

Well London

Communities working together
for a healthier city

*'Forging new partnerships'
...to 'support local action'*

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for a healthier city

LONDON
HEALTH COMMISSION



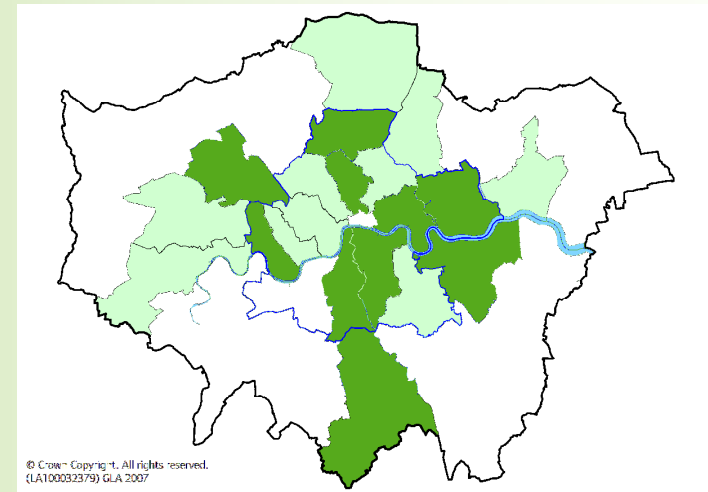
LSx
London Sustainability Exchange

South London and Maudsley **NHS**
NHS Foundation Trust

UEL
University of
East London
www.uel.ac.uk

Well London - a partnership approach **‘supporting local action’**

- £9.46 million over 4 years
- 20 of London’s most deprived communities
- Portfolio of 14 Projects
- Focus on
 - Mental Well Being
 - Healthy Eating
 - Open spaces & physical activity
 - Youth
 - Culture and tradition



Healthy Eating (our rationale)

- Understanding of healthy eating
- Lack of motivation or skills → ***Eatwell***
(Demand)
- Culture and neighbourliness

- Fast food
- Poor quality of food in local shops → ***Buywell***
(Supply)
- Expensive

Eatwell

- Raising awareness of how to eat for good physical and mental health
- Make healthy eating more attractive and easier
- Celebrating food

Cook and Eat courses

Community Feasts



10 *Eatwell* Boroughs

North

- Haringey
- Islington

West

- Hammersmith and Fulham
- Hounslow

East

- Barking and Dagenham
- Newham
- Tower Hamlets
- Hackney

South

- Lambeth
- Lewisham

Eatwell - Cook and Eat Courses

“Generally, people need to learn about healthy eating and how to cook. Not everyone knows about the dangers of what to eat, they have pizzas for breakfast”



Eatwell – Community Feasts



Further resources

- Food Standard Agency
<http://www.food.gov.uk/>
- Get cooking trainers guide
<http://www.food.gov.uk/wales/nutwales/getcooking/>
 - A guide to setting up and running community and school food clubs
- East Kent Coastal, Teaching PCT
 - 'How to Set up a 'Cook' n Eat course
- Department of Health
<http://www.dh.gov.uk>

Buywell

- Building greater access to **healthy foods** to encourage increased consumption and healthier choices for everyone
- Supporting local groups to plan, develop and deliver **food access projects**
- London Food Link www.londonfoodlink.org



10 *Buywell* Boroughs

West

- Hammersmith and Fulham
- Ealing
- Hounslow
- Westminster

East

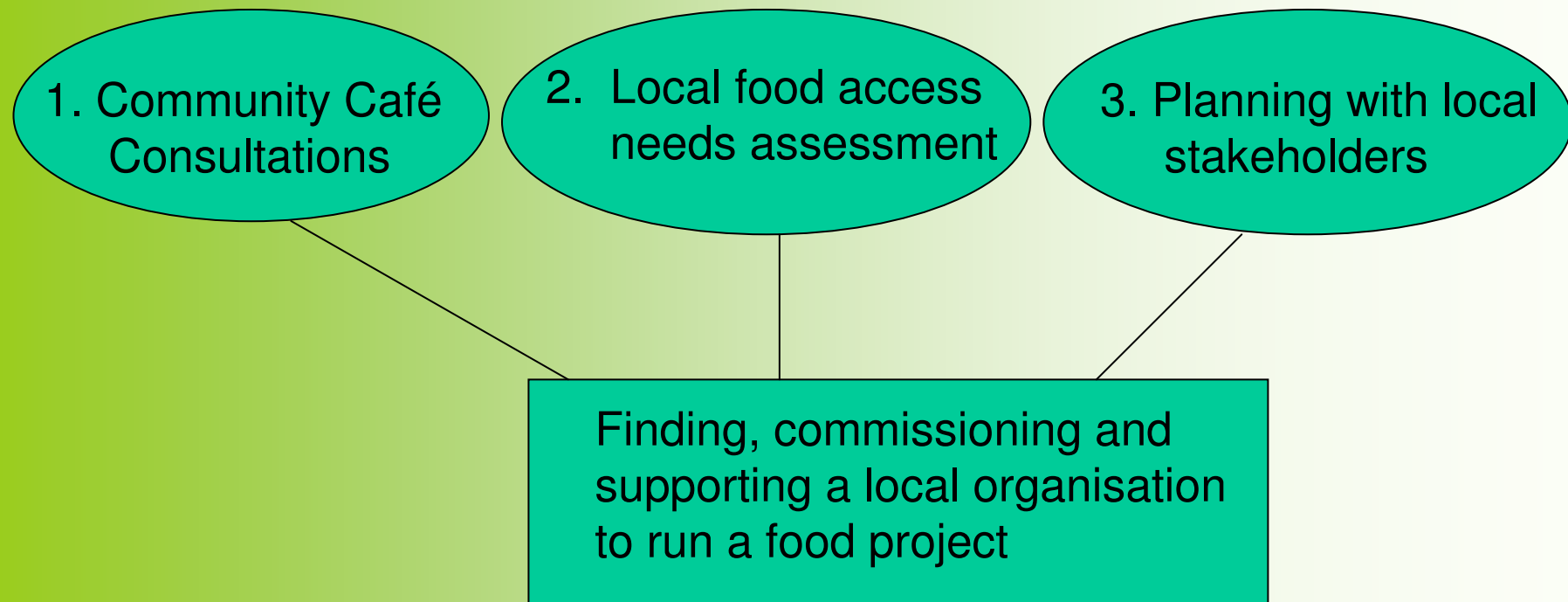
- Barking and Dagenham
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- Lambeth
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Buywell Projects

- Building upon existing projects
- Developing new projects in response to local need



Food Coops

- **Why set up a Food Co-op?**

- **Access to healthy foods**

- **Community cohesion**

- **Capacity building**

- **Culturally appropriate**

- **Know where food has come from**

- **Used to promote healthy lifestyles**



Buywell Food Co-ops

- **Supporting 3 existing co-ops**
- **Setting up 6 new co-ops**
 - Practical advice and help
 - Exchange visits & learning events
 - Marketing and expanding their services
 - Improving operations & suppliers
 - Creating links to support projects into the future

www.foodcoops.org – new online resource!

Phoenix School – White City



Buywell Cafés

- **Community café's**
 - Serving up healthy meals at affordable prices
 - Providing training and enterprising opportunities
- **Café's and restaurants**
 - Healthier Options Award
 - Building on NFAP pilot



Buywell Box schemes

- Supporting box schemes to promote their services to Well London areas
- Linking with community groups
 - SureStart/HomeStart
- Targeting their service



Buywell Shops



- Supporting local shops to stock more fresh, affordable and sustainably produced fruit and veg
- Improving displays, marketing, positioning of fruit and veg
- Encourage residents to eat more!

Healthy Food Networks

- Borough wide
- Sharing information and good practice
- Joint working with PCT's, Councils and other groups
- Facilitating projects to become a success
- Support after Well London

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