

‘Forging new partnerships’

...to ‘support local action’

Well **London**

**Communities working on food
for a healthier city**

Well London - a partnership approach 'supporting local action'

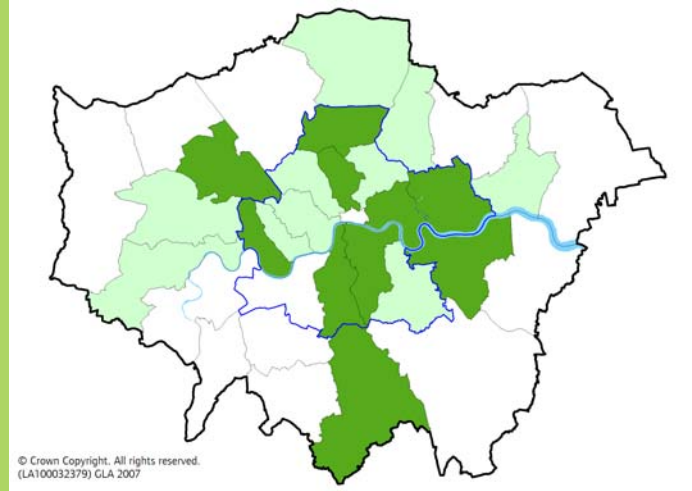
- *London Health Commission*
- Central YMCA
- Groundwork London
- London Sustainability Exchange
- University of East London
- South London & the Maudsley
- Arts Council-London

Well London and Food

- Changing perspectives on mental health by tackling stigma within communities and positively promoting **mental health**
- Building greater access to **healthy foods** to encourage increased consumption and healthier choices for everyone
- Improving the abilities of communities to organise and run projects that provide opportunities for local people to become **more active**

Well London Boroughs

- Brent
- Croydon
- Greenwich
- Hammersmith and Fulham
- Haringey
- Islington
- Lambeth
- Newham
- Southwark
- Tower Hamlets



- Barking and Dagenham
- Camden
- Ealing
- Enfield
- Hackney
- Hounslow
- Kensington and Chelsea
- Lewisham
- Waltham Forest
- Westminster

Philosophy of the bid

- Work at the very local level
- Work in the most deprived communities
- Use community development, co-production approach
- Join up, integrate and add value to local work on healthy eating, physical activity and mental health, open spaces and use cultural and creative practice throughout.
- Rigorous evaluation to provide learning and evidence to support rollout and mainstreaming

The Bid

- £9.46 million over 4 years
- Each local programme runs for 3 years
- Phased start
 - 9 communities started October 07
 - 11 communities started April 08

Projects

Heart of the Community:

- CADBE*
- W L Delivery Team
- Youth.comUnity
- Active Living Map
- Training Communities
- Wellnet

*Community Assessment,
Design, Brokerage, Enterprise

Themed:

- *Activate London*
- *BuyWell*
- *EatWell*
- *Changing Minds*
- *DIY Happiness*
- *MH I A*
- *Healthy Spaces*
- *Be Creative*
- *Be Well*

Healthy Eating (our rationale)

- Understanding of healthy eating
- Lack of motivation or skills
- Culture and neighbourliness

→ ***Eatwell***
(Demand)

- Fast food
- Poor quality of food in local shops
- Expensive

→ ***Buywell***
(Supply)

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



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”

Commissioning model

- Aims and objectives
- Target audience
- Incentives
- Duration and content
- Outcomes



10 *Eatwell* Boroughs

North

- Haringey
- Islington

West

- Hammersmith and Fulham
- Hounslow

East

- Barking and Dagenham
- Newham
- Tower Hamlets
- Hackney

South

- Lambeth
- Lewisham

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

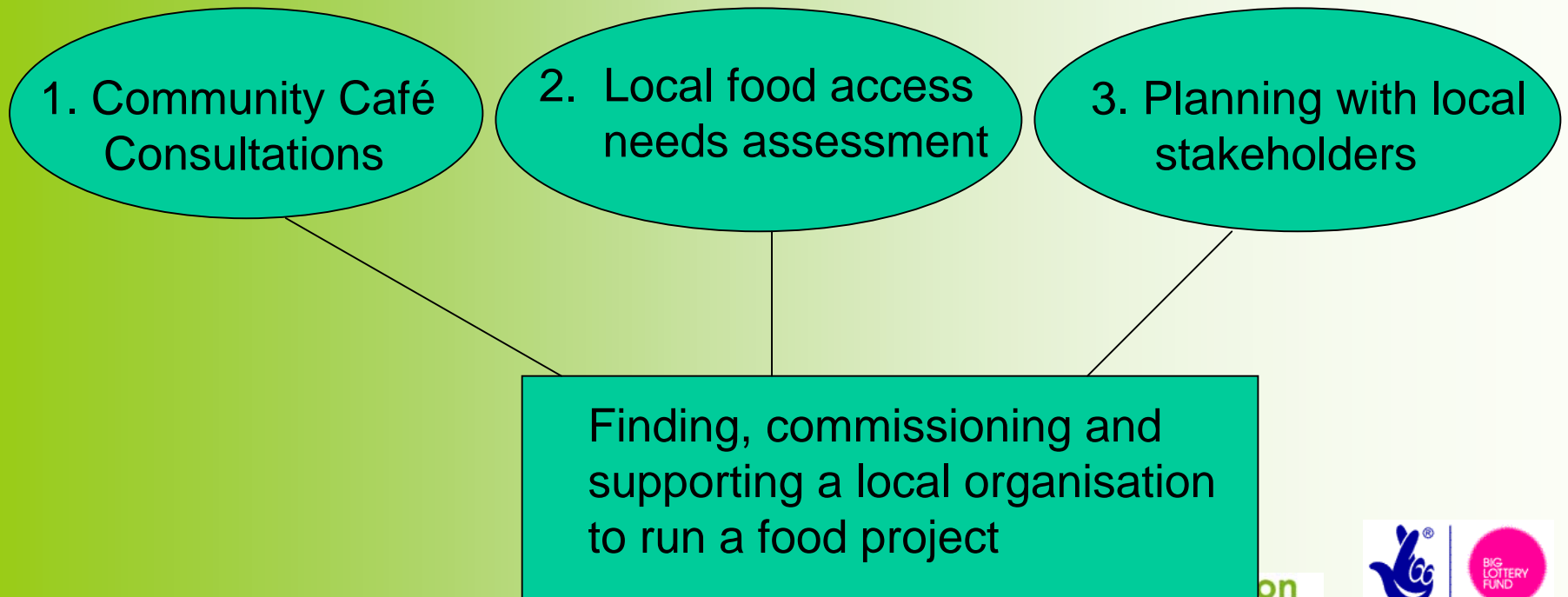
- Barking and Dagenham
- Newham
- Tower Hamlets
- Hackney

South

- Lambeth
- Lewisham

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!

Buywell Café's

- **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 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!

Buywell Box schemes

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



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

How to get involved

Contact:

Afsheen Kabir Rashid

London Sustainability Exchange (LSx)

a.rashid@lsx.org.uk

020 7234 9400

Hannah Williams

London Food Link (LFL)

hannah@sustainweb.org

0207 837 1228