chairs, kitchen and cleaning equipment.

How to claim them

The application form for a Community Care grant is SF 300 which can be obtained from a local Benefits Agency office or from the freephone enquiry number given in the box at the start of this document. Applicants do not have to attend a local office in person. Their application will be assessed by a Social Fund officer and if the outcome is unsatisfactory then claimants have a right of review. Payments are made by giro cheque and sent to the applicant's home. It should be noted that all applications under the Social Fund are subject to availability of funds in that local office; applications which qualify for a grant when funds are available may not qualify when funds run out. Applicants should not be put off applying for a grant: we recommend making an application and getting a formal decision, and if the applicant is dissatisfied with the decision they have the right to have it reviewed.

6b) Social Fund Loans

There are two types: budgeting loans and crisis loans. Both entitlement in the first place and the amount of money given is discretionary.

- a) **Budgeting loans:** intended to meet one off expenses. They may sometimes be available for items like cookers, but do not cover fuel bills. Applicants must have been on Income Support or income based Job Seekers Allowance for at least 26 weeks to qualify.
- b) **Crisis loans:** to meet expenses for an emergency or disaster. Applicants do not have to be receiving Income Support or income based Job Seekers Allowance. In many cases having no money for food may mean they qualify.

How to claim them

Budgeting loans

The application form is the same as for a Community Care grant, SF 300, and is also available from a local Benefits Agency office or the freephone number given in the box at the start of this document. As with Community Care grants, it is not necessary for applicants to attend the office in person. The application will be assessed by a Social Fund officer and, if successful, payment will be made by giro cheque sent to the applicant's home. There is a right to a review but, as with Community Care grants, Budgeting loans are fund-capped on a local basis, and this can lead to seemingly inconsistent decisions. Again, the message is: Have a go. People may find that a cooker or a fridge is currently deemed a high priority and funds are available.

Crisis loans

Applicants must go in person to their local Benefits Agency office, having first made an appointment or they may have to wait a long time and still not be certain of having an interview. They will have to apply on form SF 401. To qualify applicants must demonstrate that they have no money and no other source of money. If they are successful the loan may be paid by giro cheque, sometimes made payable to a third party such as a grocery shop. In theory, local police stations, if open, should be able to give an out-of-hours phone number for Crisis loans.

7) Social Services support

Under Section 17 of the 1989 Children Act social services departments can provide financial assistance, or assistance in kind, to safeguard and promote the welfare of children 'in need'. These payments are sometimes called 'Section 17s'. Needs may include food and fuel bills. Social services departments interpret their responsibilities in a wide variety of ways. In addition, local authorities have the power to provide meals, at home or elsewhere, for chronically sick and disabled people.

How to claim it

Applicants must go in person to the local social services department, having telephoned for an appointment first, if possible. Payment is usually made in cash.

1.3 Directory of Local Food Projects

The following project details are taken from the Sustain/HDA food and low income database in March 2000 and are listed in alphabetical order. Only projects currently running at the time of writing are listed. More up to date information can be obtained from the food and low income database at the Health Development Agency by calling the Health Information Team (tel 020 7413 1995).

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Acha Khanna - Good Eating Tracey Barber Berkeley Business Centre, Doncaster Rd, Scunthorpe, Humberside DN15 5DQ 01724 860 770 Fax: 01724 271 016	This project aims to improve knowledge, understanding and cooking skills around healthier eating for members of the South East Asian community through cook and eat sessions.	1 year 3:5 6	The project has been completed and evaluated. A final report will be produced shortly (June 2000)
African Community Involvement Association Mohammed Kikambi Eagle Court, 224 London Road, Mitcham, Surrey CR4 3HD 020 8687 2400 Fax: 020 8646 4363	A support programme to improve the quality of life for black and minority ethnic groups living with HIV/AIDS in London including advice on healthy eating, assistance with shopping and meal preparation in people's homes. A delivery service is planned.	8 years 13:4 30	The project is self evaluated there are quarterly meetings of the funders and health authorities i.e. Croydon, Merton, Sutton, Lambeth, Wandsworth, Southwark & Lewisham and the National Lottery Charities Board.
Age Concern Get Cooking! Emma Jennings 20 Spencer Street, Carlisle, Cumbria CA1 1BG 01228 536 673 Fax: 01228 597 039	A cookery club for older people who have either limited skills or have lost the motivation to cook for themselves. The course includes planning and shopping for food, nutrition and exercise. Door to door transport is provided to enable attendance.	4 years 0:3 16	A questionnaire was given to initial members. The project was included as an example of good practice in "Health opportunities for older people in the north west" by the University of Liverpool.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Age Concern Lunch Centre Kenneth Buckler 50 Lower Hill Lane, Walsall, West Midlands, WS1 1RJ 01922 638 825 Fax: 01922 615 713	Community cafe/lunch club providing lunches for elderly people in Walsall.	27 years 6:8 500	No details on project evaluation.
All Hallows Community Cafe Anne Jenkins All Hallows Vicarage, 24 Regent Terrace, Leeds LS6 1NP 0113 242 2205 Fax: 0113 225 2125	A food co-operative and community cafe which also addresses cookery skills and promotes nutrition and health education.	4 years	Evaluated.
Asian Cookery Club Project Stephanie Cash Nutrition and Dietetic Service Luton & Dunstable Hospital Luton Bedfordshire LU4 0DZ 01582 497 162 Fax: 01582 497 361 Stephanie.cash@ldh-tr.anglox.nhs.uk	A cook & eat project specifically aimed at South Asian women, focusing on adapting traditional recipes to reduce fat and salt intake.	4 years 8:0 8	Evaluation is carried out with participants of the sessions, consisting of focus groups, observation and reflective diaries, plus interviews with club leaders. Annual reports are available and a detailed evaluation is planned for summer 2000.
Barri Grub - Edinburgh Marilyn Beagley Health Hut, 3 West Pilton Park, Edinburgh EH4 4EL 0131 332 0871	An award winning project to encourage and promote healthy eating through the provision of cookery skills and information on healthy eating.	8 years 3:0 9000	Questionnaires have been carried out and interviews conducted to obtain customer profiles and assess customer satisfaction. A price comparison has also been carried out. An evaluation report is available.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Bath Place Community Café Lyndsey Thomas Bath Place Community Venture Bath Place, Leamington Spa Warwickshire CV31 3AQ 01926 338 421	This project aims to promote healthy eating and encourage volunteering in low income communities. It also aims to be an educational group.	3 years 2:0 135	No evaluation.
Becontree Organic Growers Association Barry Ian Watson Three Trees 44 Gale Street, Dagenham RM9 4NH 020 8592 8941 http://dspace.dial.pipex.com/town/road/xxf77/aandc.poole@cwcom.net	A community garden which has reclaimed a derelict 3 acre site. Permaculture methods and workshops are given in exchange for effort and work. The courses involve all members of the community.	6 years 0:14 6	No evaluation.
Bolton Community Nutrition Assistants Steffie Elhassan Lever Chambers Centre for Health, Ashburner Street, Bolton BL1 1SQ 01204 360 094/5 Fax: 01204 360 098	A service using trained Community Nutrition Assistants (CNA) to work on local food and health issues, in response to the realisation of the limitations of the food and health advisers (dietitians) in the local area.	5 years 4:0	Measures CNA training effects on local communities and service delivery. Also measures whether diets of CNA's improved, and whether reaching project users. Evaluated by Janet Ubido, a paid part-time researcher.
Bolton's Food Co-ops Steffie Elhassan Lever Chambers Centre for Health, Ashburner Street, Bolton BL1 1SQ 01204 360 094/5 Fax: 01204 360 098	A network of volunteer run food co-ops providing weekly fruit and vegetables to the elderly, people on low incomes and families.	9 years 0:6 140	A detailed evaluation report is available.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Breakfast Clubs in London Ruth Richards London Borough of Hammersmith and Fulham Town Hall, King Street Hammersmith, London, W6 9JU 020 8576 5364 Fax: 020 8576 5461	A school scheme providing breakfast clubs in primary and secondary schools and in schools for children with learning disabilities.	5 years 200	Figures for attendance broken down in terms of gender and ethnicity. Also, qualitative evaluation involving staff and children. Changes in performance of the children at school.
Brighton Agroforestry Trials Pippa James Flat 2, 13 Windlernam Gardens Brighton, Sussex BN1 3AJ 01273 208 816	This is a sustainable food production project, growing food-producing trees alongside annual vegetables using organic and permaculture design.	2 years 1:1 2	No evaluation.
Brighton Community Food Project Nick Selby The Community Food Project, BriHCEP, Town Hall, Norton Rd, Hove BN3 3BQ. 01273 292 257 Fax: 01273 292 362 BriHCEP@Brighton-hove.gov.uk	An organic food growing project for local people on low incomes using disused allotments. The project was initiated by a local environmental charity in response to Local Agenda 21.	4 years 2:20	No information on evaluation.
Browning House Family Assessment Centre Maggie Nelson 126 Chapeltown Road Leeds West Yorkshire 01132 621 110 Fax: 0113 239 2169 Mail@browningh.freeseve.co.uk	Life skills training for families on a low income. Assessment and assistance for families with parenting problems.		

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Cable Street Community Gardens J. Sill 101 Matilda House St Kathrine's Way London, E1 9LF 020 7480 5456	A community garden where ploholders grow a wide variety of vegetables, soft fruit and herbs for personal use and for friends, neighbours and family.	25 years 0:50 30	No evaluation.
Calder Food Co-op Senga Nightingale Calder Community Centre 9 Calder Park Edinburgh, EH11 4JN 0131 453 2654	A food co-op improving access and supply of groceries and fresh fruit and veg to the elderly, the homeless, single parents, HIV/AIDS sufferers and people with learning disabilities	0:6 36	No evaluation.
Calderdale & Kirklees Food Futures Mira Kubala Environment Unit 23 Estate Buildings Railway Street, Huddersfield W Yorkshire, HD1 1JY 01484 223 572 Fax: 01484 223 576 mira.kubala@kirkleesmc.gov.uk	This project aims to bring together local farmers, community groups, retailers, health officers and local authority officers in order to develop sustainable, local food initiatives.	1 year 3:15	After each workshop all participants fill in evaluation forms. There will be evaluation reports sent to all sponsors.
Cambuslang Health & Food Project Lynn Brennan 5 Craigallian Avenue, Halfway, Cambuslang, Lanarkshire G72 8RN 0141 641 5169	The project (CHAF) was established to address food poverty issues in Cambuslang, an area granted regeneration status. Current projects include: a food co-operative and a breakfast club and the whole scheme has an on-going evaluation process.	3 year 2:20 100	An evaluation strategy for long-term use has also been devised using a variety of methods - the document can be circulated to anyone interested.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Care Co-ops Community Farm Michael Hamilton Stanmer Offices Stanmer Park, Lewes Road Brighton, Sussex BN1 9SE 01273 696 153 Fax: 01273 571 151 Info@comfarm.freeseve.co.uk	The farm is used by people in the local neighbourhood and people referred from social services who have mental health problems and learning difficulties, through organic food production using a 'beneficial horticulture' supportive approach.	7 years 5:20 40	Evaluation of project for SRB requirements, performance of project in relation to achieving set outputs plus financial performance in relation to approved figures. Carried out by project manager.
Centre Café Caroline Ridley Tim Jones House Rochester Gardens Hove, Sussex BN3 3AW 01273 205 214 Fax: 01273 205 371 Bopp@pact.org.uk	This is a cafe for people over retirement age with talks and activities also organised.	2 years 4:10 60	Questionnaires were used to ask about menus, prices, staff and volunteers comfort, and what other resources were available and needed.
Chichester Christian Care Association Michael Jones St Joseph's, Hunston Road, Chichester PO20 6N 01243 537 934 Fax: 01243 839 214	Aims to help people on low incomes and the homeless by offering food, shelter, advice and support and assists in finding accommodation.	11 years 0:150 210	No details on evaluation.
Church of God Prophecy Soup Kitchen Mrs Smith 4 Kelburne Road, Cowley, Oxford OX4 3SJ 01865 772 479	A soup kitchen providing meals for homeless people in the Asian Culture Centre once a week.	8 years 0:5 150	Mid term evaluation by Oxford City Council.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Community Caterer's Network Tom Knowland Environmental Health, Oxford City Council, Ramsay House, 10 St Ebbes Street Oxford, OX1 1PT 01865 252 127 Fax: 01865 252 344	Regular meeting place for those involved in providing low or no-cost foods - centres include; 4 family, 2 for the homeless, 2 day for minority ethnic older people, 1 day centre for children/carers and 1 co-op business run by people with mental health problems.	3 years 1:0	No details on evaluation of network although individual projects may be evaluated.
Community Development Dietetic Service Helena Davenport Hazel Grove Clinic, 253 London Road, Stockport , SK7 4PW 0161 612 4210 Fax: 0161 612 4230	A group of projects, which work with local people to tackle food poverty issues and concerns. Community development approach e.g. community cafes, food co-ops, practical cooking sessions, gardening projects and shoppers transport schemes.	3:0	No details of evaluation.
Community Dietetics Newcastle Nutrition Louise Smith Newcastle Nutrition, Royal Victoria Infirmary, Queen Victoria Road Newcastle NE1 4LP 0191 282 5930 Fax: 0191 282 4419	A range of activities - Play activities around food for young children ,Get cooking for young people and families. Liaison with food co-ops,breakfast clubs, kids cafes. Accreditation of get cooking, food surveys, locality -based dietetic services.	5:0	Each dietitian evaluates their work individually and to some extent by peer review. Evaluations are carried out for all specific areas of work and sections within them. Projects are evaluated independently and reports are available.
Community Family Initiative Eleanor McGee Fernbank Surgery 508-516 Alum Rock Road Birmingham West Midlands B8 3HX 0121 678 3875 Fax: 0121 678 3859	A project promoting health for women and pre-school children, with a strong emphasis on nutrition education through advice to individuals and group activities. Dietary information and advice about weight loss is given to those requesting it at an exercise class. Information on techniques and management of breastfeeding and weaning also provided.	6 years 5:0 50	Ongoing evaluation included focus groups of service users to get feed-back on how service is perceived and questionnaires for women attending the keep fit class to see how they value the diet input.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Community Food Workers Fiona Smith Ayrshire Central Hospital, Kilwinning Road, Irvine, Ayrshire KA12 8SS 01294 323 130 Fax: 01294 312 446	Training and support for sessional community food workers.	1 year 2:0	To be evaluated in the near future.
Community Nutrition Joy Farquharson Eastbank Greater Glasgow Health Board & Scottish Co-op, Dalian House (2W) 350 St Vincent Street Glasgow, G3 8YY 0141 204 4990 Fax: 0141 201 4901 joy.farquharson@glasgow-hb.scot.nhs.uk	This is a joint project between Greater Glasgow Health Board and Scottish Co-op looking at the role of the retail sector in promoting healthy eating.	2 years 1:0	A first year report is available.
Conservation & Urban Ecology Wanjiku Kamau Queen's Lodge Queen's Wood 42 Muswell Hill Road London N10 3JP 020 8444 2604 cue@cuelondon.freeseerve.co.uk	Renovation of a disused keepers lodge into an environmental and sustainable energy centre. There is an organic wholefood cafe where the aim is to grow much of the food. The project also aims to take an educational approach to grow your own.	2 years 0:10 5	A baseline, general project evaluation has been made.
Cornerstone - Benwell Christian Shop Project Kit Tapscott 64 Armstrong Road, Benwell, Newcastle NE4 7TU 0191 226 0941 Fax: 0191 238 6426	A Christian drop in centre with a community cafe. Cookery skills are also promoted. The project is targeted at general members of the community.	13 4:20 100	A long term evaluation of how attitudes have been changed has been carried out by the Church Urban Fund.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Coventry Fresh Train William Rafferty Henley Green Community Centre Caradoc Close, Henley Green, Coventry, Warwickshire CV2 1QT 024 7661 1200 Fax: 024 7661 4978	Volunteers go to the local market to buy fresh fruit & veg to sell in the community centre, there is also a delivery service for residents who are unable to get to the centre. A community café has been set up and offers cheap healthy meals.	3 years 1:8 100	General project evaluation is in progress.
Craigneuk Food Co-op Josephine Cope 53 Meadowhead Road, Craigneuk, Wishaw 01698 359 068	A food co-operative operating 3 days a week. Low cost cuisine competitions are run regularly.	0:3	No evaluation.
Crisis Fareshare Ben Newberry Unit 1A, 175 Long Lane London SE1 4PN 020 7403 8588 Fax: 020 7403 8656 Fareshare@crisis.org.uk	A national charity for single homeless people giving them access to a healthier diet by distributing surplus, high quality, fresh food from shops and restaurants to day centres and hostels.	6 years 4:150 10,000	An evaluation was carried out in April 1995 looking at the first four months in relation to cost effectiveness. There is also an ongoing nutritional analysis.
Crisis Fareshare Southampton Steve Curtis 158 Windermere Avenue Millbrook Southampton Hampshire SO16 9GA 023 8051 1146 Fax: 023 80511 148	This project redistributes surplus fresh foods (retail and supermarket waste) to homeless and low income projects. Working with a team of volunteers approximately half of whom have been homeless themselves.	2 years 2:30	General project evaluation. Questionnaires given out to donors and recipient projects. Data monitoring on a regular basis. Informal feedback from volunteers/donors and projects. An evaluation report is available.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Daily Bread Wholefood Coop Ian Campbell The Old Laundry, Bedford Road, Northampton, NN4 7AD, 01604 621 531 Fax: 01604 603 725	A small co-op which stocks a range of foods and also caters for individuals with special dietary requirements.	20 years 18:0	No details on evaluation.
Dig for Victory Sue Fenoughty 44 Maney Hill Road, Sutton Coldfield, West Midlands, B72 1JR 0121 354 8438	An educational project for schools working with volunteers from the local community to learn about growing organic vegetables and cooking them based on what life might have been like in the 1940s on the 'home front'.	5 years 4:20 400	No details on project evaluation.
Drift Permaculture - at Scotswood Community Garden Ken Bradshaw John Marley Centre, Muscott Grove, Newcastle NE15 6TT 0191 200 4735 Fax: 0191 200 4729 Edwardtyler@care4free.org.uk	A food growing project promoting gardening and cookery skills to encourage project users to learn how to cook the food they grow. The project aims to involve children, students, the unemployed, the elderly and people with learning disabilities.	5 years 0:3 20	No details on project evaluation.
East Sussex Food & Low Income Project Johnny Denis Hasting Healthy Promotion Unit 3rd Floor, Hanover House Marine Court, St Leonards Sussex TN38 0DX 01424 441 933	This project aims to develop community food projects at a local level in East Sussex including cooking groups, lunch clubs, kid's café etc. particularly targeting low income groups.	5 years 2:0	Groups self evaluate and this information is included in Healthy Promotion Unit reports.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Eating to Health Jacqueline Da'Prato Hurst Road Health Centre Hurst Road Walthamstow London E17 3BL 020 8520 8513 x676 Fax: 020 8535 6887	This project aims to assess the availability and cost differences between local shops on a range of healthy vs standard products, then design a nutritional/ educational/cookery course for local residents based on information from the shopping assessment.	1:0 15	General project evaluation. Nutritional knowledge quiz, pre and post programme.
Edinburgh Community Food Initiative Chris Clark 22 Tennant Street, Edinburgh, EH6 5ND 0131 467 7326 Fax: 0131 467 7325 Chris.clarke@cableinet.co.uk	Using a community development approach, the project aims to support and encourage community food initiatives which improve people's access to a balanced diet. There is a community cafe, shop and food co-operatives. Cookery classes and a delivery service are also available.	4 years 10:2 16,000	Some evaluation is undertaken, but no report is available.
Emmaus Brighton & Hove Dominic Dring Drove Road Portslade Brighton Sussex BN41 2PA 01273 412 093 Fax: 01273 415 018	Self-supporting community for people who have been homeless and unemployed. Recycling furniture, appliances etc. Planning to develop medium-scale horticultural activities.	3 years 4:59 400	No evaluation
Federation of City Farms and Community Gardens Ian Egginton Metters The Green House Hereford Street, Bedminster, Bristol BS3 4NA 0117 923 1800 Fax: 0117 923 1900 Admin@farmgarden.org.uk	A community gardening and city farming project supporting existing community gardens/ farms and general groups of people who are considering starting a garden/farm. The project encourages food growing and education to improve health and the environment.	4 years 2:100	No evaluation.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Ferguslie Women's Health on Wheels Project Christine Reilly Ferguslie Community Health, Tannahill Centre, 76 Blackstolin Road, Paisley, Renfrewshire PA3 1NT 0141 887 9650	A food co-op providing information, advice, support and a delivery service to the elderly, women and children, and single parents.	5 years 1:8 150	An evaluation report is available.
Food and Health Project Cara Gray c/o Child & Family Centre Pettiswood, Mullingar Co Westmeath 0035344 47623 Fax: 0035344 44881	A community peer-led nutrition intervention project. The project involves training local participants to teach healthy eating courses to groups in their own communities.	2 years 2:0 15	General project evaluation in framework document measuring quantitative and qualitative data.
Food Delivery David Wilesmith 338 Commercial Road, Portsmouth, PO1 4BT 07787 552 120	A food provision delivery scheme for children, the elderly, the homeless, women and children and people with learning disabilities.	3 years 2:1 300	Not evaluated at present.
Food Innovations Project May Mo BBFEL, New Leaf, Ground Floor, Lanmor House, 370-386 High Road, Wembley, HA9 6AX 020 8903 2562 Fax: 020 8903 0497 Newleaf@surflink.co.uk	This project aims to ensure access to healthy and affordable food in partnership with interested bodies and non/statutory organisations. Includes people on low incomes, mothers & children, elders, refugees & ethnic minority communities.	0.5 years 1:0	Ongoing evaluation against various indicators (specific outputs and activities).
Food Works - Abercromby Shirley Judd Hartington Road Family Health Centre, Hartington Road/Lessers Road, Liverpool L8 0SQ 0151 733 0791 Fax: 0151 735 0891	Community food workers working with local groups to promote better nutrition by developing cooking skills and increasing knowledge of healthy eating. The project targets the general community, but more specifically, single parents.	4 years 2:0 20	Focus groups were conducted and key informants were interviewed. A shopping survey was carried out to measure dietary intake. An evaluation report is available.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Foodlink Alison Worwood Croyden Health Promotion 12-18 Lennard Road Croyden, Surrey CR9 2RS 020 8680 2008 x201 Fax: 020 8666 0495 Psheteam@healthpromotion. fs-net.co.uk	The project aims to increase access to fruit and vegetables in the New Addington area by promoting growing activities and re-distribution mechanisms.	2:1	An evaluation report is available.
Fresh Food for Cambridgeshire Clare Hall Cambridgeshire Acre, 3 Station Approach, Station Road, March, Cambridgeshire PE15 8SJ 01354 651 188 cambsacre@3march.freemove .co.uk	This project aims to work with residents to set up 3 food projects in local areas. Activities will depend of what local residents feel is appropriate.	1:0	Quarterly evaluation reports will be produced. Baseline and endline surveys will monitor targets.
Fruit & Vegetable Promotion Fiona Smith Ayrshire Central Hospital Irvine, Strathclyde KA12 8S 01294 323 130 Fax: 01294 312 446	A series of Get Cooking! roadshows which recruit local people for practical cookery courses aimed at increasing fruit and vegetable consumption.	3 years 4:0	Survey on shopping, cooking and eating habits as well as perceptions of the role of fruits and vegetables in the diet and on health.
Fruit in Schools Vivien Cleary LSL Health Authority 1 Lower Marsh London SE1 7NT 020 7716 7024 Fax: 020 7716 7018 viv.cleary@ob- lsaha.stlans.nhs.uk	Pilot study in schools to promote fruit consumption. Activities will include a free fruit tuck shop, nutrition education in class and food tasting sessions.	0 years 3:0 85	Project will be evaluated once completed.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Get Cooking in Schools Jacqueline Da'Prato Hurst Road Health Centre Hurst Road Walthamstow London, E17 3BL 020 8520 8513 x676 Fax: 020 8535 6887	This is a Get Cooking! Project using the nationally developed pack in local primary schools as part of the curriculum, including a 'take home' pack of foods for each child for each recipe tried.	1 year 1:0 30	Evaluation was done through focus groups including parents & teachers, using feedback from children. Analysis of eating habits & case studies to gain more detailed picture of home & school nutrition. An evaluation report is available.
Get Cooking! (Cardiff) Rhiannon Connick NFWI Wales Office, 19 Cathedral Road, Cardiff, South Glamorgan CF11 9HA 029 20 221 712 Fax: 029 20 387 236 Walesoffice@nfwi-wales.org.uk	Fun cookery classes available to the elderly, ex-offenders, women and children, single parents and people with learning disabilities.	5 years 2:8 10	A long term evaluation measuring the extent to which the project reached project users was carried out. The evaluation report is available from Health Promotion Wales.
Get Cooking! (High Wycombe) Lesley Hammond Wycombe District Council Queen Victoria Road High Wycombe Buckinghamshire HP11 1BB 01494 421 716 Fax: 01494 421 791 Lesley_hammond@wycombe.gov.uk	Cookery courses for single parents on a low income with their children. This was a pilot project which is no longer running, but they are happy to give advice to others.	5 years 3:1 13	'Formal' evaluation not possible because the tools we had envisaged using were not liked by those attending the project, resulting in anecdotal evaluation, together with observation of cooking skills. An evaluation report is available.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Get Cooking! (Wiltshire) Sue Wade Wiltshire Health Promotion Service Greenways Centre Malmesbury Road Chippenham, Wiltshire SN15 5LN 01249 454 270 Fax: 01249 454 271	A training course for practitioners/professionals to run 'Get Cooking' cookery classes and to provide nutrition and health education.	4 years 3:0	The original project was not evaluated, however any new training courses are now evaluated and a six month follow up is also carried out. An evaluation report is available.
Good Grub Club - Brotton Jeanette Hardy 23 Wheatlands Grat Ayton North Yorkshire TS9 6EB 01642 726 567	This is a healthy eating project focusing on a low fat and high fibre diet. Advising mums on weaning, making baby food and general health issues.	1 year 0:15 14	General project evaluation.
Good Grub Club - Carlin How Sarah Ainsley 6 Stevenson Street Carlin How Saltburn-by-the-Sea Cleveland TS13 4DD 01287 643 743	This is a healthy eating project focusing on a low fat and high fibre diet. Advising mums on weaning, making baby food and general health issues. It also runs healthy tuck shops in local schools.	2 years 0:17 14	The project staff hold regular meetings in which all members have the opportunity to give feed back on the project.
Good Grub Club - Healthy Eating Project Ann Middlemas 64 Queen's Road Loftus Redcar Cleveland TS13 4SG 01287 641 188	This project aims to encourage healthy eating and healthy lifestyles among interested local people, by providing knowledge, skills and accredited qualifications for the establishment of self help groups.	2 years 3:50	The Rural Development Programme carried out a mid term evaluation measuring health needs.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Good Grub Club - Loftus Carolyn Brotton 66 Queen's Road Loftus Saltburn Cleveland TS13 4SG 01287 640 693	This is a healthy eating project, with the aid of an outside catering facility it is able to raise funds. The aim of the project is to promote low fat, high fibre diets, and general health issues.	4 years 0:10 12	Regular meetings are held to monitor the development of the project.
Good Grub Club - Skinningrove Cody McKay 3 Co-operative Close Loftus Saltburn Cleveland TS13 4RR 01287 641 656	This project aims to promote healthy eating, cooking and eating food without animal fat to people on low incomes by demonstrating how to cook economical healthy foods.	2 years 0:7 8	The project staff hold regular meetings in which all members have the opportunity to feed comments back.
Gorebridge Food Co-op Ian Stewart Brown Building, 80 Hunterfield Road, Gorebridge, Lothian Scotland 01875 823 922 Fax: 01875 821 808	A small fruit and vegetable co-op run by volunteers. Orders are placed in advance and depend on individual requirements.	3 years 1:10 15	No evaluation.
Govan Healthy Eating Project Matthew McCann c/o Concierge, 59 Iona Court, Govan, Glasgow G51 2XU 0141 445 2329/5518 Fax: 0141 445 6217	An Urban Programme Project to support, establish and develop initiatives such as a community cafés and shops, cookery classes, food co-ops and food partnerships. Addressing food poverty for pupils in schools, students and homeless people.	10 years 5:500 10,000	Some aspects of the project have been evaluated and project reports are available.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Grazebrook Pupils' Treescape Pat Gannon 9 Allerton Road London N16 5UJ 020 8802 4002	A project involving a 'green gang' comprising of mainly primary school pupils, parents and local residents, which explores many different methods for food growing including community vegetable production.	5 years 0:30 20	General project evaluation.
Green Ventures Margaret Jailler 41 Grosvenor Park Camberwell London SE5 0NH 020 7703 1260 www.safetycat.org/green	A box scheme providing organic fruit & veg, bread and eggs. Main activity is a home delivery service in Southwark and Lambeth. Target audience is low income groups in the local community.	4 years 1:10 75	No details of evaluation.
Greencity Wholefoods Iain Blue 23 Fleming Street Dennistoun Glasgow G31 1PQ 0141 554 7643 Fax: 0141 556 5589 Greencity@net.ntl.com	This wholesale co-operative aims to create a non-exploitative workplace which takes into consideration the interests of the workers, the community and the environment.	2 years 23:0	An elected management group focus on strategy and members carry out a twice yearly assessment of the co-op.
Grocery Aid Mary McGrath Grange Lane, Letchmore Heath, Watford, Herts. WD2 8DQ 01923 857 141 Fax: 01923 859 511	An initiative that distributes ambient and frozen foods and non-food items from the retailers and manufacturers to people in need.	7 years 8:18 10,000	Ongoing evaluation.
Hackney City Farms Dee Miller 1a Goldsmiths Road Hackney London E2 7SA 020 7729 6381	A city farm garden that grows vegetables, herbs and flowers using a varied approach within Hackney community and Tower Hamlets.	16 years 5:15 300	No evaluation.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Hands on Health Cookery Course Mo Dobbie Park House Station Road Lanchester, Co Durham 01207 529 621 Fax: 01207 529 619 Drcc@onyxnet.co.uk	Cookery courses are run in all areas of County Durham. Each course consists of four cookery sessions and 2 first aid sessions. Optional courses include exercise, stress management, aromatherapy and food hygiene. A free creche is provided.	5 years	No details of evaluation.
Hailsham Cooking Project Karen Shakeshaft Hailsham Health Centre, Vicarage Fields, Hailsham, Sussex TN6 2SE 01323 840 851	Cooking classes for people living on local estates to encourage people to cook rather than teaching them about nutrition. Also encourage participants to think about budgeting and where to shop. A recipe book has been produced.	9 years 2:7 7	An evaluation questionnaire measured how much the participants had been influenced in their choice of foods and cooking after attending the course.
Hartcliffe Health and Environment Action Group Wendy Harris The Gatehouse Centre, Hareclive Road, Bristol BS13 9JN 0117 946 5285	A wholefood co-operative and nutrition and cooking project as part of a wider community development project working on a variety of health and environmental issues. Cooking project targets families with under 5s.	10 years 10:20 50	The project was first evaluated in 1992 and again in 1999. Reports are available.
Healing Gardens Jill Nicholas Groundwork Thames Valley Colne Valley Park Centre Denham Uxbridge, Middx UB9 5PS 01895 832 662 Fax: 01895 833 552 Tv@groundwork.org.uk	This project aims to improve the everyday life of the chronically or terminally ill by making maximum use of the healing and spiritual qualities of gardens. Volunteers and beneficiaries work together.	3 years 1:30 30	Evaluation report prepared by co-ordinator using participation evaluation forms.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Healthier Eating on a Low Income Tracey Barber 6 Haldenby House Berkeley Business Centre Doncaster Road Scunthorpe, Humberside DN15 7DQ 01724 860 770 Fax: 01724 271 016	This project aims to train staff within the Anti-Poverty Centre on healthier eating on a low income. It also provides literature to promote healthy eating and aims to establish long-term links with local food business and allotments to supply the centre.	1 year 3:5 20	Currently being evaluated (June 2000). An evaluation report will be produced.
Healthy Bites Food Co-op & Café Lorraine Headen Athersley Cares, St Helen's Church, Laithes Lane Athersley, Barnesley South Yorkshire 01226 779 444	This is a food co-op and community café run by 9 volunteers whose activities are aimed at people on low incomes. There is a creche facility for the volunteers whilst working at the project.	2 years 1:10	No evaluation.
Healthy Castlemilk Jacqui McGinley 22 Arnprior Quadrant, Castlemilk, Glasgow G45 9EY 0141 634 2679	A community health project to develop initiatives around food poverty and health with existing groups and service providers. Projects include community cafes, cookery classes and food co-ops. The project is targeted at single parents, women and children.	9 years 4:0	Full evaluation carried out. This sets out in detail the background to each cafe and what promotions have been run during the project and their perceived effectiveness. A nutrition student interviewed café organisers and a sample of café customers for each café.
Healthy Eating on a Low Budget Kim Brown Trinity Youth Association Oval Community Centre Bedlington, Northumberland NE22 5HU 01670 531 843	Young people (aged 13-16 years) go shopping, select a menu, cook the food and present a meal.	2:0 8-10	Weekly/quarterly feedback from project users. Evaluation report available.

Directory of Local Food Projects

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Heartsmart Bangladeshi Project Di Moody Health Promotion Service, Salts Mill, Saltaire, Bradford, BD18 3LD 01274 223 908	A BBC Good Food Award Winning Bangladeshi food growing project which is part of the Heartsmart work to reduce coronary heart disease (CHD) in black and minority ethnic groups. The women grow lettuces, herbs and potatoes as well as more traditional foods such as pumpkins, 'dugi' and 'sisingha' on local allotments.	3 years 1:1 40	No details on project evaluation.
Heeley Health Project Darrell Maryon 38 Abney Drive Heeley Sheffield South Yorkshire S14 1PB 0468 932 613	This is a community allotment project where local people come together 1 or 2 days a week to grow food organically, learn horticultural techniques, widen taste experiences and find out how to use different vegetables and herbs.	9 years 1:1 6	No evaluation.
Hollybush Family Centre Mo Burns Hoolybush Walk, Hinton, Hereford and Worcester HR2 6AF 01432 269 437	A family teaching kitchen and community cafe, also providing classes, health education and information, advice and support to improve the general health of families and single parents with parenting problems relating to poverty and low incomes. The centre also has its own organic vegetable garden.	8 years 15:0 325	The project is evaluated through informal discussion with the users and the staff.
Homestart Sessions on Food and Health Andrea Partridge Dietetic Department, The Gladstone Centre, Wrexham Maelor Hospital, Wrexham, Clwyd, North Wales LL13 7TD 01978 727 159 louise.bain@new-tr.wales.nhs.uk	A feasibility project examining ways of teaching cookery skills using participative learning to single parents and children who are referred by social services to attend a homestart programme.	4 years 2:0 35	An evaluation questionnaire for structured short interviews was used after 3 sessions. Participants were asked their opinion of the cook-and-eat session using a standard set of questions. A report is available.

Directory of Local Food Projects

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Keep Fit, Eat Healthy Annette Gibbons Ostle House, Mawbray, Maryport, Cumbria, CA15 6QS 01900 881 356	A twelve week course aiming to encourage people to extend their knowledge of healthy eating and to promote healthy lifestyles through physical exercise and fresh fruit & veg consumption, encouraging allotment take-up and use, and promote community food links.	1:0	No details of evaluation.
Kids Cooking Claire Novak Bournville Locality Centre, Coniston Crescent, Weston-Super-Mare, Somerset BS23 3AX 01934 644500 Fax : 01934 645 335 clare@pmspilot.demon.co.uk	A six week cookery class to give children aged 7-11 the opportunity to learn basic cookery skills and develop cheap, healthy eating habits.	5 years 2:2 20	No details on evaluation.
Kids' Café Network Ellen Watts St Anthony's Children's House, 47-49 Caldbeck Avenue, Walker Newcastle upon Tyne NE6 3SD 0191 224 0217 nesach@mail.nchaftc.org.uk	Partnership between local volunteers and agencies to promote the importance of healthy nutritious food for children and young people through activity sessions.	2 years 6:0 200	The evaluation is ongoing during the lifetime of the project.
Kingswood Community Cafe Mary Gray Kingswood Neighbourhood Centre, Alberta Close, Corby, Northamptonshire, NN17 01536 743 854	A community cafe providing accredited training in basic catering to local residents and young people with learning difficulties. Menu based on healthy eating options. Client group includes single parents, the elderly, unwaged and low income families.	8 years 2:8 100	Not evaluated

Directory of Local Food Projects

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Leaves of Life Health Promotion Project Sherry Nicholls 51 Gladesmore Road London N15 6TA 020 8800 1850 leavesoflife@newstart.fsbusiness.co.uk	This project organises health seminars together with vegetarian cooking demonstrations to promote health and natural living. Also working with community groups in the centre of London.	3 years 0:4 50	No details about evaluation.
Lifestyle Health Link Ann Middlemas 64 Queens Road Loftus Redcar, Cleveland TS13 4SG 01287 641 188	This project aims to encourage healthy eating by providing knowledge and skills and, where appropriate, accredited qualifications for the establishment of self help groups by identifying interested local people.	1 year 0:10 10	The project staff hold regular meetings where representatives from all Good Grub Clubs and Healthy Tuck Shops discuss project development.
Lifestyle Health Link - Healthy Tuck Shop Wendy Martindale Dental Dept, Guisborough General Hospital, Northgate, Guisborough, Cleveland TS14 6HZ 01287 284 000 Fax: 01287 610 508	This project aims to encourage activities that will increase awareness and knowledge about healthy eating by organising healthy tuck shops within local primary schools.	1 year 1:4 240	General project evaluation.
Linktown Development Group Peter Menellis Westbridge Mill Bridge Street Kirkcaldy Fife KY1 1TE 01592 644 048 Fax: 01592 644 671 Reception@westbrmill.co.uk	The project runs a community cafe and food co-op to provide food at a reasonable price in an area of high deprivation which lacks decent food outlets.	1:5 40	Questionnaires/focus groups.

Directory of Local Food Projects

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Local Food for Local People Pippa Bennett The Groundwork Trust 19-27 Shaw Street St Helens, Merseyside WA10 1DF 01744 739 396 pbennett@groundwork.org.uk	This is a Merseyside wide project which aims to enable farmers to set up direct marketing initiatives such as box schemes, farmers' markets and farm shops, with emphasis on targeting areas considered to be food deserts.	1 year 4:0	No evaluation - too early on in the project.
Local Food Links (with Netherton Feelgood Factory) Judith Wright 32 Marian Square Netherton Liverpool, Merseyside L30 5QA 0151 330 5811 Fax: 0151 330 5820 Cal@feelgoodfactory.freeserve.co.uk	Promoting healthy eating and encouraging the development of community-led food initiatives, including growing food, a community café and cookery classes.	0.5 years 1:0	Project will be evaluated in the future.
Microwave Loan Scheme Julie Warren Doncaster Health, White Rose House, Ten Pound Walk, Doncaster DN4 5DJ 01302 320111 ext 3414	A microwave loan scheme for single parents using bed and breakfast accommodation in the area to enable and encourage them to cook their own cheap meals instead of eating takeaways. Also providing cheap, tasty, healthy recipes and advice on food, health and budgeting.	7 years 4:0 50	Constantly evaluated in terms of uptake and financial savings to the users. Evaluation report available.
Mile Cross Community Café Pat Woolridge Mile Cross Community Centre, Norman Centre, Mile Cross Estate, Norfolk, NR3 2QZ 01603 408 140/ 487 997	A community cafe where residents of the Mile Cross estate can come and meet and enjoy good quality healthy food at reasonable prices. It forms part of a wider Mile Cross Community Health project that includes cookery classes.	5 years 2:14 450	No details of evaluation.

Directory of Local Food Projects

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NCH Action for Children Caroline Abrahams 85 Highbury Park London N5 1UD 020 7226 2033 Fax: 020 7226 2537 Caroline@ncha.org.uk	Advice and support work on budgeting and health matters in 370 local level projects most of which are in family centres or community centres.		
New Horizon Youth Centre Cathy Dickson 68 Chalton Street, London, NW1 1JR 020 7388 5570 Fax: 020 7338 5848 newnurse@aol.com	A drop in centre providing food and advice for homeless people.	31 years 14:0 300	No details on evaluation.
Newcastle Nutrition Community Dieticians Caroline Laidlaw Newcastle Nutrition Royal Victoria Infirmary Royal Victoria Road Newcastle Upon Tyne NE1 4LP 0191 282 5930 Fax: 0191 282 4419	5 community dieticians work jointly with other workers and community groups on a range of community food initiatives, targeting groups within disadvantaged areas.	3 years 150	Evaluation report is available.
Newham City Farm Theresa Lee King George Avenue Custom House London, E16 3HR 020 7476 1170 Fax: 020 7474 4960	This project is working with families with young children (under 10), school groups and adults with learning difficulties. The main activities are growing vegetables and herbs, and eggs and honey production.	23 years 9:1 600	No formal evaluation, but customer surveys are carried out.
North London Organic Gardeners Sue Campbell 48 Wellington Road Enfield EN1 2PG 020 8363 3643	A local group of Henry Doubleday Research Association (HDRA) members and others who meet to promote the home growing of organic food, particularly in schools, for shows and for other clubs.	7 years 75	No evaluation.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
North Solihull LETSystem. Margaret Manton 195 Whitebeam Road Marston Green Birmingham B37 7PA 0121 788 2801 yi48@pipex.dial	A Local Exchange Trading system (LETS) where members exchange skills and services with each other. Food is not currently an important aspect of this but may develop into one later. The Project targets a general audience.	5 years 1:5 6	No details of evaluation.
North Tyneside Cooking Pack Anita Attala Sir GB Hunter The Green Wallsend Tyne & Wear NE28 0191 220 5945	A resource pack for practitioners/professionals to run Get Cooking! sessions for people on low incomes including homeless people. It also has information on food hygiene and how to obtain funding for courses.	5 years.	No evaluation.
Northern Initiative on Women and Eating Annemarie Norman 2nd Floor, 1 Pink Lane Newcastle NE1 5DW 0191 221 0233 Fax: 0191 221 2669	This project exists to offer support and therapeutic groupwork to people (primarily women) who have difficulties with food and around food issues.	2 years 4:0 20	Focus groups looked at the use and perception of the project. Questionnaires asked about changes in eating habits. Telephone interviews asked what was good/bad about the project. An evaluation report is available.
Northern Point Ian Gilian 2 Spur Road, Cosham, Portsmouth, Hants PO6 3DY 023 9220 0413	A social club for people living in the Portsmouth area suffering from a severe or enduring mental health problem (aged 16-64yrs).	10 years 2:9 40	No formal evaluation, but monthly meetings and members forums are held once a fortnight.

Directory of Local Food Projects

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Nottingham Homelessness Project Sue Walters c/o Mellows Lodge Hostel The Chase, St Ann's Nottingham NG3 4EY 0115 844 0080	This project produced a survival guide 'Eating Well When Homeless' for people to use when they are homeless. The team also tackles more general difficulties that people face when they are homeless.	9 years 3:0	No evaluation.
Nutrition Skills Training for Volunteers and Development workers Anita Attala Sir GB Hunter Memorial Hospital, The Green, Wallsend, Tyne & Wear, NE28 0191 220 5945 Fax: 0191 293 2734	Accredited courses on nutrition and how to run cooking groups. Designed for volunteers, development workers and practitioners/ professionals who then disseminate the information to local groups. The course covers 'Get Cooking!', healthy eating, food hygiene, group and teaching skills, pregnancy, under 5's, teenagers and vegetarians.	2:0 10	No details of evaluation.
Oasis Café Pat Biggs Southville Centre, Beauley Road, Southville, Bristol BS3 1QG 0117 923 1039 Fax: 0117 907 7198	A community cafe serving the local community and users of the Southville Centre - not specifically aimed at people on low incomes.	9 years 4:1	Reaching the project users was measured as a separate budget centre within the overall budget - the evaluation is quantitative rather than detailed customer/user evaluation.
Oasis Children's Nature Garden Joanne Brown 1 Aston House Wandsworth Road, Springfield Estate, London SW8 4ER 020 7498 2329 Fax: 020 7720 4276	A nature garden for children including organic vegetable and herbs plot.	15 years 6:1 150	Monitored for funding purposes.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Oxford Food Hygiene Cooking Skills Course (Pilot) Tom Knowland Environmental Health Oxford City Council Ramsay House 10 St Ebbes Street Oxford, OX1 1PT 01865 252 363 Fax: 01865 252 127	Combined course in cooking skills and certificate in basic food hygiene for family centre clients - low income households, parents and carers.	3 years 1:0 10	Evaluation report available.
Palace Gate Project Trevor Gardner 3 Palace gate, Exeter EX1 1JA 01392 205 800	A food voucher scheme to help homeless people eat nutritious food by providing them with vouchers which can then be exchanged for food at local retailers including a Spud-U-Like, a sandwich bar and a day centre for homeless people.	7 years 1:0 50	The evaluation is informal and ongoing.
Partington Food Co-op Jane Thompson The Children's Society Family Centre, Oak Road, Partington, Manchester M31 4LD 0161 775 6719 Fax: 0161 776 2867 Partington@the-childrens-society.org.uk	A fresh fruit and veg co-op run by local volunteers on the Children's Society premises. The project targets general members of the community, but specifically parents. A transport scheme is also in operation.	4 years 0:8 18	No evaluation.
Playworkers Pack Brenda Milsom Sir GB Hunter The Green, Wallsend, Tyne & Wear, NE28 0191 220 5945	An resource pack for playscheme and youth club leaders to address issues around food and nutrition in a fun and interesting way.	4 years	No evaluation.

Directory of Local Food Projects

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Plymouth Food and Low Income Network Alison Powntree Healthy Plymouth Angelica House, 10 Derry's Cross, Plymouth PL1 5HA 01752 260 886 Fax: 01752 226 705	A local food and low income network to act as a source of information and support for community food projects in the area. Current projects include a cook 'n' eat project, a grow bag scheme, nutrition in schools and meals on wheels. A quarterly newsletter is produced.	6 years 2:0	The network is not evaluated although individual projects may be.
Positive Health Action Through Gardening & Environmental Development - PHAGED David Trent Community Mental Health Team, Town Hall, Wombwell, Barnsley, South Yorkshire 01226 341 374	The project aims to develop a unused piece of land for food growing by a group of mental health service users. Initially the food will be consumed by the group but the intention is to develop other land and grow vegetables for other marginalised groups.	2 years 1:0	No details of evaluation.
Radford Bottle and Dummy Dump Jenny Seth Radford Health Centre Ilkestone Road, Radford, Nottingham, NG7 3GW 0115 942 0360 Fax: 0115 942 2672	A campaign to stress the dietary, dental, speech and language implications of extended bottle and dummy use. Expert advice at hand and prizes for children who dump their dummies. Award winning leaflet produced.	4 years	Questionnaire evaluated in August 1997. Whole project audited after first year.
Rainbow House Drop-in Centre Isabelle Tams Wesley Memorial Church, New Inn Hall Street, Oxford OX1 2DH 01865 243 216 (Wed, Thurs, Fri) 01865 247 706	A voluntary organisation that gives valuable work experience in a warm and friendly environment to people from all walks of life.	15 years 1:40 120	Evaluation report available.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Roberts Centre Carole Damper 84 Crasswell Street, Landport, Portsmouth, West Yorkshire, PO1 1HT 023 9229 6919 Fax: 023 9234 6088	Food is provided at the day centre for families in crisis. Meals are also provided when literacy courses are run. A cookery class is run once a week.	10 years 8:12 50	No details of evaluation.
Roots and Shoots Linda Phillips Vauxhall Centre, Walnut Tree Walk, London SE11 6DW 020 7587 1131 Fax: 020 7735 0602	Training for young people (age 16-25) with learning disabilities using horticulture/woodwork as practical transferable skills.	18 years 5:4	Looking at job skills needed for the client group. Mid-term evaluation - on going with trainee feedback.
Rossy Diner Diane Fraser Rossmere Centre, Rossmere Way, Hartlepool, Cleveland TS25 5EB 01429 273 741 Fax: 01429 405 989	Lunch time facility providing healthy food for children from nearby local schools in a youth centre during term time. Set up because children were not eating during school time except for high fat /sugar foods such as chips, pastries & sweets.	6 years 3:1 150	Outputs are carefully measured e.g. attendance figures, jobs created, crime prevention, benefit to SRB area.
Sandwell Urban Growing Spaces Veronica Barry Tipton Community Enterprises, Neptune Health Park, Sedgley Road West, Tipton, West Midlands DY4 8LU 0121 607 6405 Fax: 0121 607 6403 veronica.barry@talk21.com www.promarco.co.uk/tce	(Formerly Sandwell Food Co-ops) A network of urban agriculture and community gardening projects including food co-operatives. It is primarily aimed at people on low incomes, including people with learning disabilities, the elderly and children.	2 years 2:0	A full feasibility study was carried out and the progress of the project is being reviewed. An evaluation report is available. A full feasibility study was carried out and the progress of the project is being reviewed. An evaluation report is available.

Directory of Local Food Projects

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School Nutrition Action Groups (SNAGS) Sandra Passmore Health Education Unit, Martineau Centre, Balden Road, Birmingham, B32 2EH 0121 303 8200 Fax: 0121 303 8210 healthed@lea.birmingham.gov.uk	School based alliances in which practitioners/ professionals and pupils work together to review and expand the range of food and drink provided through the tuckshop, vending machines, lunch, catering at social functions and breakfast provision.	5 years 2:0 97 (schools)	Altered attitudes to healthy eating and improved diet have been measured. An evaluation report is available.
Sheffield Healthy Gardening Group Peter Drummond Healthy Sheffield Support Team, Pinstone Street, Sheffield South Yorkshire, S1 2HH 0114 273 5868/9 Fax: 0114 273 4694 Healthysheffield@sheffcc.free-serve.co.uk	Community led multi-sector partnership project promoting healthy gardening in Sheffield. Members include Local Agenda 21 officers, health workers, and local food initiatives.	6 years 3:12	Evaluation report is available.
Simon Community Emergency Nightshelter Gayle Jones PO Box 1187, London NW5 4HW 020 7485 6639 Fax: 020 7482 6305	An emergency nightshelter in a homeless community providing a warm meal for guests and workers. Tea, soup and sandwich runs and a street cafe are also organised.	7 years 0:6 10	No details on evaluation.
Small Change (East London) William Allen Global Action Plan 8 Fulwood Place London WC1V 6HG 020 7405 5633 Fax: 020 7831 6244 all@gapuk.demon.co.uk	Working with schools to develop community awareness of, and involvement in, environmental issues including healthy eating issues. Work involving children will begin in September 2000.	1 year 1:0	No details of evaluation.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
South and West Lancashire Food Bank Linsey Pavsic 79 Westgate, Sandy Lane Centre, Skelmersdale, Lancashire WN8 8LA 01695 555 717 Fax: 01695 558 073	A food bank to try and prevent waste in the food industry by distributing it to people in need through voluntary organisations.	5 years 1:2	No evaluation.
South Telford Food Co-op Dell Kazeem Telford & Wrekin Council, PO Box 211, Darby House, Telford, Shropshire TF3 4LA 01952 202 437 Fax: 01952 201 053 corpdeka@wrekin.gov.uk	A fruit and vegetable co-operative.	3years 1:15 30	No evaluation.
South West Burnley Community Development Trust Chris Black Parkside, Myrtle Avenue, Burnley, Lancashire BB11 5AH 01282 838 669 Fax: 01282 838 689 swbcdt@zen.co.uk	Various community development and health education initiatives, including a food co-op aimed at people on low incomes, and a community café.	11 years 25:15 60	Evaluated in line with Urban Challenge Fund requirements and other funder's requirements.
St George's Beneficial Breakfast & Homework Clubs Jane Love Hanover Street, Portsea, Portsmouth PO1 3BN 023 9282 2886 Fax: 023 9282 0179	A school club providing before and after schoolcare for children. The children are supplied with breakfast and tea and are encouraged to take part in the preparation of the meals. There is also a cookery club once a week.	4 years 5:0 24	No details on evaluation; informal evaluation only.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
St John Ambulance Homeless Service Charity Bevan Community Base 113-117 Queens Road Brighton, Sussex BN1 3XG 01273 234 761 Fax: 01273 234 851 stjoh@communitybase.org.uk	This project aims to address inequalities in access to primary health care services. It provides health education and promotion for homeless people and professionals working with them. Training in nutrition education is a key component of this project.	2 years 4:1 30	The project is evaluated regularly. Questionnaires and interviews were used with the consultancy group and the steering group. Students' responses to all aspects of training were evaluated and the courses adapted in response to views.
St Petrock's Centre Zoe Bewsher St Petrock's Centre 10 Cathdral Yard Exeter EX1 1HJ 01392 422 396 Fax: 01392 439 758 Petrock@eclipse.co.uk	A day centre for homeless people and those without secure accommodation. The centre provides food, medical help, budgeting advice and luncheon vouchers.	5 years 6:50 320	An evaluation report is available. The project is regularly monitored.
St Simon's Church Meals Provision Programme Steve Summers 31 Gains Road, Southsea Portsmouth PO4 OPJ 023 92 295 739 summertime@x-stream.co.uk	A centre providing minimal cost meals to low income groups and the homeless. There is also a referral service and a GP drop-in service.	10 years 1:8 100	No details on evaluation.
Survey into cost & availability of food in parts of Preston Erian Fowler Environmental Health Section Preston Borough Council, Town Hall, Lancaster Road, Preston, Lancashire PR1 2RL 01772 906 332 Fax: 01772 906 313	This project aims to compare the cost and availability of different foods; standard, organic and ethnic, in supermarkets, markets and local shops, with special reference to any disparity between affluent and deprived wards. Repeat of a similar survey 1988.	1 year 2:0	Evaluation report available.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
The Food Chain Gordon Cains 25 Bertram Street, London N19 5DQ 020 7272 7272 Fax: 020 7272 2273 Info@foodchain.org.uk www.foodchain.org.uk	The Food Chain delivers a hot, nutritious three course Sunday lunch in people's homes for people who are living with HIV or AIDS. Meals can also be supplied for partners, carers and dependants.	12 years 5:1000 320	No details of evaluation.
The Garrett Centre Eleanor Sinclair 117 Mansford Street Bethnal Green London E2 6LX 020 7729 1231	This project provides community lunches on a weekly basis to improve access to healthy, cheap food for isolated people. Also planning to run cookery clubs by summer 2000. Will be linking with local food growing project.	1 year 3:1 30	The evaluation was an initial baseline questionnaire measuring local eating habits. Questionnaires asked for responses to lunches and suggestions. Response also through outreach work.
The Healthy Alliance Aruna Thacker South West London NHS Trust, Joan Bicknell Centre, Springfield Hospital, Burntwood Lane, London SW17 7DJ 020 8700 0575	A partnership between Spillers Milling and Wandsworth Community Health Trust to promote healthy eating amongst South Asian groups nationally using the back panels of bags of Elephant Chapati flour to hold advice on healthy lifestyles and diet. Provides leaflets in 6 different languages with information on what constitutes a healthy diet.	6 years	The project is constantly evaluated.
The Porch Lisa Brophy All Saints Covent Church, St Mary's Rd, Oxford OX4 1RU 01865 728 545 Fax: 01865 792 231 info@theporch.fsbusiness.co.uk	A day centre for the homeless and people on low incomes providing a breakfast and a dinner free of charge.	14 years 4:90 150	No evaluation.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
The Rock Community Centre Sarah Weeks St Peters Hall, Ridingleaze, Lawrence Weston, Bristol BS11 0QF 0117 938 4636	This project provides a community facility for the people of Lawrence Weston. Activities target older and disabled people and include a lunch club, a gardening club and a disabled youth club.	4 years 1:10 40	Questionnaires were used to evaluate value for money, the quality and quantity of food, the service provided and overall satisfaction of the project.
Thrive, promoting therapeutic horticulture (formerly Horticultural Therapy) Nicola Reynolds St Mary's Garden PO Box 13719 London E2 8TB 020 7739 2965 hackney@thrive.org.uk www.thrive.org.uk	A demonstration garden promoting gardening for people with special needs.	4 years 3:8	No details of evaluation.
Tower Hamlets Food Co-ops Ros Thompson Southern Grove Environmental Health, Tower Hamlets, London E3 4PN 020 7364 500 Fax: 020 8983 1910	Two fresh fruit and veg co-ops providing weekly orders to people in Tower Hamlets.	4 years 1:10 30	An evaluation report is available.
Trevithick School Breakfast Bar Stephanie Thomas Trevithick C.P. School, Mount Pleasant Road, Cambourne, Cornwall TR14 7RH 01209 713 460 Fax: 01209 710 028	A breakfast bar providing breakfasts for children and their parents during the school term.	4 years 2:0 150	No evaluation.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Unstone Grange Organic Gardens Darrel Maryon C/o Unstone Grange Crow Lane Unstone West Yorkshire S18 5AL 01246 412 344	This project involves volunteers working together one day a week on the restoration and use of a kitchen garden and orchard. The weekly sessions involve learning sustainable and organic techniques.	6 years 0:2 8	The project is evaluated by measuring attendance levels and the success of the open days.
Urban Oasis Anthony Milroy Arid Lands Initiative, Macpelagh Works, Burnley Road, Hebden Bridge, West Yorkshire HX7 8AU 01422 843 807 Fax: 01422 842 241 Oasis@aridlands.freemove.co.uk	A food growing partnership between a housing estate and an international environmental organisation involving children and people on low incomes. Food is grown and consumed by local people. Tree growing kits are also given to the local primary schools to plant on the estate and in the school grounds.		No evaluation.
Walker Food Co-op Ruth Hutten c/o Walker Health Project, Walker Library, Welbeck Road, Newcastle, NE6 2PA 0191 276 0595	A community development project which researches food choices in east Newcastle. The project also runs 2 food co-ops in community settings and provides a delivery service and has 2 tuck shops in primary schools.	6 years 1:12 260	An evaluation was carried out to see if the food co-op impacted on food purchasing patterns and healthy eating choices. This was done using a questionnaire.
Westfield Park Food Co-ops Muriel McKerral Westfield Park Community Centre, Westfield Street, Falkirk, Stirlingshire, FK2 9DX 01324 508520	Food co-ops.	9 years 1:0 220	No formal evaluation.

Directory of Local Food Projects

Contact Details	Summary	Duration Staff/volunteers No of project users	Evaluation details
Wolverhampton Food Co-ops Umbrella Group Ltd Anna Frankel 92 Stanley Road, Wolverhampton WV10 9EL 01902 556 632	A project to support and develop food related enterprises, fresh food co-ops and healthy eating in Wolverhampton. The project is open to anyone, but particularly the unemployed.	7 years 0:16 240	No evaluation.
World of Food Project Steffi Elhassan Lever Chambers Centre for Health, Ashburner Street, Bolton Greater Manchester, BL1 1SQ 01204 360 094/5 Fax: 01204 360 098	Multi-cultural cooking festivals and workshops.	7 years 5:20	Community profiling through networking with health professionals, community workers and group leaders - meeting groups to discuss food and health needs and barriers. Evaluation reports are available.

SECTION 2: **Joining in**

2.1 **Getting Started!**

There are two steps to take if you are thinking of starting a project: find out what is already happening, and find out what people want.

What is already going on?

You have already picked up this toolkit, so you can start to find out what is going on quite quickly. Look through the previous sections: part 1.2 describes the sorts of projects happening across the country, and part 1.3 lists the projects on the Food Poverty Network database. Have a look at those lists and then pick up the phone. Contact the projects that interest you, or contact the database enquiry line (020 7413 1995) for up-to-date information. Consider visiting a selection of projects and see how they operate.

Join the food poverty network so that you receive the quarterly newsletter Let Us Eat Cake! with exciting ideas for projects, new publications and regional and national events where you can meet people and exchange experience and ideas. It's never too soon or too late to expand your networks. Contact the Food Poverty Network on 020 7837 1228.

What does the community want?

Having familiarised yourself with what is going on around you, it's time to talk to people locally and find out what they think. You need to discuss whether or not they feel that there is a need for action and what impact it would have on the community and different groups within - women, children, the elderly, disabled people, minority ethnic groups.

It is crucial that people who you hope will benefit from the project are involved from the start. A successful project is one that offers something people want, not what you think they should have!

Sometimes people simply want some human contact. A tin of beans in front of the TV, or a bag of chips in the street, may stave off hunger and even be nutritionally satisfactory, but they miss the mark. Some of the most successful food projects just provide opportunities for people to meet and eat together – a rare treat, particularly for those whose low income often brings acute social isolation. Other projects aim to reduce the stress of shopping for hard-to-find, expensive or bulky foods. For example, a project might provide an outlet

Getting started!

selling fruit and vegetables once a week, in a mobile van parked five minutes walk from the front door. And some projects are simply about self expression, providing a non-threatening group in which to admit you hate cooking and cannot think up ideas for meals, but have a family to feed.

People are generally likely to be more interested in projects that can offer benefits which are visible, early and likely. Promises of better health in 30 years time don't usually galvanise action now. But saving money and time, having a bigger repertoire of recipes to choose from, losing weight, getting to know more people, or feeding the kids for less, can prove to be very effective motivating factors for many people.

... and how do you find out?

There are many different ways of consulting and involving the community that you are going to be working with, including:

- a) holding community meetings or discussion groups;
- b) using community participatory appraisal methods;
- c) setting measurable objectives and conducting local surveys

You will probably want to use a combination of these methods, or even all of them, to ensure the participation of local community members in the project. Be careful, though, that your approach doesn't put people off. Many of the people who can benefit from food projects might seem to have given up caring about food. This is understandable. With no money and little social life, looking after yourself ceases to matter so much. Dealing with feelings of depression and low self-esteem may need to be tackled before dealing with diet. Indeed, the emphasis on healthy eating over recent years may have increased the gap between what people feel they can manage and the 'ideal' being promoted. People may feel they can't live up to a perfect model, and hide their feeling of inadequacy in a 'don't care' attitude. The truth is they probably do care, but dealing with poor self-confidence may be the first priority. Many food projects aim to do just this and simply use food as a way of helping people to feel better about themselves. Healthy eating comes later.

a) Community Meetings

One way of finding out what local people want is to hold meetings or discussion groups. These could be completely informal - an open invitation to a meeting to discuss food and healthy eating, for example, to assess interest and drum up some support and ideas for the project. Remember to include free refreshments (and check our publicity suggestions, in section 3.2). Or you might want to make it a bigger, more formal event, perhaps with a talk from a dietitian.

Whatever the type of event, getting a group of people sufficiently motivated to start up a project will require some preparation. By holding a meeting and bringing in someone who has already worked on a project or someone with a broad knowledge of the different types of food initiative, you might be able to develop motivation and ideas. People at the meeting can be asked to discuss a whole range of issues and be encouraged to offer ideas themselves. Another approach is to hold structured discussions with a small number of selected people, using a fixed list of questions that need exploring. Such meetings are often referred to as focus groups. These types of groups can be used to examine issues in more detail. There has been a lot of enthusiasm for focus groups recently, especially in such fields as development, health and education.

Remember, you are not the first group to do this. Talk to other people about how they established their project and how they involved the local community.

b) Community participatory appraisal

The phrase 'participatory appraisal' simply means that the recipients of a service are involved in assessing the need for the service and evaluating its impact. The importance of local community members being involved at all stages of a project throughout design, implementation and evaluation is becoming increasingly clear.

When developing any project you need to start with the motivations people have for wanting to make changes and wanting to get involved. Local people will have different ideas about the problems that concern them and what they can do to overcome them, and only by talking these through can you reach agreement on the overall aims of the project.

There may be some contrasting views: the people who are on the 'receiving end' may have different ideas about what is

Getting started!

needed from those who are paying for the project, and these may be different again from the views of any 'professionals' or other people brought in to help implement the project. That is why it is important to work together from the start. It isn't always easy to find that common ground where everyone agrees and the project can move onwards. However, it is better to explore this at the beginning, than to find out half way through that you were all trying to do different things.

You will find participatory appraisal can be made easier with the use of certain tools and techniques. Oxfam has a great deal of experience of using participatory appraisal techniques in its work overseas and is now examining ways of incorporating some of this experience into its UK programme. For more details on Oxfam's work in this area, contact Ruth Elmsley at Oxfam GB on 01865 313246.

One of the methods being developed by Oxfam in conjunction with Sustain's Food Poverty project is an approach called community mapping (see box). This involves collecting local data and making it visual.

Community mapping is a form of participatory appraisal that literally means making a map of an area to understand the local food economy. It involves identifying all relevant factors including the production and distribution of, and access to food. The aim is to inform and empower local people in order to build up their capacity to address their own problems. All the data derived from the mapping exercises needs to be discussed by the community, so that strategies and tactics to address food poverty which are appropriate for that situation can be developed. These may include creating food co-operatives or community cafes or lobbying supermarkets or local authorities to improve transport. The map itself is a powerful way to convince policy makers that there needs to be change. For more details on this approach, contact the community mapping project at Sustain, on 020 7837 1228.

Sustain has also developed a toolkit called Food Measures to help local groups develop food indicators for their area. Indicators are measurable aspects of food production, transport, and shopping that can be assessed locally, and the toolkit goes on to give guidance on how to turn these indicators into campaigns for change. Contact Sustain on 020 7837 1228, fax 020 7837 1141, e-mail sustain@sustainweb.org.

Similarly, a technique called Food Futures is being developed by the Soil Association as a method for showing people what they need to do to get fresh, healthy and affordable food in a sustainable way. For more details, contact Joy Carey at the Soil Association, on 0117 929 0661.

There are also a number of organisations able to offer information about and/or training in participatory appraisal skills in the UK.

The Hull and East Yorkshire Participatory Rural Appraisal Network run participatory appraisal introductory workshops. Contact Linda Tock, Community Focus, Hull Education Centre, Coronation Road North, Hull HU5 5RL, Tel 01482 616 616, fax 01482 616 615, e-mail pranet.comfocus@tinyonline.co.uk.

The Institute for Development Studies (IDS) produce a number of PRA information packs and offer training. Contact Jane Steven at the IDS, University of Sussex, Brighton BN1 9RE, Tel 01273 678 690, fax 01273 621202 e-mail participation@ids.ac.uk.

Scottish Participatory Initiatives provides training and practitioner support for all participatory appraisal methods. Contact Andrew Inglis at the SPI, 3 Queen Charlotte Lane, Leith, Edinburgh EH6 6AY, Tel 0131 5550950, e-mail 101234.2170@compuserve.com.

The New Economics Foundation has been developing and promoting a range of participatory techniques. Their book *Participation Works!* looks at 21 techniques. Contact Julie Lewis on 020 7407 7447.

c) Setting objectives and conducting local surveys

Whatever way you decide to do it, it is vital to collect information about the area that you are working in. What is the rate of unemployment, the percentage of single mothers, the mortality rate, for example? It might not seem important at the time, but you will find it extremely useful for fund-raising (See *Getting the Cash*, below) or evaluating your project (see *Showing it Works*, below) and it will increase people's understanding of their local situation. Most of this information is already available at the local council or health authority, but you may need to pull together the relevant bits. Information that is not readily available can be collected by conducting a survey. It isn't difficult to conduct a survey (and we have provided a few exam-

Getting started!

ples below, based on ones used by projects). More difficult, however, is to know what questions you need to ask. For this, you need to know what your objectives are. Once you are sure about these, you can then use surveys and questionnaires to measure whether or not you are achieving these objectives.

At this point you may find it useful to look at our section 3.1 on evaluation which looks at aims, objectives, targets and how to measure them. The two go hand in hand. You set an objective. You think about how you can measure how far you have achieved the objective.

When you set objectives for your project avoid vague concepts like 'better nutrition' or 'greater access to shops' or 'improved understanding of healthy diets'. These may be your overall aims, but they are not detailed enough to be specific objectives and cannot easily be measured.

Objectives need to be more concrete and measurable. For example, measure the amount of fruit people have in their kitchens or shopping baskets. Measure the journeys people are making. Ask people what they ate for supper last night, and what they would really like to have eaten. Ask what they think makes a healthy recipe, and an unhealthy one. All this is useful information to use when evaluating the changes you hope to make.

Surveys help evaluation

It is important to build in the evaluation from the start. Questionnaires are good for collecting information before you start a project, and they are good for seeing how things have changed at any time during the project or after it has ended. Using the same questionnaire before and after allows you to make direct comparisons, and can show how effective your project has been. This is the secret of good evaluation (see section 3.1 on evaluation). Just to point you towards some possibilities, here a few examples of the measures other projects have used:

A checklist asking participants to list the food they ate in the last 24 hours, to measure, for example, daily fruit and bread consumption;

A survey of the contents of children's packed lunch boxes to assess children's fruit consumption;

A questionnaire 'What would you advise someone trying to lose weight?' to assess dietary knowledge;

A group discussion on where members shop — including the cost of bringing the shopping back, what transport they use etc. Specific question included where they get fresh fish and green vegetables;

A classroom project recording the content of the household fruit bowl and vegetable basket for two weeks, monitoring fresh fruit and veg consumption;

A classroom project looking at the content of the refrigerator over a week, monitoring the variety of foods consumed;

A test of food confidence, which observed children's willingness to select and taste foods which were new to them;

The use of local allotments for growing fresh produce, and the length of the waiting lists for people wanting to join the allotment scheme;

A survey of local shop shelf space devoted to healthy foods, local shop pricing of healthy foods, and their sales of healthy and less healthy foods;

An estimate of the number of people failing to take up all their benefit entitlements;

A record of the number of people attending group meetings, the number and frequency of meetings, and the number of requests for more meetings.

The secrets to good questionnaire and survey design are:

- 1) Make sure the questions are answerable, and preferably can be collected into simple statistics. Don't ask 'What do you think about...' but rather ask 'Do you think that... Yes / No'. The person answering will find it much easier to indicate their preferences, and you will find it easier to add up how many people said yes or no. You can also add a space for 'any other comments' to give people a chance to express themselves.
- 2) Try to measure easily-found facts rather than generalisations. Better to ask 'What did you eat for your evening meal last night?' and then see if anyone mentions fresh fruit or vegetables, instead of asking 'Do you usually eat fresh

Getting started!

fruit or vegetables for your evening meal'. This is especially important if you suspect that your respondents may be likely to give you the answers they think you want to hear — they may easily answer 'yes' to the second question, whereas the first question may get nearer to the truth.

- 3) Keep the questionnaire short. The longer the questionnaire the more likely it will not be finished, and perhaps not even started if it looks daunting.
- 4) Assure respondents of confidentiality. Remind your respondents that they can tell you the answers in confidence, and that only the collected data will be made public. Show them that the questionnaire has a number, not a name (keep the list of numbers and names in a secure place, if you need to keep it at all, e.g. for follow-up questionnaires). People need to believe you, especially if you are asking sensitive questions about income, benefits and debts, or about commercial dealings such as a shopkeeper's trade.

Interviews

One of the problems of questionnaires is that you rarely get more than half of them back, and many of those you do get back will be only partially filled in. If you anticipate a problem, then consider spending a bit more time on the data-collection procedure by interviewing people face to face. This gets round the problem of low return rates, and also ensures that you don't lose responses from people who might otherwise be excluded - perhaps due to illiteracy or to poor English. An interview could simply mean running through the questions on the questionnaire over the telephone and filling in the responses. Alternatively, you might want to carry out a number of semi-structured, face-to-face interviews. This allows you to discuss certain issues in more depth with a number of people.

The next three pages show some sample questionnaires, adapted from real ones used by food projects.

Examining the prices of food in different shops

(Thanks to Khush Dil - a project in Birmingham which now no longer operates)

You may want to compare prices and distances that have to be travelled to different shops. One project compared prices in and distances to the local corner shop, the town street market and the cheapest supermarket (which could only be reached by car). Another project wanted to see if local shops had healthier food options, and whether these cost more.

We recommend that you involve your local Community Dietitian when choosing foods for these lists.

Choose the cheapest packs available and write down their prices

	nearest shop	cheapest supermarket
Less healthy basket of food		
Cornflakes, 500 gram		
Full fat milk, one pint		
Hard margarine, 250 gram		
Sliced white bread, large 800 gram		
Regular beef mince, 1 lb/454 gram		
White flour, 1.5 kg		
Plain spaghetti, 500 gram		
Plain long-grain rice, 250 gram		
etc		
etc		
Total		
More healthy basket of food		
Whole wheat cereal (like Weetabix), 500 gram		
Skimmed milk, one pint		
Sunflower reduced fat spread, 250 gram		
Wholemeal sliced bread, large 800 gram		
Reduced fat/lean beef mince, 1 lb/454 gram		
Wholemeal flour, 1.5 kg		
Wholemeal spaghetti, 500 gram		
Whole grain/brown rice, 250 gram		
etc		
etc		
Total		

Monitoring shopkeeper's sales

(Thanks to Khush Dil - a project in Birmingham which now no longer operates)

A project in an Asian community wanted to know whether their health education activities had changed people's shopping baskets. Among other measures, they asked the local shopkeepers about sales of healthy and less healthy foods.

Confidential: This sheet is confidential. Your replies will be added to others and the results reported for the area as a whole.

Sales in the last six months.

Please indicate how sales have changed for the following:

	INCREASED	DECREASED	NO CHANGE
Milk - whole			
- Semi-skimmed			
- Skimmed			
Butter			
Ghee - butter ghee			
- vegetable ghee			
Oils - corn/sunflower oil			
- other vegetable oil			
Chapatti - white			
flour - wholemeal			
- brown			
Pulses			
Fresh fruits			
Fresh vegetables			
Meat - regular			
- with fat removed			
Fish			
Chicken - with skin			
- without skin			

Have you been asked for foods which you do not normally sell? YES / NO

If 'YES' then what were these? _____

Have you started selling new products? YES / NO

If 'YES' then why did you start to sell them? _____

A questionnaire asking people what they eat (designed for older people)

(Thanks to Lancashire dietitians and Lancashire Family Health Services Authority - 01772 704141)

Shopping and Eating

Who does your food shopping? _____

What food do you have delivered? _____

Who cooks your meals? _____

Which of the following do you have?

Oven Fridge Microwave Hob Freezer Grill

How many meals do you eat each day? _____

Which of the following do you eat regularly?

Meat Eggs Beans/peas/lentils Fish Cheese

How often do you eat fruit?

Daily 3-4 times a week 1-2 times a week Rarely

How often do you eat vegetables?

Daily 3-4 times a week 1-2 times a week Rarely

How much milk do you use each day? _____

Do you ever skip meals?

Regularly Occasionally Never

Do you follow a special diet? _____

Do you have any difficulties eating or drinking? _____

Would you like to discuss them? _____

Your name _____

Project management

Last, but by no means least, as you consider starting up a new project, you will want to think carefully about how it is to be managed, and how to involve local participants in the management.

Successful management means co-ordinating all the resources available to ensure the satisfactory progress of the initiative. The skills needed for successful management range from those of an army general to those of a psychotherapist, along with those of an accountant and a door-to-door salesman, too! You can't expect a single individual to combine those skills, and instead you may prefer to form a group with some of those skills shared among them.

a) Setting up a steering group

Even if you could find the perfect project director, you would want a steering group or management committee to help guide the project. Successful initiatives usually have an active steering group, or management committee, which meets from time to time (e.g. monthly or quarterly). The group receives reports from the staff about the day-to-day work and finances and it discusses the strategies needed for developing the project. If the project has a formal constitution then the terms of appointment and the duties of the management group will be defined. If the initiative is more informal then the duties and roles of the members of the steering group may be less clear. This may be acceptable if everyone is pulling together but can be a problem if disagreements occur. It is well worth considering adopting a formal constitution at an early stage, especially if there is likely to be a need to set up a bank account or apply for funding — banks and funders may ask for a copy. So might the Inland Revenue, as you may be liable for tax on any profits the scheme generates, depending on the constitution of your project. Advice on constitutions can be obtained from your local Council for Voluntary Service, Business Centre, Legal Advice Centres or the National Council for Voluntary Organisations (see Getting help section 2.3).

b) Managing volunteers

Anyone who has been a volunteer knows the pleasures and pitfalls that accompany this role. Volunteers have a vital part to play, but must be offered proper training and support. As a hard fact, they increase the amount of work that can be done for a given budget. But they are also a means of ensuring the project stays close to a community

and that that community's needs are reflected in the service provided. Many projects have found that the volunteers themselves benefit from participating in the scheme, acquiring new skills and confidence. Project users were often touched that people were giving up their time for them, so that what was provided was not simply a service, but a message that someone cares.

Projects that survive with little or no money do so largely on the backs of enthusiastic volunteers. But from the management viewpoint, volunteers bring a number of responsibilities as well as benefits:

Training: you should provide adequate induction and encourage skills development.

Rights: ensure that equal opportunities policies apply to volunteers.

Benefits: try to ensure that volunteers have access to all privileges and perks.

Clear roles: provide well-defined job descriptions and supervision.

Participation: try to ensure that volunteers are involved as much as anyone else.

Insurance: make sure that volunteers are covered in the same way as paid staff.

Burn-out: try to give volunteers good social support.

Exploitation: do not use volunteers to replace paid employees.

Remember that just because they are 'free' doesn't mean you can just throw volunteers in at the deep end and hope for the best. If you do this it is likely that they will be less reliable and less productive. They need to be effectively managed like everyone else and this takes time.

People claiming Income Support must not do 16 hours or more paid work each week, and all payments must be declared. Payments in kind do not count as earnings. Job Seeker claimants may need to satisfy their local benefits office that they are available and seeking work while volunteering.

c) Developing skills

The development of people's skills and abilities is an important part of the project. This means developing the abilities of the beneficiaries and participants in the project as well as the staff. Some projects explicitly offer skills as a service - cookery lessons, for instance.

Getting started!

Often the most effective way of transferring skills is using local people as the 'experts'. Several projects report that people who can understand or who actually share similar social circumstances or backgrounds are seen by the participants as easier to relate to. If a group expresses an interest in acquiring new cooking skills, say, then any project using local school meals staff might be viewed more favourably than one which brought in a health visitor or dietitian who doesn't live in the area.

But it isn't just the project participants who might benefit from acquiring new skills. Paid workers and volunteers on the project may also benefit from training sessions, which can be run within the project or as educational opportunities run by other organisations.

Make enquiries about local opportunities for training in, say, food handling (ask at your local authority Environmental Health Department) or book keeping (try your local evening courses). These can be low cost or even free, and they can enhance staff morale as well as increasing the skills available to the project.

It is also possible to consider the project as a skills-learning activity, even if that is not its main aim. Skills add value to the project. The local authority may even be persuaded to offer job placements to unemployed people seeking training opportunities and work experience on the basis of the working experience that the project offers (ask at your local authority Small Business Centre). The skills developed by food projects are achievements and should be included in the objectives and the evaluation. By helping to run a food co-op, say, participants have acquired experience and skills such as assessing the quality and value of fruit and vegetables before purchasing, weighing out, book and record keeping, stock control and retailing skills. All these skills can help them secure employment in the future.

By tackling economic and social, physical and psychological issues, a project demonstrates a holistic approach to health. This makes real the philosophy that health is not just the absence of disease, but a way for individuals to define and fulfil their potential. The box below shows examples of some of the skills that might be needed for food projects.

What skills does your project need?

Food-related skills:

- Food purchasing, ordering, quality specifications
- Food hygiene, storage and handling
- Food preparation, catering/cooking, serving
- Nutrition and diet advice

Administrative skills:

- Stock-keeping
- Book-keeping, monitoring bank accounts, paying bills, issuing invoices
- Correspondence, dealing with enquiries
- Dealing with leases, rents and insurance
- Tax and VAT forms, staff payments, National Insurance
- Vehicle registration, maintenance

People-handling skills:

- Recruiting staff and volunteers
- Allocating responsibilities
- Developing equal opportunities and policies and practices

Promotional skills:

- Fund-raising
- Project promotion, publicity, public speaking
- Meeting visitors and clients

2.2 Getting the Cash

Fundraising

Successful fundraising means showing (a) something is needed, and (b) that your project can help meet that need. To demonstrate this, you should conduct a preliminary survey (see *Getting Started*, part 2.1), showing the problems being faced, the numbers of people facing them, how often they face them and so on.

Then, to show that your project can help solve these problems, you should be able to show that there is a service people want, show who wants it, suggest how many people will use it, and provide figures based on your preliminary investigations. It helps to refer to similar projects and describe the benefits they've brought. Some of them might even have an evaluation report which you can refer to.

Compile figures

Few things impress a funding body more than showing how their money has been used to change something measurably. This means taking a measure before, as well as after, the project is starting to have an impact. Later, you will want to be able to evaluate your project (and so will your funding body) so get some facts and figures about the situation before the project begins. Before you think of raising funds, go out and get some statistics (see the section on surveys, above, and also Showing it works, section 3.1). A funding application will contain similar material to a business plan (see *Down to Business* in this section). Depending on the amount of money you are seeking, you may need to add some extra details to the business plan, or it may be enough to enclose the business plan as an appendix to a funding application.

Finding funders

Identifying sources of funding can be time-consuming. Contact your local Council for Voluntary Services CVS to start with. Also the Directory of Social Change produces guides to company and charitable giving but it can be quite expensive to keep up to date with all the volumes (try your local library instead). 'Funder Finder' computer software is also available to help people locate suitable sources of funding. Again, ask at your local library or CVS.

To give you some further ideas, you might want to look at the list of organisations that are known to have given funds

Getting the cash

to projects on the Food Poverty Network Database, which we have listed below (a couple of pages further on). You can get more information about these funders from the database enquiry service which is located in the Health Information Team at the Health Development Agency on 020 7413 1995.

Again, it is helpful to network with similar community organisations in your area. It may be that one of their funders is eager to support other similar local projects. You should try to identify local businesses that might be willing to fund you. This is often an important part of their public relations. Local banks and supermarkets, in particular, may be willing to provide support if they feel it will benefit the community.

Some funding bodies have application forms that they expect you to complete. You can sometimes get help with filling in these forms from the local CVS or sometimes from the local authority Community Education or even Social Service departments.

One of the best examples of a funding application form is the National Lottery Charities Board (NLCB) application form, which is well worth looking at and following as an example of how to organise your thoughts (you can obtain a copy of their application pack by phoning 0345 919191). The NLCB form asks for details about the structure of your organisation and the people working in it, plus details about the organisation's finances, and then asks why you are applying for a grant, including:

- a summary of your scheme
- what the grant will be spent on over the period of the scheme
- how you will be able to judge success
- a description of up to three key tasks in the first year of the scheme
- how you know there is a need for the scheme (with facts and figures)
- what similar schemes exist in the area
- how your scheme will work with these similar schemes
- how your scheme fits with statutory services (e.g. local authority or health services)
- how the staff will be managed, and their payment details
- how you will support volunteers
- a description of the people or organisations expected to benefit from the scheme

- how these beneficiaries will be involved in the scheme, including its management
- how the views of beneficiaries will be expressed and responded to
- how you will apply equal opportunities policies

These are all pertinent questions which any funding body would be pleased to know you have addressed.

The form finishes with requests for detailed financial plans, and for contact details for one or two independent referees who can support your application. Remember to include the costs of:

- administrative time
- professional support, such as an accountant to prepare your annual financial reports
- training, including for volunteers

You don't have to be a registered charity to get funds from foundations or from the National Lottery, but you may have to be a registered charity if you want money from some particular grant-giving trusts. Find out before you apply. Some funders prefer to give a single donation, perhaps in the form of a piece of equipment, rather than continued funding over a period. With equipment, make sure you cover all the costs, including some maintenance costs, and the VAT on purchase, and delivery, and insurance. Indicate to the funder what will happen to the equipment if the project has to close (e.g. passed on to a charity of their choice).

Lastly, some donations may take the form of goods or services rather than funds. The use of premises, for example, is often the greatest contribution a project needs, and the donating body (e.g. a church or community centre) should be duly recognised and thanked in annual reports and other documents.

Down to Business

Like it or not, you might need to think in terms of running a business when it comes to making a success of your project.

A Business Plan

In order to think constructively and logically, it helps to spell it all out in the form of a business plan, which is a document setting out the project's financial development over the medium term, say three to five years. The usual purpose

Getting the cash

of a business plan is to convince a bank manager to lend you money to launch, or continue, your business. A business plan will contain very similar information to a funding proposal, but some funding bodies will expect you to show a business plan as part of your application for funds.

Even if you are not intending to apply for funding, or even to ask for a loan from a bank, it is well worth the exercise of drawing up a business plan. It can help you crystallise your thoughts and give you a map through the next few years, with milestones to show how well you are progressing. You can get free guidance on business planning from your local Training and Enterprise Council, your local authority Economic Development Department, and branches of high street banks including the Co-operative Bank, Barclays, Midland (now HSBC), Natwest and Lloyds. Here are the key elements that you need to include in a business plan:

- Give a summary of the proposals in just a few sentences (you may find it best to write the summary after you have written the rest).

- Give a description of the overall scheme, and how it compares with other similar schemes (this is a more detailed paragraph outlining the aims and objectives of the project and the overall means of achieving them).

- Describe the product or service you want to provide, in day-to-day terms and in easy-to-understand words.

- Describe any other products or services that you may be relying on.

- Compare your product or service with any that you may be 'competing' with.

- Describe the 'market' or the need that you believe exists — this should reflect any surveys you have done and provide evidence of interest you have received. How many people will you serve? What, if anything, will you charge and can your customers clients members afford these prices?

- Include a marketing plan showing how you will promote your scheme and generate the interest you believe to be there.

- Describe how the project will operate, including the premises you will need, the equipment, the staff and the skills they should have and the training they may need.

- Don't forget security measures and insurance and annual auditing.

- Describe the scheme's management, including the legal structure (you may need to attach a copy of the constitution, if there is one), the day-to-day management structure, and a brief c.v. of the people closely involved.

Give a financial plan, being as realistic and honest as you can be, showing the expected start-up costs, running costs and income expectations over the three to five year period. Include notes to your figures stating the assumptions that you are making. Allow for the late payments of income, such as membership fees or grants. Show the likely bank balance at the end of each month for the first year, and the end of every quarter thereafter, and identify the need for an overdraft when necessary. Include details about any personal savings being invested and how they are to be repaid. State the finances that your scheme will require if it is to succeed: state how much will be needed, when and from whom. List the grants and loans being applied for or already promised. Give details of any assets which can be offered as security against loans.

Tips

Keep the main document short, less than 10 pages. Keep the summary to less than half a page. Have a cover page showing the title of the scheme, the name and address of the scheme and the key person involved. You can always add extra material as appendices (e.g. the c.v.s of staff, a copy of the constitution, the details of market surveys).

When you think you have a good draft plan, show it to people who have experience of business plans, such as an advisor at your nearest enterprise council (ask about these at a bank or library).

Remember to be honest, logical, consistent and realistic!

Funders on the Food Poverty Network database

The most common funders of projects on the food and low income database are local authorities and health authorities with around 30 projects out of 160 being funded either wholly or in part by their local health authority and another 30 being funded either wholly or partly by their local authorities. Not all of the projects funded by local authorities have specified which department provided the support, but those that have include:

Social Services

Housing Department

Safer Cities projects

Community Development Department

Tenants and Residents Association

Environmental Health Department

Single Regeneration Budget

Health Authority funding for projects ranges from £200 to as much as £750,000 over three years. Local authority funding spans a similar range.

Three projects on the database are funded through City Challenge which can be part of the local authority or the health authority or a partnership project between the two involving voluntary organisations as well. Amounts range from £250,000 to £750,000.

A number of projects are funded by national governments including three by the Scottish Executive (*tel: 0131 556 8400*), and two by the Urban Programme Unit in Scotland (*tel: 0131 556 8400*) with amounts ranging from £12,000 to £160,000. In England one project is funded through the Department of Health (*tel: 020 7972 2000*) and another through the Department of National Heritage (now the Department of Culture, Media and Sport - *tel: 020 7211 6000*), although these grants are much smaller - £250 - £580.

Another big funder of local food projects is the National Lottery Charities Board (*tel: 020 7747 5300*). This currently funds eight projects on the Food Poverty Network database with amounts ranging from £20,000 to £162,000.

The National Dairy Council (*tel: 020 7499 7822*) has also provided grants of £2,500 to three projects on the database in recent years.

2.3 Getting help

There is a multitude of people and organisations who may be able to offer advice or help if you decide you want to go ahead and set up a local food initiative. We suggest that you contact as many people / organisations as possible outlining your ideas for a project. You never know where help may come from.

For example, your local Environmental Health Department can always give up to date advice on current food hygiene regulations. It is also a legal requirement that you contact them and register if you are setting up any initiative handling food. They may also be able to offer courses in food hygiene or recommend places where courses are run.

Below is a list of organisations that you might want to contact if you are planning a community project. Don't worry if it looks daunting - you won't need to contact all of them. Try looking back to the list of skills that you need (see project management) and build it up from there.

- Business Enterprise Unit (advice on fund-raising, accounting, business planning, constitution, premises, publicity)
- Community Dental Health Worker (at main NHS hospital, offering dietary advice, speakers, leaflets)
- Community Dietitian (at main NHS hospital and independent, offering dietary advice, speakers, leaflets)
- Council for Voluntary Services (for information on other local organisations, constitutional advice and sources of funding)
- Environmental Health Department (at local authority, offering hygiene advice, speakers, staff training)
- Fire Services (fire prevention advice)
- Health Promotion Unit (at main NHS hospital, offering speakers, leaflets)
- Health Visitors (at local clinics, health centres, offering advice, contacts with families)
- Local Church (may have volunteers, advice, skills e.g. book-keeping)
- Local food business (advice, skills, support, contact with wholesale suppliers, surplus goods)
- Other religious centres (facilities, multi-cultural advice)
- Schools (e.g. home economics staff, catering staff, head teacher, may offer advice, facilities, premises)
- Trades Councils (health and safety at work advice)
- Training and Enterprise Councils (TECS) (may offer training, facilities, funding)

Getting help

Universities, colleges and adult education centres, community education centres (help with evaluation facilities, advice, trainers, premises for meetings)

More help

The National Council for Voluntary Organisation (NCVO) is useful for advice on **constitutions**, legal matters, training, fundraising etc. Phone them up and ask them to send details of the services they offer to groups like yours: 020 7713 6161.

Your local Council for Voluntary Services (CVS) may be able to offer you information on any similar groups or organisations in your area that you may be able to tie in with. It may also be able to direct you to possible **sources of funding**. To find out if there is a CVS or equivalent in your areas you should contact the National Association of Councils for Voluntary Services on 0114 278 6636.

If you take on any **employees** you will need to talk to the Inland Revenue. They may also want to be satisfied about any ideas for non-cash schemes (see LETS schemes) you are operating. Try and find someone who knows about these matters - a friendly accountant, church treasurer, or someone in the nearest Council for Voluntary Services, or the small business advisor at your local bank.

Regarding **working conditions**, you may want to get the advice of officers of the Health and Safety Executive who have inspectors responsible for safe working conditions (if there's nothing in the phone book, try their head offices in London 020 7717 6000 and Bootle 0151 951 4000). You may also get health and safety advice from local trade unions through the area trades council).

SECTION 3: **Building on success**

3.1 **Showing it works**

Why Evaluate?

Simply, you need to show that you've made a difference. At the very least, funders will want to know that you've made an impact with their money. Some funders may even have made it a condition of their funding that you have achieved certain targets. If you are looking for more funding you will have to show your worth.

Evaluation is also important to help you guide the future direction of your project. If you can see what has worked and what has not worked, then it is easier to see what changes need to be made.

Lastly, showing that a project works is a great morale booster for both the project staff and the users. Everyone wants to know that they are part of a success story.

But the idea of evaluation can be off-putting. It is surrounded by jargon and is often presented as something which only 'experts' can understand. This is not true. Evaluation is something we all do as part of our daily lives and so we already have many of the skills needed to evaluate our work.

There are various approaches to the task. You can collect heaps of data, if you have a mind to. Or you can employ an external evaluator, if you have the budget. Or you can invite local colleges or universities to become involved as a training project for their students or a research project for their staff. This can bring in broader expertise and skills than you may have available, and should not be costly.

Obviously one of the best ways to learn how to evaluate local food projects is from people who have already done this. Some projects have produced their own evaluation reports. Project workers might be willing to come and talk to you about how they evaluated their projects and enable you to learn from their experiences and avoid making any of the same mistakes. (See Section 1.3 - Directory of Local Food Projects, for examples of projects that have conducted some form of evaluation.)

You will, of course, have undertaken several surveys, if you followed our advice in section 2.1, especially part (c) on setting objectives. Your early assessment of needs will be the basis for showing change and hence showing that a project has (or has not) had some effect.

If for whatever reason, you did not collect any data at the beginning of the project then do not worry. It is possible to conduct a survey at any stage in the project and another later on to demonstrate that change has occurred. You could also ask project users to reflect on what their situation was before and how this has changed.

Always remember to assess whether or not a project has had outcomes that were not envisaged in the original aims and objectives. A food co-operative which is established to improve people's access to fruit and vegetables, for example, might also serve to enhance the skills of the volunteers involved and so improve their employability. It is important that such outcomes are also recorded.

This section on evaluation has been adapted from What Difference Have You Made? A Guide to Evaluating your project, prepared by the Charities Evaluation Service for the BBC Children in Need Appeal. You can contact the Charities Evaluation Service for more information about monitoring and self evaluation, on 020 7713 5722.

Five Steps to Successful Evaluation

If you want to conduct the evaluation yourself then you can. Self-evaluation can be carried out in 5 simple steps.

- 1) What difference do you want to make? What are your **aims**?
- 2) How are you going to make the difference? What are your **objectives** and measurable **targets**?
- 3) How will you know you are making a difference? What are your **indicators of success**?
- 4) How well are you doing? **Monitoring**
- 5) What difference have you made? **Evaluation**

The next few pages use an imaginary project - the Ballybracken Fruit and Veg Co-op - to show what we mean.

1) Aims

Your **aims** are your desired **end results**. Make sure that they are **clear** - that you and others understand them - **and realistic** - that you will be able to achieve what you are setting out to achieve given the time and money available.

Aim: To improve the diets of people in Ballybracken Estate.

- 1) *Improving their access to fruit and vegetables*
- 2) *Improving their knowledge of healthy eating*

2) Objectives

Objectives describe the actions that you are going to take in order to reach the end results. You need to look at each aim and ask 'How are we going to get there?' 'What do we need to do?'

Objectives:

- 1) *To establish a fresh fruit and vegetable co-op*
- 2) *To encourage people to swap healthy recipes*

Targets

It is important to include specific **targets** so that you can measure how well you are meeting your objectives, and outline a **timetable** showing when you aim to meet them.

Targets:

- 1) *Operate Co-op twice a week serving at least 50 members*
- 2) *Develop booklet of at least 50 members' recipes within 6 months*

When setting targets you need to think about how often you need to do something or how many people you need to work with to make a difference. It is important to make targets as realistic as possible by discussing them with the people who will be doing the work.

3) Success indicators

So far so good. But knowing that you are achieving your targets does not guarantee you are achieving your aims. In order to know that your activities are making a difference, you need to identify indications of your success, or 'success indicators'.

You need to ask:

- How can you tell if your activities are making a difference?
- What sorts of things will show that your activities are making a difference?

To identify your indicators of success you need to take each of your aims and ask the questions above. Don't just discuss this within your team, talk to the people who will be most affected by your work, for example, the project users. Different people have different ideas about what success means. It helps if you can discuss them all and then decide which works best. For our imaginary project they might be -

Indicators of success:

- 1) *An increase in consumption of fruit and vegetables*
- 2) *An increase in knowledge about healthy eating*

But how can you measure an increase in consumption of fruit and vegetables or increased knowledge of healthy eating? Neither of these are easily measured, and you need to find indicators that reflect consumption (shopping baskets, fruit bowls) and knowledge (understanding of terms, use of different cooking methods).

You need to show how these measures of success have changed. This is why evaluation needs to be carefully thought through before you start the project. You need to be able to show change, by comparing measures you obtained before you began with measures obtained after the project has been running.

So, for the Ballybraken fruit and veg co-op, it helps to have collected information about people's fruit and veg consumption and knowledge of healthy eating before the project begins. (See *Getting Started* section 2.1)

Don't despair if you have no figures for 'before'. Try to get figures as the project progresses and show improvement stage by stage. Or, if the worst comes to the worst, try to get figures based on recalling what things were like before - using any available figures that could reflect the earlier scene, and any reliable memories people have about the situation before the project began.

So far...

...we have seen that targets help you to see whether you are achieving your objectives - doing what you planned. Indicators of success help you to see whether you are achieving your aims - making the difference you wanted.

4) Monitoring

It's best not to wait until the end of your project before you judge whether you have been successful. Try to check regularly and to do this, you will need to collect information regularly. This is what monitoring is all about. You need to monitor two things: your targets and your indicators of success.

Monitoring targets:

The fruit and vegetable co-op is running twice a week✓
 The co-op has 40 membersx
 50 recipes have been collected and the booklet is
 being produced✓

Monitoring indicators of success:

90% of participants say they now purchase more
 fruit and veg✓
 All participants say they use more healthy recipes✓

Usually, monitoring targets is easier because the information you need to collect is usually numbers. You need to record **how many** times things were done or **how often** things happen. Monitoring indicators of success, though, are also useful to see if you need to make any changes to the way in which your activities are run.

You may have decided your aims should include things that are less easy to measure, such as attitudes and feelings. For these, you will need to collect information on indicators of success which may be less tangible. It is perfectly possible to collect information on attitudes and feelings, but you may need some help to ensure the results are as clear as possible. Try asking around local colleges and community education centres to see if any staff or research students have an interest in working with you.

To collect this type of information you could:

- talk to people involved in or affected by the project - individually, or in groups
- watch and listen and record changes in attitudes or behaviour
- use questionnaires

Lastly, watch out for the unexpected. Some activities can throw up unexpected bonuses (as well as the unexpected problems that always occur). Unexpected bonuses may lead to new ways of expanding the project and can also be included in the evaluation.

5) Evaluation

Towards the end of your project or your project grant you will want to look back and judge how well you have done overall. This is evaluation. Because of the work you have

showing it works

done in the previous steps, you will already have a sound basis on which to make useful and informed judgements. You will have:

- clear and realistic aims
- objectives for each aim
- targets which can be measured or counted
- a list of your chosen indicators of success
- relevant information which you collected as part of your monitoring

You might find it useful to collect some extra information, for example, asking the project users to look back and describe the differences they think the project has made to their lives overall.

Use the information to help you answer the following questions:

- Did the project achieve its objectives - did its activities run as planned?
- If not, why was that?
- Which activities ran well and why?
- Did the project achieve its aims - did it make the differences that you hoped it would?
- Did the project's activities lead to any unexpected differences in the lives of the people involved and if so how?
- What has been learnt and how does this affect the future of the project?

The answers to these questions will form the basis of an evaluation report. The report should also include the background to your project, how you set it up and how you selected the aims, objectives and so forth.

The result will be a very important document indeed. You will use it to report back to your current funders and to make your case to other funders.

Using our imaginary example: Ballybracken Food Co-op set a target of having 50 members within six months but only attained 40. Knowing that they hadn't reached their target meant they were able to examine why. Was it because not many people knew about the co-op? If so, did they need to improve their publicity? It might also have been because people weren't confident about cooking fruit and vegetables in which case it might have been appropriate to hold cookery classes in order to recruit people to the food co-op.

3.2 Making a splash

Publicity

Many projects find it useful to generate some publicity for their work — at the start, to increase local involvement, and when the project is running, to show your funders and supporters how popular you have become!

Here are some ideas for getting publicity:

Posters

Put up colourful notices in shops, newsagents, pubs, petrol stations - in fact anywhere local people go and the owners are happy to give permission.

Get writing (1)

Send out letters to all possible participants and other local people. If you need to know how many people are interested, then you might want to send a stamped self-addressed return envelope to encourage replies, although this can be expensive.

Hold a meeting

Choose a title which challenges and excites. For example, don't say *'Food Co-ops, Do You Want One?'* but instead try something like *'Apples and potatoes 10p per lb., Interested?'* Have a guest speaker who can contribute interesting views, such as *'How to be Healthy, Wealthy and Slim'*. Make sure the publicity mentions the free cup of tea to all who come!

Stars

Invite a local personality or a dignitary to 'open' your project. Some public figures, such as the mayor or mayoress, may have a press officer who can organise media publicity for the event. Ask when you book them.

Press officers

See if your local council or health authority, or the agency funding your project, has a press officer who can give you a hand with publicity;

Press release

Issue a press release outlining your project and why it is newsworthy — see the examples in this toolkit (next page). Send the press release to your local newspaper and radio, TV and to any other organisations who might help.

Making a splash

Get writing (2)

Write a piece for the next issue of the Food Poverty Network's newsletter *Let Us Eat Cake!* published by Sustain: the alliance for better food and farming. Contact the Sustain on 020 7837 1228.

Stop Press!

Local newspapers, radio and TV stations are always keen to cover local stories. Phone them. Be enthusiastic - it's catching! To communicate with several of them all at once then by far the easiest way is to issue a press release.

There is nothing complicated about a press release. The trick is to attract the attention of journalists so it doesn't go straight into their bin. Keep it short. By short we mean less than one side of A4 paper, in normal print.

Start with an **embargo** if you want to prevent the news being published before a certain time. The embargo is the precise moment when the news can be published (e.g. Embargo 10 am, January 5 1998). For the sake of daily papers is best set the embargo as one minute after midnight (00.01 am) on the day you hope it will be in the news. Then put a short, **eye-catching headline**, preferably with an active verb in it.

Here are some examples:

Eatwell: a new community cafepoor
Mayor opens community cafebetter
Mayor launches first 'people's cafe' better still
Mayor lands in the soup!cheeky but effective

Then grab attention with your **first sentence**. See how it is done in a tabloid newspaper. Use short words, stating the 'who, when, did what, where' as clearly as possible (e.g. *Alderman Beneficent, Newtown's 68 year-old mayor, yesterday opened the city's first cafe dedicated to serving the people of Eatwell Estate. The cafe, run entirely by local volunteers, is known as the Eatwell People's Cafe and is the brainchild of Sandra ...*).

Don't forget to include a nod in the direction of your **funders** and include **quotes** from the key players. (e.g. *"The scheme couldn't have started without the support of a NatNorth Bank donation of £500 and another £300 from*

Tasty Teabags," said the cafe's co-ordinator Gillian...) Don't forget to stress the local nature of your story.

Add two **contact numbers** (e.g. *For further details phone Gillian ... on ... or Sandra ... on ...*) and ensure these people are available before the embargo as well as on the day.

You can put further information on the back of the press release, as **background** (e.g. *The idea for the cafe came from a conference organised by ...*)

And that's it!

Media contacts

Here's a list of the main national media organisations who might like to hear your news. Try to ensure they get your press release two or three days ahead of the embargo date. If you send it too early (e.g. a week or more before) it will fall off their desk into a bin. If you send it too late you will have missed their deadlines.

News Editor, **Associated Press**, 12 Norwich Street, London EC4A 1BP
Tel: 020 7353 1515; fax: 020 7353 8118

News Editor, **CEEFAX**, BBC TV Centre, Wood Lane, London W12 7RJ

News Editor, **Daily Express**, Ludgate Hse, 245 Blackfriars Rd, London SE1 9UX.
Tel: 020 7928 8000; fax 020 7620 1654

News Editor, **Daily Mail**, Northcliffe House, 2 Derry Street, London W8 5TT.
Tel: 020 7938 6000; fax 020 7937 4463

News Editor, **Daily Telegraph**, 1 Canada Square, Canary Wharf, London E14 5DT. Tel: 020 7538 5000; fax 020 7538 6242

News Editor, **Independent Radio News (IRN)**, 200 Grays Inn Road, London WC1X 8XZ. Tel: 020 7430 4814; fax 020 7430 4834

News Editor, **Independent Television News (ITN)**, 200 Grays Inn Road, London WC1X 8XZ. Tel: 020 7833 3000; fax 020 7430 4082

Programme Editor, **Jimmy Young Show**, BBC Radio 2, Broadcasting House, Portland Place, London W1A 1AA. Tel: 020 7580 4468; fax 020 7580 7267

News Editor, **Daily Mirror**, Newsdesk, 1 Canada Square, Canary Wharf, London E14 5AP. Tel: 020 7510 3000; fax 020 7293 3409

News Editor, **News of the World**, 1 Virginia Street, London E1 9XR

The Editor, **Newsbeat**, Radio 1, Broadcasting House, Portland Place, London W1A 1AA. Tel: 020 7765 4649; fax 020 7765 0002

News Editor, **Newsround**, BBC Television Centre, Wood Lane, London W12 7RJ.
Tel: 020 8743 8000

Programme Editor, **PM Programme**, BBC Radio 4, Broadcasting House, Portland Place, London W1A 1AA. Tel: 020 8743 8000

News Desk, **Press Association**, 292 Vauxhall Bridge Road, London SW1V 1AE.
Tel: 020 7963 7148

News Editor, **Press Association, Consumer Affairs**, 85 Fleet Street, London EC4P 4BE. Tel: 020 7963 7000; fax 020 7963 7192/3

Media contacts

News Editor, **Radio 5 Food News**, Room G94a, BBC Pebble Mill, Birmingham B5 7QQ. Tel: 0121 432 8888

News Editor, **Reuters**, UK News, 85 Fleet Street, London EC4P 4AJ. Tel: 020 7250 1122; fax 020 7542 7921

News Editor, **BBC Six O'Clock News**, TV Centre, White City, London, W12 7RJ

News Editor, **Sky TV**, 6 Centaur Business Park, Grant Way, Isleworth, TW7 5QD

Editor, **The Food Programme**, BBC Radio 4, Room 6088, Broadcasting Hse, Portland Place, London W1A 1AA. Tel: 020 7765 2014; fax 020 7436 2771

News Editor, **The Guardian**, Newsdesk, 119 Farringdon Road, London EC1R 3ER. Tel: 020 7278 2332; fax 020 7837 2114

News Editor, **The Independent**, One Canada Square, Canary Wharf, London E14 5DL. Tel: 020 7293 2000; fax 020 7293 2047

News Editor, **The Observer**, 119 Farringdon Road, London EC1R 3ER. Tel: 020 7278 2332; fax 020 7713 4250

News Editor, **The Sun**, 1 Pennington Street, London E1 9XN. Tel: 020 7782 4000; fax 020 7782 5605

News Editor, **The Sunday Times**, 1 Pennington Street, London E1 9XN. Tel: 020 7782 5000; fax 020 7782 5542

News Editor, **The Times**, 1 Pennington Street, London E1 9XN. Tel: 020 7782 5911; fax 020 7782 5988

Programme Editor, **The World At One**, BBC Radio 4, Broadcasting House, Portland Place, London, W1A 1AA. Tel: 020 7580 4468; fax 020 8624 9744

News Editor, **Time Out**, Tower House, Southampton Street, London WC2E 7HD

News Editor, **Today Programme**, BBC Radio 4, Room 4062, TV Centre, Wood Lane, London W12 7RT. Tel: 020 8624 9644; fax 020 7580 4764

News Editor, **UK News - London Bureau**, 175-179 St John Street, London EC1V 4RP

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3.3 Making a Fuss!

Campaigning for Change

The word 'lobbying' comes from the habit of waiting in the lobby outside the chamber of parliament in order to catch an MP on his or her way in or out, and having a word with them in the hope of influencing their opinions. It now generally means trying to persuade policy-makers through any means — letters, lunches, e-mails or pickets at their front gate.

The tradition of lobbying grew because it has one essential ingredient — personal contact. Even in this crowded, electronic era, a personalised means of communication to a policy-maker can be more effective than a dozen communications addressed 'Dear Sir' or 'To The Officer in Charge'.

Another approach is to find a sympathetic person within the organisation you want to influence. In both local and national government you may find some quiet sympathisers who would like to take action but need an outsider — such as yourself — to be the trigger, allowing them to say they are acting because of demands from members of the public.

Do it! Don't hesitate!

Write, phone, fax and insist on being heard. Whether it is supermarket chains, Benefits Agency staff, local authority planning departments or your local MP, you have a right to be heard and they have a responsibility to listen to you.

You may get ignored or brushed off. Or you may get politely listened to, and then ignored or brushed off. Persist. If you give up then the problem you are worried about may continue, and may affect other people too. A sensible organisation knows that only by listening to their public will they be able to develop appropriate products or services.

Tip: Keep it polite (at least to start with) and try to understand their position.

Don't be put off. Every letter a company gets is counted as representing several dozen other people who might have wanted to write but didn't. And if you write to an MP your question may get passed to a government minister for a personal reply (whereas if you write to the minister the only person who will see your letter is a civil servant).

Making a fuss!

Making a fuss!

Don't let them put you off.

Here are several ways they try to make you take 'no' for an answer.

- *'It's not our department'*
- *'We are dealing with your letter and hope to reply soon'*
- *'This is currently the subject of an official enquiry'*
- *'We never have any complaints about this'*
- *'We have referred your letter to ...'*
- *'You should take this matter up with the European Commission'*
- *'The information you request is not publicly available'*
- *'zzzzz' (They don't reply at all)*

Here are some suggestions for people who should be able to respond when you want to make a fuss:

You local authority councillor

Councillors hold regular 'surgeries' in their constituency neighbourhood. They should know which council department can help with your problem, and the councillor has the authority to ensure that the department officers do respond to you.

Your MP

Get their name from the local library, and their local address if they have one. They, too, may hold local surgeries. If all else fails write to them at the House of Commons, London SW1A 0AA, tel 020 7219 4272.

Food inspectors

Food products or food services that you think may be a problem can be referred to your local authority food inspectors: the Trading Standards department (labels, weights and measures), or the Environmental Health department (safety, contamination, hygiene).

Supermarkets

Here are the national addresses for contacting their Customer Services departments:

- **ASDA**, ASDA House, Great Wilson Street, Leeds LS11 5AD, tel 0113 243 5435.

- **Co-op (CWS)**, New Century House, PO Box 53, Corporation Street, Manchester M60 4ES, tel 0161 834 1212.
- **Marks & Spencers**, 47 Baker Street, London W1A 1DN, tel 020 7268 1234.
- **Safeway**, 6 Millington Road, Hayes, Middlesex, UB3 4AY, tel 020 8848 8744.
- **Sainsbury**, Stamford House, Stamford Street, London SE1 9SL, tel 020 7695 6000.
- **Somerfield**, Somerfield House, Hawkfield Business Park, Whitchurch Lane, Bristol BS8 0TJ, tel 0117 935 9359.
- **Tesco**, PO Box 18, Cheshunt, Herts EN8 9SL, tel 01992 632 222.

Advertisers

Complain about advertising that you find misleading or offensive. Here are the authorities who deal with bad advertising.

- **For printed material:** The Advertising Standards Authority, 2 Torrington Place, London WC1E 8HF, tel 020 7580 5555.
- **For televised material:** Independent Television Commission, 33 Foley Street, London W1P 7LB, tel 020 7255 3000.
- **For radio broadcasts:** The Radio Authority, Holbrook House, 14 Great Queen Street, London WC2B 5DG, tel 020 7430 2724.

Acting together

There is no great secret to a successful project. Groundwork and inspiration together make a powerful mixture.

The groundwork is straight forward enough: we've given plenty of advice on getting started, including the all-important process of networking to find out what is happening already, what works and what doesn't.

Making a fuss!

The inspiration is something that people bring to the project. But inspiration doesn't fall out of the sky - it comes from imagining what is possible, and that is based on seeing what others are doing. Again, this means networking, visiting, conferencing, reading, phoning... sharing other people's ideas and your own.

The network approach creates something far greater than the sum of its parts. It goes beyond mutual learning, beyond mutual inspiration and the sharing of ideas. It becomes a dynamic force of its own. A network is a strong web which can maintain a purpose even as it gains or loses members.

The purpose of the Food Poverty Network is two-fold: to support the actions and initiatives being taken by local food projects, and to press nationally for greater support for food projects and better national policies to tackle food poverty.

The Food Poverty Network

- runs the Food and Low Income Database (with the Health Development Agency)
- produces the newsletter *Let Us Eat Cake!*
- produced the precursor to this toolkit, the *Food and Low Income Pack*
- holds, and supports events to bring together people working on food poverty
- published the statistical review *"If they don't eat a healthy diet it's their own fault!" Myths about Food and Low Income*
- published the recent review *Food Poverty: What are the Policy Options?*
- and has now produced this toolkit *Making Links*.

Reaching the parts... Community mapping: Working together to tackle social exclusion and food poverty

Community mapping uses participatory appraisal methods to enable local people to analyse their food economies and work with others to develop sustainable solutions to the problems they face in eating a healthy diet. The report details the process and findings of the pilot project, including new insights into food poverty and how it affects different groups and individuals. Useful information is provided on how to form partnerships and effectively involve people in the development of multi-agency action plans to tackle food poverty.

ISBN: 1 903060 12 5 86pp 2000 Price £20.00/£10.00

Too Much and Too Little? - Debates on Surplus Food Redistribution

Surplus food, such as food approaching its sell-by date or agricultural produce taken off the market to stabilise prices, is redistributed to poor people through homelessness projects, charities, local authorities and schools. But is this a good solution or could it perpetuate the problems of waste and poverty? Aiming to stimulate the debate, this report looks at the variety of schemes in Britain, North America and Europe, and examines the policy options.

ISBN: 1 903060 11 7 46pp 2000 Price £12.00/£6.00

Developing Local Networks to Tackle Food Poverty

A summary report covering five community seminars on tackling food poverty. It investigates opportunities at local and national levels for taking action to address food poverty and its impact on health and quality of life.

ISBN: 1 903060 05 2 27pp 1999 Price £10.00/£5.00

Tackling Inequalities in Health and Diet-related Disease

Developing successful inter-agency partnerships was the focus of a seminar to promote fruit and veg consumption among low income groups. Presentations by a government minister, a supermarket nutritionist, campaigning groups and public health experts are all included in the report, along with the policy recommendations and practical proposals that were generated.

ISBN: 1 903060 00 1 26pp 1999 Price £7.50

Practical Promotion of Fruit and Vegetable Consumption- Especially Among Low Income Consumers

With funding from the Department of Health we worked with private, public and voluntary sector groups on a novel in-store project to promote fruit and veg to people using a discount supermarket. Confirming that most people know that fruit and veg are good for them, this research report also shows cook-and-taste demos could encourage people to eat more, if backed up with initiatives to reduce prices.

50pp 1998 Price Free

Food Poverty: What are the Policy Options?

This discussion document draws together over 70 fully referenced proposals made by different organisations and individuals over the past ten years in the context of current debates around tackling food poverty and aims to raise the

issue higher on the political agenda.

ISBN: 1 900670 13 5 43pp 1998 Price £12.00/£5.00

Myths About Food and Low Income - "If They Don't Eat a Healthy Diet it's Their Own Fault!"

This document for community and health workers, local and national policy makers, challenges the myths and assumptions about people's ability to eat healthily on a low income. Such as benefit levels being adequate for a reasonable diet, or an inability to economise and budget.

ISBN: 1 900670 00 3 27pp 1997 Price £20.00/£5.00

Let Us Eat Cake!

This quarterly newsletter of the Food Poverty Network contains information on a wide range developments in the area of food poverty, including projects, publications, and conferences.

ISSN: 1262 7945 Price £45/£15 per year

Contact the Food Poverty Network through Sustain: the alliance for better food and farming, 94 White Lion Street, London N1 9PF. tel: 020 7837 1228, fax: 020 7837 1141, e-mail: sustain@sustainweb.org, web: www.sustainweb.org

Sustain: The alliance for better food and farming

Our Work

We represent over 100 national public interest organisations including voluntary, professional, health, consumer and environmental bodies working at international, national, regional and community level.

Our Purpose

Sustain: The alliance for better food and farming (formerly the National Food Alliance and the Sustainable Agriculture, Food and Environment (SAFE) Alliance) advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, enrich society and culture and promote equity.

Members

Action and Information on Sugars
Arid Lands Initiative
Association of Public Analysts
Association of School Health Education Co-ordinators
Association of Unpasteurised Milk Producers
Baby Milk Action
Bio-Dynamic Agricultural Association
British Association for the Study of Community Dentistry
British Dental Association
British Diabetic Association
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East Anglia Food Link
Ecological Foundation
Ecologist
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Farm Animal Care Trust
Family Farmers' Association
Farm and Food Society
Farmers' Link
Federation of City Farms and Community Gardens
FLAG (Food Labelling Agenda)
Food Additive Campaign Team
Food Commission
Food for Health Network
Friends of the Earth
Gaia Foundation
Genetics Forum
GMB (Britain's General Union)
Green Network
Guild of Food Writers
Health Education Trust
Henry Doubleday Research Association
Hyperactive Children's Support Group
Institute of European and Environmental Policy, London
International Society of Ecology and Culture
Land Heritage

Local Authorities Co-ordinating Body on Food and Trading Standards (LACOTS)
Maternity Alliance
McCarrison Society
National Association of Teachers of Home Economics and Technology
National Confederation of Parent-Teacher Associations
National Council of Women
National Dental Health Education Group
National Farmers' Union
National Federation of Consumer Groups
National Federation of Women's Institutes
Northern Ireland Chest, Heart and Stroke Association
Oral Health Promotion Research Group
Permaculture Association
Pesticides Trust
Plantlife
Royal Society for the Protection of Birds (RSPB)
Rural Agricultural and Allied Workers' Union (TGWU)
Scottish Crofters' Union
Scottish Federation of Community Food Initiatives
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Soil Association
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UK Public Health Association
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Making Links

A toolkit for local food projects

A Sustain Publication 2000

ISBN 1 903060 12 5

Price £20.00

(£10 to Food Poverty Network members)

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