



Tyne for a Change Food Newcastle Report



'Great food, location, atmosphere with a wide interesting variety of guests. I was put at ease by the laid back feeling the venue gave, which I think is so important when teaming a bottom up community approach with local policy makers.'

'Conversations felt organic and exciting and I met some fantastic people who I hope to collaborate with in the future. I look forward to the next event and hopefully discovering some more fantastic examples of local innovation like the Tyne Bank, which should be celebrated and engaged in shaping the future of North East food culture. Thank you Food Newcastle.'

Tyne for Change: Event Summary

Over 100 people attended the Tyne for a Change Event on Thursday 15th March 2018 either as individuals or representing an organisation (**Appendix 1**). The Food Newcastle team were encouraged to see so many attendees networking, discussing, contributing and working together to drive forward positive changes on Newcastle food issues.

Food Newcastle would like to take this opportunity to
THANK everyone who attended and/or contributed. We are a partnership and our collaborative approach is driving us ever closer to becoming a sustainable food city – bring on the Bronze award!

This year there were some big changes to the event structure with less speakers and more networking and discussion opportunities with a 'Market Stall' approach, alongside the unusual venue choice of local business, Tyne Bank Brewery.

A special thanks to the 'enjoyable' and 'interesting' speakers (Appendix 2)

<u>Eugene Milne</u> : Director of Public Health, Newcastle	How does the work of the Food Newcastle Partnership fit with our local Public Health priorities?
<u>Leon Ballin</u> : Network Manager, Sustainable Food Cities	Sustainable Food Cities Network
<u>Fiona Caple</u> : Achieving Sustainable Food Cities Bronze Award Status	Newcastle is going for bronze
<u>Judith MacMorran</u> : Health Improvement Practitioner, Newcastle Public Health	Newcastle SUGAR SMART – Working together to reduce sugar
<u>Charlotte Henderson</u> : Programme Manager Hospitality and Food Service, WRAP	Working together to reduce food waste: Citizen Food Waste Prevention Strategy

THE AIM AND OBJECTIVES: HOW DID WE ACHIEVE THEM?



- ✓ The attendees shared projects and initiatives they are currently working along with their achievements to-date and their future aims and objectives.
- ✓ Crowds of attendees liaised with Fiona at the Bronze Award stall. Ideas and initiatives were shared verbally and collected in the suggestion box.
- ✓ Individuals who were not on the Food Newcastle mailing list are now signed up - helping to extend the partnership.
- ✓ Organisational and personal commitments to making a difference were observed through networking and discussions.
- ✓ The stall feedback forms proved a successful method of gathering data not only for the individual stall themes but to aid the Bronze award application.

Market Stall Feedback

Food Newcastle

The word cloud shows the most repeated descriptive words captured from all the positive opinions on the event feedback forms.



THE VENUE



Feedback revealed Tyne Bank Brewery to be a slightly controversial venue choice: *'Not sure about the venue being from a health organisation being in a brewery not good'* although the majority of the feedback embraced the alternative setting, *'great idea to get us out into the relevant local businesses and community rather than holed up in a sterile and meaningless conference centre'* and *'brewery setting good, relaxed easy to find and park'*. Based on this feedback, Food Newcastle want to highlight the reasons why Tyne Bank Brewery hosted this year's event.

- ✓ A large, informal venue with a good amount of wall space.
- ✓ We wanted to support a local, crowdfunded business which encourages a social environment and holds many community and family friendly events.
- ✓ The brewery products are made from top quality, natural ingredients.
- ✓ Promotes a vibrant and diverse sustainable food economy (Good Food Plan: theme 4)
- ✓ The brewery has demonstrated innovative uses of food waste in brewing (Good Food Plan: theme 6)
- ✓ Recognising the value of partnership; they provided the event space and equipment at no cost.

THE MARKET STALL APPROACH

The feedback quotes summarise what Food Newcastle hoped the Market Stall approach would achieve

'Excellent for networking and partnership working'

'Yesterday was truly inspirational, well organised and did the job you intended it to. A real call to action'

'Novel idea with Market Place and how to share ideas'



'Good event in terms of communication and creating a network of feedback from various areas'

'Food Market was a great way of getting people to mix and talk about what they do'

'I love the Food Market idea. Really interactive and informative'

We asked participants about their preferred method of communication about Food Newcastle events.

Email

Social media

Face to Face

Preferred method

'More social media promotion set up hashtags or geofilters'

Market Stall Feedback

Theme 1: Diet-related ill health and access to food

Reducing sugar consumption

WHAT ORGANISATIONS AND SERVICES DO NOW

Deliver Education, Create awareness and Increasing knowledge

- Provide food education training:
 - Sugar boards, food labelling and sugar content
 - Delivering key messages; reduce sugar and saturated fat
- Provide workshops and school assemblies
- Discussions around oral health
- Healthy lifestyle and eating education
- Food labelling; processed food – no hidden sugar and clear if has sugar
- Activities around healthy eating:
 - Produce in garden / allotment to grow and prepare fresh food /
 - Cookery within schools
- Breastfeeding and support feeding choices or weaning groups



Provide Sugar Alternatives

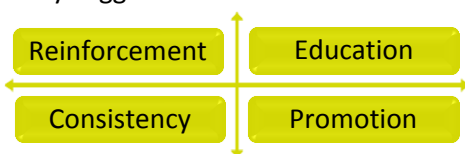
- Reduced sugar recipes
- Push healthy lunch option
- Freshly prepared meal @ drop in session
- Offer and promote eating more fruit and veg by giving fruit and other healthy snacks
- H2O and foodbanks
- Encourage drinking water

Helping Reduce Sugar Consumption

- Not offering or selling of full sugar drinks
- No vending machines
- Smaller portions
- Energy drinks are banned
- Stop routinely putting sugar in food parcels
- Younger people do not bring or consume sugary or high saturated fat products to groups
- Encourage lower sugar meals and drinks
- Own catering service control

WHAT CAN ORGANISATIONS AND SERVICES COMMIT TO DOING DO IN THE FUTURE

Key suggestion to continue success



- Food skills - continue sharing messages, increase pupil awareness and implement core ideas to primary schools
- Flavoured milk cartons
- Obtain information to disseminate to food banks
- Invite external agencies to deliver workshops
- Expand range of lower or no sugar products on sale
- Get information out to groups and encourage community interest
- Active inclusion – get information out to practitioners about the campaign
- Highlight on the food hub platform

OTHER DIET RELATED ILL HEALTH ISSUES WE NEED TO FOCUS ON

- Obesity and diabetes
- Diet and alcohol consumption
- Fast food
- Pre-prepared food from supermarkets
- 5-7 a day
- Work in schools
- Making good food affordable
- Energy drinks
- Metabolism: How is the food we are eating is increasing or decreasing our energy production

'There needs to be more (much more) focus on holding account procedures, then inevitably culture will change for the good over time'

Market Stall Feedback
Theme 2: Good food for all – tackling food poverty
Tackling holiday hunger

WAYS ORGANISATIONS AND SERVICES ARE ADDRESSING THE HOLIDAY HUNGER ISSUES

Provision

- Top ups for hard up families in the form of hamper donations at key times of year
- Affordable food and drink and crisis packages
- Provide small grants to voluntary and community groups
- Foodbank collecting and feeding. Granger market and internet gigs and events

Education and Training

- Workshops about food waste reduction and cooking skills to maximise the use of food
- Volunteer training which can help people gain skills to healthier food cheaper
- Getting into Primary schools to teach (parents & children) the benefits of healthy eating and encourage cooking using affordable, easily accessible ingredients

Activities

- Holiday clubs (which addresses holiday hunger). Foodbanks in the network can sign up to run
- Holiday club either as a foodbank or in conjunction with partners. An operating manual is provided
- Sports camps in holidays deliver healthy food activities
- Enabling vulnerable families to access services. We roll out this training into our workforce delivered through active inclusion
- Youth groups through the holidays where we harvest and cook healthy meals. Give fresh produce to local people



'Diverting food waste from restaurants catering supermarket, etc. could be a good food option to redistribute food'

Market Stall Feedback

Theme 3: Building community food knowledge, skills, resources and projects Increasing food skills and knowledge

IDEAS AND THE BENEFITS FOR COMMUNITY FOOD INITIATIVES AND FOOD GROWERS TO CONNECT AND NETWORK TOGETHER

Share resources, knowledge and jointly develop responses to local needs

Quarterly get-togethers at different projects

Open days & interactive learning – gardening families (all ages)



Spread the word - attend food banks, schools, colleges etc.

An email network mailing list

Improve level of existing network

Facebook and other social media

'Food growers to attend cooking sessions with produce & demonstrate how things are grown & ways to cook produce with the help of

'Important to give recognition where deserved for ideas if they are to be used/adopted by others'

CURRENT TRAINING ON FOOD BUYING, COOKING AND NUTRITION FOR YOUNG PEOPLE, VULNERABLE ADULTS, OLDER PEOPLE AND FAMILIES

Organisation	Training
Ouseburn Farm	Growing together: Aimed at vulnerable/ socially excluded adults
Scotswood Garden	Deliver cooking workshops for all
Food Skills @ Healthworks Early Intervention C4Life Health Trainers	Work 1-2-1 with shopping with families with children under 5
National Scheme (trying to set up in NE)	Chefs Adopt a School programme – professional chefs working in schools to train young people in cooking, nutrition etc.
Phunky Foods	Work with schools in Newcastle advising on healthy lifestyles – curriculum, website resources, practical supports
Walker Tech / Sir Charles Parsons	Offer placements within café Catering training – food prep
WEYES (Children North East)	Youth projects will often deliver healthy eating and cooking skills
St Martins Centre	Run volunteer and training programmes
LEAF Grant programme and other funds at the Foundation	Funded lots of food growing projects
Greggs Foundation	Also support projects – 'Project Dirt'
The Trussell Trust Network	Eat, well, spend less course (EWSL) Cooking from scratch
Healthworks	Training not detailed on feedback form
Food Nation	Training not detailed on feedback form
Community Family Hub	Training not detailed on feedback form
Henry Programme	Training not detailed on feedback form
Newcastle Nutrition	Training not detailed on feedback form

Market Stall Feedback

Theme 4: Strengthen the local sustainable food economy

Forming a good food business network

HOW ORGANISATIONS SUPPORT THE SUCCESS OF HEALTHY AND SUSTAINABLE FOOD BUSINESSES?

'We bring in caterers for events and our office sustainability policy states we'll look at sourcing local low food miles'

'We recommend Wheelbirks Farm (milk), Eating Local and Organic Riverford'

'We are developing a social enterprise West End Community Bakery - producing good honest food without preservative'

'GNCH – catering a source sustainable food'



'Deliver and provide free access to I.P and business support to grow sustainable business. We will be delivering a food theme via our ERDF project and have flexibility to develop bespoke support'

'We have our own kitchen staff (with chef) employed by the school. All of our meat is locally sourced (non halal, inc. fish). We offer a wide variety of meals to students'

'We actively try to change attitudes to health food'

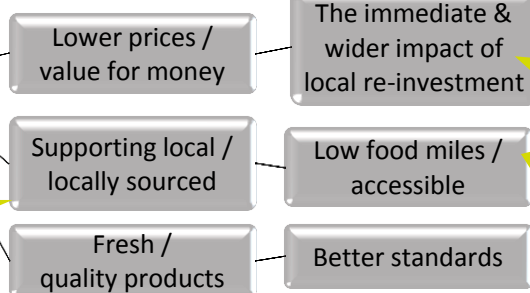
'Being an enabler to promote sustainable food messages and helping to create new cultures with families we work with'

HOW TO RAISE AWARENESS OF THE BENEFITS OF HEALTHY AND SUSTAINABLE FOOD TO OUR COMMUNITIES

- Easy to understand information - keep it simple
- Being careful not to let jargon exclude people - terms sustainable and independent are off-putting
- Encourage parents and share information – host community events
- Make it fun and rewarding
- In practice training and by example, more action than talk
- Organisations being brave and taking a strong role on the issue.
- Sharing a vision – and it looking realistic
- Inviting people from needy areas
- Identifying all benefits i.e. financial reality of life expectancy for their children
- Give out information; recipes to customers to use and break the recipes down into shopping list

THE HOOK FOR CONSUMERS TO SPEND AT LOCAL INDEPENDENT FOOD BUSINESSES

'Helping the local economy which will in turn improve the local'

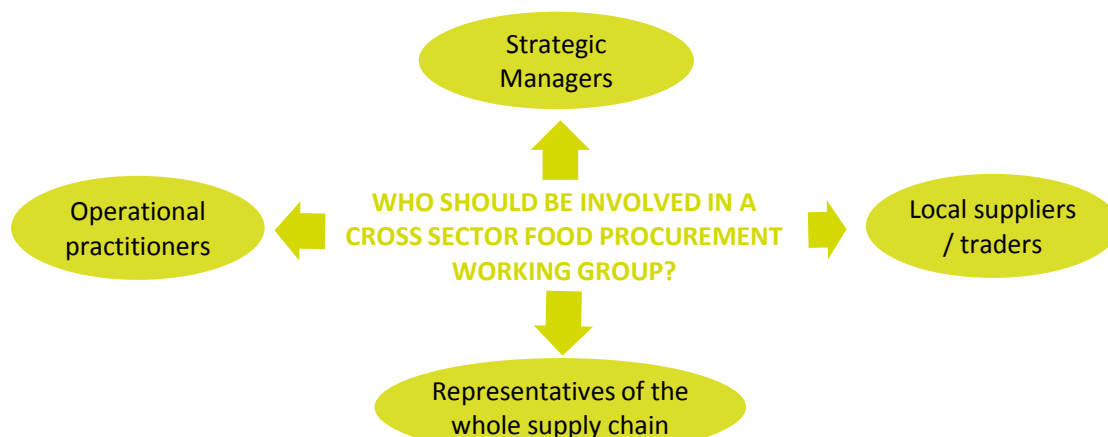


'Evidencing the benefit for a future generation'

'Price and accessibility of foods especially for young people seems to be an increasing trend'

Market Stall Feedback

Theme 5: Transforming catering and food procurement



HOW DO WE ENCOURAGE MORE HEALTHY, SUSTAINABLE AND ETHICAL CATERING AND FOOD PROCUREMENT ACROSS ALL SETTINGS E.G. NURSERIES, SCHOOLS, COLLEGES, HOSPITALS, CARE HOMES AND WORKPLACES?

- Partnership working – linking those who have achieved with those who have not
- We need to educate children and young people on what this means to help them drive change forward within their settings
- Set up scheme re standards and food ingredients train staff to promote, advertise and share information

HOW DO WE HELP COMMUNICATE AND CELEBRATE SUCCESS?

Share information

Marking, dissemination, involve actors

Show the impact
(how is the money spent and earth replenished)



Show the pathway

FARM
↓
FOOD
↓
PLATE
↓
BODY
↓
WELLNESS OUTCOME

DO WE KNOW WHAT HEALTHY, SUSTAINABLE AND ETHICAL FOOD PROCUREMENT IS?

- It is not commonly known therefore we need to educate everyone
- What practice is our food linked to? – side effects; poor wages, chemicals, metabolism

CAN WE EFFECTIVELY COMMUNICATE THESE POLICIES, STANDARDS AND GUIDANCE FURTHER?

- Keep it brief and simple
- Need to define it better and then communicate it through campaigns

Market Stall Feedback

Theme 6: Environmental sustainability – reducing waste and the ecological footprint of the food system – support the development of a strategic food waste group Work with the Newcastle Waste Commission to drive forward a food waste movement

HOW DO WE TAKE FORWARD THE FOOD WASTE OUTCOMES IN OUR CITY – WHAT CAN / DOES YOUR ORGANISATION DO?

'Improve council recycling in general - look to European leading countries in waste management'

'We grow food with local volunteers and teach what to do with gluts to avoid food waste e.g. freezing preserving junking etc.'

'Organisations need to work with their localities and show how a joined approach will need to be taken towards food waste across the city'

'Share ideas via social media'

'Reduce waste, donate excess - Fines for companies not complying'



'Work alongside large food organisations e.g. supermarkets to identify can be passed on to families in need'

'We're a grant funder – we have a dedicated environmental fund L.E.A.F which has tackling waste including food waste as a priority'

'We deliver love food hate waste courses and recycling reduction courses'

HOW TO ENGAGE WITH BUSINESSES TO REDUCE OUR FOOD WASTE AND/OR REDISTRIBUTE FOOD TO AVOID WASTE

Advertise

Need to develop a network using key existing organisations like NE1 in the city centre, seeing what the infrastructure is already in place

Use and promotion of surplus – food apps e.g. OLIO

Donate

Donate leftovers to banks & charities e.g. Peoples Kitchen

Needy families of students in school

Educate

Takeways reducing portions - this could also link into food waste

Personal contact with businesses to provide them with ideas

Offer mandatory staff training

FOOD WASTE PRESENTATION FEEDBACK

- Use the resources in our sessions deliver in the community
- Share at full team meeting the new campaigns and resources
- Great to get some facts and see what resources are out there
- We use Fareshare to try and make use of food waste
- We train volunteers on how to use food waste more effectively
- Supermarkets should be restricted to the amount of fruit and veg that is prepacked enabling customers to buy what they need
- We donate to the homeless shelter in Newcastle with leftover sandwiches etc.
- We make hampers for certain families of students who we know struggle to afford food
- Kitchen keeps a record of how many trips are out so that they do not over produce meals
- Great to see that there are resources out there to use. It would be very beneficial if these resources could be emailed to local authorities and then distributed to school, youth projects etc.

Market Stall Feedback Sustainable Food Cities Bronze Award

NEWCASTLE IS GOING FOR BRONZE: THIS IS YOUR AWARD, YOUR INPUT IS ESSENTIAL



With special thanks to Fiona Caple we have already pulled together a fantastic application. The conversations, support and partners' contributions during the Tyne for Change event will enable us to expand the application with the hope to apply in 2018!

HEALTHY EATING ACTIVITIES OR PROGRAMMES AIMED AT CHANGING BEHAVIOUR, PARTICULARLY AMONG HARD TO REACH AUDIENCES

- **Newcastle University** Meal deals with free fruit & signposting nutrition on all products. An 'introduction to healthy cooking' - free training in halls 18-19. Promotion of low sugar products. Halls of residence 'meat free Mondays' Free Fruit Fridays – advertising water fountains etc.
- **Open Lab** Launching a food hub in Meadow Well that connects producers, suppliers and consumers directly through an online market hosted by the open food network. Food is delivered at the local community centre
- **WEYES** Children North East cooking with children and young people
- **NUFC** Healthy eating sessions in schools match fit, family learning
- **West End Woman and Crisis Centre** Seeds4life, public health funded, working with primary school age kids, to ground the positive messages of healthy eating, keeping fit, growing food and how they are all connected
- **Phunky Foods** Working with local primary schools to encourage healthy lifestyles through curriculum, resources, support
- Promoting eating breakfasts amongst ks3 students. This includes providing pupils, students with a free breakfast (Warburton's donation)
- **NWLSM** Delivering and organising cooking workshops
- **GNCH** Trust – Sustainable food
- **CNE** Allotment / garden Project
- **West End Food Hub**

WE ARE PROMOTING THE CONSUMPTION OF SUSTAINABLE FOOD IN OUR CITY

- CNE taken an allotment on in Benwell
- West End Food Hub
- Through selling of locally produced food products
- Sustainable university food policies
- Newcastle Fairtrade partnership – council, universities and partners

'There is a need of more promotion and information about reducing waste and important aspect of sustainable food is the reduction of waste through the supply chain'

LOCAL PRIMARY AND SECONDARY SCHOOLS THAT ARE ADOPTING A HOLISTIC APPROACH TO FOOD EDUCATION & ENGAGEMENT

- Sacred Heart School Fenham
- Phunky foods work with schools in varying stages of success at engaging the community in sustainable healthy lifestyles

Newcastle United Foundation – Fit club free exercise sessions for adults and walking football

Active Newcastle, Bike4health

Healthy weight services & initiatives in our city?

GNCH Hospital and community services

Cooking classes Newcastle University Open Lab

MOVING FORWARD

THE NEXT 3-6 MONTHS

Both the themed sub-groups and the event feedback at the partnership event have given direction to our work for the coming months:

- Co-ordinate the partnerships bid to achieve the Sustainable Food City's Bronze Award status for Newcastle
- Continue to co-ordinate the delivery of Newcastle Good Food Plan:
 - o Further develop the themed sub-groups
 - o Theme 1: Newcastle SUGAR SMART: launch the action plan and associated campaigns
 - o Theme 2: Deliver the Food Power programmes 'Involving Experts by Experience' and 'Maximising Family Income'
 - o Theme 3: Co-ordinate quarterly community food gatherings at different projects for networking opportunities. Share a community food network email list.
 - o Theme 4: Facilitate a good food business meeting *"sharing a realistic vision"*.
 - o Theme 5: Facilitate a food procurement meeting to share learning and establish links - *"linking those who have achieved and those who have not yet"*.
 - o Theme 6: Support the delivery of outcomes identified in the Waste Commissions 'No Time to Waste' report. *"There is a need of more promotion and information about reducing waste and an important aspect of sustainable food is the reduction of waste through the supply chain."*

NEXT YEARS EVENT: MARCH 2019

- What difference we are making as a food partnership
- Reflect on the delivery of the Good Food Plan; the progress made, key achievements, unexpected outcomes and what next
- Food Power Truth Conversation: a wider conversation of food poverty issues lead by local 'experts by experience' to share learning from the Food Poverty Alliance's Food Power programmes 'Involving Experts by Experience' and 'Maximising Family Income'.

APPENDIX 1

Organisations represented at Tyne for a Change Event

Afresh Solutions Limited	Newcastle City Council
BIND	Newcastle CVS
Castle Nurseries@Montagu	Newcastle Public Health
Centre West	Newcastle United Foundation
Church Action on Poverty	Newcastle University
Community Foundation	Newcastle upon Tyne Hospitals NHS Foundation Trust
Department for International Trade	Newcastle Waste Less Save More
Elders Council	Newcastle West End Foodbank
Fareshare	Northumbria University
Food for Life	NTW
Food Nation	NUTH
Gibside Community Farm	Ouseburn Farm
Good Food York	PhunkyFoods
Great North Children's Hospital	Riverside Community Health Project
Greening Wingrove Bike Garden	Sacred Heart High School
Greenwich Leisure Limited	Scotswood Garden
HAREF	Search
Hat-Trick	St Martins Centre
HealthWORKS Newcastle	Sustainable food cities
Harissa Mediterranean Kitchen	The Trussell Trust
HRC Group	Transmit Enterprise CIC
Independent	Tyne Housing Association
Karbon Homes Ltd	West End Women and Girls Centre
Life Vineyard	WEYES/Children North East
Middlesbrough Environment City	Workers Educational Association
Moorside school	WRAP
Nestle UK Ltd	YMCA Newcastle

APPENDIX 2

Presentations at Tyne for a Change Event

<u>Eugene Milne</u> : Director of Public Health, Newcastle	How does the work of the Food Newcastle Partnership fit with our local Public Health priorities?
<u>Leon Ballin</u> : Network Manager, Sustainable Food Cities	Sustainable Food Cities Network
<u>Fiona Caple</u> : Achieving Sustainable Food Cities Bronze Award Status	Newcastle is going for bronze
<u>Judith MacMorran</u> : Health Improvement Practitioner, Newcastle Public Health	Newcastle SUGAR SMART – Working together to reduce sugar
<u>Charlotte Henderson</u> : Programme Manager Hospitality and Food Service, WRAP	Working together to reduce food waste: Citizen Food Waste Prevention Strategy

APPENDIX 3

Market Stall Feedback Raw Data

- A. Food Newcastle
- B. Theme 1: Diet-related ill health and access to food Reducing sugar consumption
- C. Theme 2: Good food for all – tackling food poverty Tackling holiday hunger
- D. Theme 3: Building community food knowledge, skills, resources and projects Increasing food skills and knowledge
- E. Theme 4: Strengthen the local sustainable food economy Forming a good food business network
- F. Theme 5: Transforming catering and food procurement
- G. Theme 6: Environmental sustainability – reducing waste and the ecological footprint of the food system – Support the development of a strategic food waste group
- H. Work with the Newcastle Waste Commission to drive forward a food waste movement
- I. Sustainable Food Cities Bronze Award

Food Newcastle Event Feedback

Thank you for a very informative event.

The event was a fantastic welcome opportunity to meet likeminded groups and put faces to names.

‘Food Market’ was a great way of getting people to mix and talk about what they do

LOVED IT

Fun venue, good networking, lovely lunch and interesting talks!

Really enjoyable event useful and informative

Excellent for networking and partnership working

Tyne Bank Brewery good location

Nice food

Networking opportunities and getting contact details good also

Brewery setting good, relaxed easy to find and park

Food very good

I love the Food Market idea. Really interactive and informative

Great venue. Great idea to get us out into the relevant local businesses and community rather than holed up in a sterile and meaningless conference centre

Good event, good location and food

Lots of different organisations demonstrating good partnership working

Interesting agenda

Good venue

Enjoyed speakers

Novel idea with Market Place and how to share ideas

Nice venue

Good event in terms of communication and creating a network of feedback form various areas

Great presentation (WRAP)

‘Great food, location, atmosphere with a wide interesting variety of guests. I was put at ease by the laid back feeling the venue gave, which I think is so important when teaming a bottom up community approach with local policy makers. This is often overlooked in council lead consultations where formal settings create an exclusive rather than inclusive atmosphere.

Conversations felt organic and exciting and I met some fantastic people who I hope to collaborate with in the future. I look forward to the next event and hopefully discovering some more fantastic examples of local innovation like the Tyne Bank, which should be celebrated and engaged in shaping the future of North East food culture. Thank you Food Newcastle’

Yesterday was truly inspirational, well organised and did the job you intended it to . A real call to action. So, congratulations - and pass that on to Vicky and anyone else involved. Good food too!

POSITIVE

NEGATIVE	Not sure about the venue being from a health organisation being in a brewery not good
	It is quite cold
	Stalls difficult to access and some are difficult to see
	Disappointed at how poorly people used the recycling points, doesn't bode well for the food waste bit parking for so many attenders was difficult
COMMUNICATION	Please contact by email
	I move around a lot so emails and face to face is best communication for me
	Prefer email, not social media
	More social media promotion set up hashtags or geofilters
	I use Twitter
	Email is preferred method of communication
OTHER	Thank you for inviting us outsiders in.
	We really appreciate your help.
	I would love to be more proactive in the next event and hear/share ideas in the food waste subgroup.
	Would really like to get more involved
	Maybe services on rotation on the screen as people are talking/networking
	Health have a lot to offer in terms of evidence
	I find my main problem in school is that the parents drive the food eaten by their children regardless of how you educate the child
	As a teacher I didn't feel that I have much to take back and use in school (except from a potential source of work experience who I randomly talked to)
	would have been interesting to hear from a speaker from a city which has achieved the award
	Most of my information on food and what to deliver students comes from healthy schools PSHE communication

Theme 1: Diet-related ill health and access to food

Reducing sugar consumption

Q 1.1: Sugar smart pledges

We work within Newcastle Primary Schools to promote Healthy Eating. 'Drain the drinks' workshop assemblies to talk about sugar content.

Serving lower sugar meals / drinks in café

We try to encourage healthier options

Create awareness of sugar content in processed foods. Promote eating more fruit and veg

To only use sugar to take a person out of shock/stress

We already make sure, especially younger people that come along to our group do not bring/consume sugary / high saturated fat products while at the centre instead they are given fruit and other healthy snacks

Approx. 2 years ago The Trussell Trust recommended to foodbanks in the network to stop routinely putting sugar in food parcels. (Newcastle Westend, Newcastle East, Walker and District)

GNCH encourage healthy lifestyle provide food education encourage breastfeeding etc.

Q 1.2: Other diet related ill health issues we need to focus on

I think a focus on the sugar smart pledge will help enormously and is a key focus.

Energy drinks

Obesity and diabetes

Diet and alcohol consumption – linked to obesity

Metabolism: How is the food we are eating increasing/decreasing our energy production

The running thread throughout all the materials on display is the onus on consuming and the effects on health.

There needs to be more (much more) focus on holding account procedures, then inevitably culture will change for the good over time

Fast food / Pre-prepared food from supermarkets / 5-7 a day / lots of work in schools

Making good food affordable

Q: What is your organisation/setting already doing to reduce sugar consumption with its key audience(s)?

Café- No Full sugar drinks/ reduced sugar recipes and portions are smaller

C4L- Sugar boards (awareness) food labelling in workshop for champions

Food Skills – In sessions we give out key messages (reduce sugar, saturated fat etc.).

We have a 'Drain your Drinks' assembly, pupil and parent workshop; looking at sugar content in popular drinks and encouraging drinking water. This is part of a wider Healthy Lifestyle programme of curriculum ideas, resources and support.

Trying to push healthy lunch option in Nursery. Refusing to sell full sugar soft drinks only zero. Offering honest advice to customers about sugar content

0-19 service: Breastfeeding and support feeding choices / weaning groups / Discussions around oral health at every contact (MECC) / Healthy Lifestyle & Eating Education. Obesity and referral pathways. Anticipatory guidance.

9month and 2yr dental packs delivery

Newcastle Waste Less workshops around cookery within schools. Tyneside Housing group, Ouseburn farm, no vending machines, reuse produce in garden. RVI/Freeman hospital cafes. No longer serve sugar drinks and no do zero sugar

Approx 2years ago Trussell Trust advised foodbanks in the network (H2O and foodbanks) not to put sugar in the food parcels /following recommendation from public health

With the g=food hub work the processed food will not have hidden sugar- e.g. bread from West end Women and girls centre and FAR soups will be clear if has sugar.

No fizzy drinks / vending machines Own catering service control

Every young person who attends youth drop in session will have a freshly prepared meal. Energy drinks are banned. Youth activities around healthy eating. Allotment Project which encourages young people to grow and prepare fresh food.

Young people are not allowed to consume sugary drinks onsite instead are given fresh fruit and healthy snacks. No hidden sugars in the West End community bakery breads. Change4life offer training on sugar content in products to young people in our seeds4life programme.

Q: What can your organisation/setting further commit to doing to support the Newcastle Sugar Smart action plan?

C4Life-Kath is already working with Debra Howe to help develop message through resources.

Food skills- to keep sharing messages to team, volunteers and full organisation team meetings

Good to help increase pupil awareness of the sugar smart campaign would like to help implement core ideas to primary schools.

Expand our range of lower or no sugar products on sale

Reinforcement, Education, Consistency and Promotion

Tyneside Housing can look to stop selling sugary drinks. They use biodegradable plastic but not yet for straws but will do. Haref – get information out to groups and encourage community interest. Active inclusion – get information out to practitioners about the campaign. All employers have a responsibility staff to reduce sugar and should sign up to this.

Obtain further info to disseminate to foodbanks

We will highlight this on the food hub platform

Further reduction of sugar drinks (flavoured milk cartons). Education

Not accepting food gifts such as Easter eggs, selection boxes

Invite external agencies to deliver workshops to young people

Theme 2: Good food for all – tackling food poverty

Tackling holiday hunger

Q 2.1: What role does your organisation have in addressing the holiday hunger issues in the city?

Unsure? We do top ups for hard up families in the form of hamper donations at key times of year

We organise workshops about food waste reduction and cooking skills to maximise the use of food (leftovers, etc.)

We ran a summer play school during Summer 2017 but due to lack of funding may not be able to run anything in the coming summer

We do other very affordable food and drink and crisis packages to reach in need. We offer volunteer training which can help people gain skills to healthier food cheaper

Getting into Primary schools to teach them (parents & children) the benefits of Healthy Eating workshops to encourage cooking using affordable easily accessible ingredients

We run youth groups through the holidays where we harvest and cook healthy meals. Give fresh produce to local people. Also work with local school run holiday clubs on school sites

Identifying at risk children like attending hospital appointments

NUFC Fans Foodbank collecting and feeding. Granger market and internet gigs and events

Enabling vulnerable families to access services. Identifying where those are. Building relationships with organisations to enhance communication. We roll out this training into our workforce delivered through active inclusion.

We provide small grants to voluntary and community groups charities for a range of issues. Tackling food poverty/holiday hunger would fit well under our criteria.

City Council, participation in Holiday Hunger program. Financial inclusion in increase growth for families

The Trussell Trust has a project called Holiday Clubs (which addresses Holiday Hungry). Foodbanks in the network can sign up to run holiday club either as a foodbank or in conjunction with partners. An operating manual is provided

We link up with Hattrick and Active Newcastle Sports camps in holidays with champions to do healthy food activity

Any other comments

Diverting food waste from restaurants catering supermarket, etc. could be a good food option to redistribute food

Theme 3: Building community food knowledge, skills, resources and projects

Increasing food skills and knowledge

Q 3.1: What food growing activities are happening in our city? How can we build on this?

Allotments have been traditional with older people which helps them in retirement as an activity. Younger families need to get involved with allotments – helps teach children value of growing food, where it comes from.

Lots of site specific initiatives – great to encourage individuals to use what space they have to grow their own.

Grow food organically with local volunteers & youth groups ages 0-80+! Cook shared lunches, etc.

Seeds4life (West end woman & girls) Pre School Nursery (The Lemington Centre)

Scouts, Guides etc. doing their own local scale schemes – Look into John Muir Award Scheme / Wildlife Trust working with communities in area

West End women & girls and Greening Wingrove

Heard about Jesmond allotment sharing surplus with a food battle – not sure if was trial. Seeds4life project, funded by public health.

School communities to share what they are doing. Get more school groups to engage in food growing.

Men's pie club heard of this via Facebook. Student cooking classes (Food Nation). Food Markets etc.

Change4life garden

Children North East allotment project

Pottery Bank Community Centre Allotment

I would like to know more

Community orchards – Pendower, Jesmond, Nunsmoor Park (Greening Wingrove CIC)

Allotments – increase availability

Q 3.2: What is the best way for community food initiatives / food growers to connect and network together?

What would be the benefit?

Need open days / gardening / food for all the family / all ages – not just commercial food festivals. Interactive learning is important.

Really important to share resources and jointly develop responses to local needs.

An email network (we do this through NE Permaculture network, works really well). Quarterly get together at different projects to see what we all do.

Sharing information. Partnerships (i.e C4Life Partnership)

Seeds4life – partnership work. Health trainers – C4Life – cooking. Westend women & girls – grow it. Hatrick – spot why exercise is important.

Not to necessarily create new network but improve / level of existing ones if there are any. The benefit would be ideas sharing but it's health important to give recognition where deserved for ideas if they are to be used/adopted by others (addressing competition).

More events to get together share knowledge. Links through groups such as Food Nation

Integrated event? Attend food banks/ schools/ colleges people started etc. to spread the word.

Can allotment Association be linked with food projects so gluts of veg etc. can be put to good use.

Facebook/ social media. Change4life connections

Food initiative mailing list/ meetings / training

Find key services that are -- across lots of areas of work as -- communication will establish relevance of how different work links

Regular emails

WEA Green Branch held a great conference for food growers @ Bede's world. Really informative.

Food growers to attend cooking sessions with produce & demonstrate how things are grown & ways to cook produce with the help of educators.

Q 3.3: What training is there on food buying, cooking and nutrition for young people, vulnerable adults, older people and families?

Older people need help to cook for 1 person. It is difficult after a life cooking for a family to end up cooking for oneself only. So many people resort to buying pre-cooked / packaged food (full of salt/sugars) + heat up in a microwave. Very SAD!

'Growing together' at Ouseburn Farm – aimed at vulnerable/ socially excluded adults – 6week course

We deliver cooking workshops for all Scotswood Garden

Food Skills @ Healthworks Early Intervention C4Life Health Trainers can work 1-2-1 with shopping with families with children under 5.

Chefs Adopt a School programme – professional chefs working in schools to train young people in cooking, nutrition etc. National Scheme Lucy Carroll trying to set it up in NE

Healthworks – L1 Food Hygiene

We work on developing cooking and nutrition training with young people at our cook it groups.

Phunky Foods work with schools in Newcastle advising on Health Lifestyles – curriculum, website resources, practical supports

Food Nation

The Trussell Trust Network has an Eat, well, spend less course (EWSL) – foodbank volunteers are trained to run courses with any of the above client groups looking at 'cooking from scratch'. A manual and recipes are provided Middlesbrough food bank has ran a slow course in conjunction with Middlesbrough Environmental City. The course (2hr session) were held in a primary school 2hrs before end of school day to encourage parents to attend who would be coming to the school to pick up children.

Catering training – food prep. Work in partnership with Walker Tech/ Sir Charles Parsons offer placements within café

Again lining perhaps retired people with good cooking skills with those who don't know how – benefit to both groups

WEYES (Children North East) offer cooking classes

Youth Projects will often deliver healthy eating and cooking skills WEYES

Healthworks, Food Nation, Community Family Hub, Henry Programme

We run volunteer and training programmes St Martins Centre

Multiple mini very local schemes Through our LEAF Grant programme and other funds at the Foundation we've funded lots of food growing projects. Greggs Foundation also supporting these projects – see 'Project Dirt' website. Newcastle Nutrition can deliver training in these areas

Theme 4: Strengthen the local sustainable food economy

Forming a good food business network

Q 4.1: What role do you or your organisation have in supporting the success of healthy and sustainable food businesses?

GNCH – catering a source sustainable food

To help support / encourage local partners to be a part of this

We recommend Wheelbirks Farm (milk) Eating Local and Organic Riverford sometimes

We are developing a social enterprise West End Community Bakery. The Bakery produces good honest food without preservative

We actively try to change attitudes to health food in our area

Deliver and provide free access to I.P and business support to grow sustainable business. We will be delivering a food theme via our ERDF project and have flexibility to develop bespoke support

We bring in caterers for events and our office sustainability policy states we'll look at sourcing local low food miles

We have our own kitchen staff (with chef) employed by the school. All of our meat is locally sourced (non halal, inc. fish). We offer a wide variety of meals to students. Kitchen uptake 3.5 times higher than 1yr ago ??

Being an enabler to promote sustainable food messages and helping to create new cultures with families we work with

Q 4.2: How can we best raise awareness of the benefits of healthy and sustainable food to our communities?

Easy to understand information and host community events

Encourage parent & share information – keep it simple

Make it fun / rewarding

It's got to be in practice training and by example, more action than talk. Also organisation being brave and taking a strong role on the issue. Sharing a vision – it looking realistic

Being careful not to let jargon eliminate people

Education. Inviting people from needy areas e.g. food banks – free -- perhaps

By identifying all benefits i.e. financial reality of life expectancy for their children

Q 4.3: What is the hook for consumers to spend at local independent food businesses?

Accessible and affordable coast and location can be prohibitive. Promotion needs to be simpler – use of term sustainable & independent very middle class put others off

Proms, prices

Marketing: I would say that most quality providers advent great at marketing the immediate & wider impact of local re-investment

Good value for money. Helping the local economy which will in turn improve the local area. Evidencing the benefit for a future generation

Lower prices better quality and standards

Promoting locally sourced, fresh, quality products

Marketing the environmental credentials- increase in consumers wanting no plastic, low food miles, sustainable, supporting local.

Income often more expensive transport often need to travel to different places advertising

Price and accessibility trend of foods especially for young people seems to be an increasing trend i.e. eat food with funds and energy drinks

Any other comments

Give out information / recipes to customers to use Break the recipes down into shopping list

We can potentially provide a free venue for events at Newcastle city library, where we are based.

Theme 5: Transforming catering and food procurement

Geoff Moyle (Trust Catering Services Manager, Newcastle upon Tyne Hospitals NHS Foundation Trust)

Joanna Lacey (Food Nation) *Strength2Food's Sustainable Fish programme*

Q 5.1: Should we set up a cross sector food procurement working group/forum? Who should be involved?

Yes

Operational practitioners as well as strategic Managers to ensure ideas are realistic and workable

Yes – local suppliers / traders

Yes – representatives of the whole supply chain

Q 5.2: How do we encourage more healthy, sustainable and ethical catering and food procurement across all settings e.g. nurseries, schools, colleges, hospitals, care homes and workplaces? How do we help communicate and celebrate success?

Partnership working – linking those who have achieved with those who have not

We need to educate children and young people on what this means to help them drive change forward within their settings

Set up scheme re standards / food ingredients train staff to promote / advertise / share information

Show the pathway: Farm – food – plate – body- wellness outcome. Show the impact (how is the money spent / earth replenished)

Marking, dissemination, involve actors

Q 5.3: Do we know what healthy, sustainable and ethical food procurement is? Can we effectively communicate these policies, standards and guidance further?

Need to make it simple

It is not commonly known therefore we need to educate everyone

Brief and simple

What practice is our food linked to? – side effects (poor wages) (chemicals) (metabolism)

Need to define the better and then communicating it through campaigns. Have more attentions in food waste generated from catering strategies to redistribute

Theme 6: Environmental sustainability – reducing waste and the ecological footprint of the food system
– Support the development of a strategic food waste group
Work with the Newcastle Waste Commission to drive forward a food waste movement

Q 6.1: How do we take forward the food waste outcomes in our city - what can your organisation do?

Improve council recycling in general. Many items which could be recycled, can't by local authority look to European leading countries in waste management

I am new to the city and found it hard to learn about the eventual outcome of food waste after disposal. I think it would add to the debate if we were honest about food being incinerated if disposed of in general waste
Organisations need to work with their localities and show how a joined approach will need to be taken towards food waste across the city

We're a grant funder – hold multiple funds on behalf of donors. We have a dedicated environmental fund L.E.A.F which has tackling waste including food waste as a priority. We accept applications from community groups for projects which could focus on this issue – Happy to have a discussion.

Currently we grow food with local volunteers and teach what to do with gluts to avoid food waste e.g. freezing preserving junking etc. Share ideas via social media

Work alongside large organisations such as Aldi to identify what we as an organisation can pass on to families in need

Reduce waste, donate excess. Fines for companies not complying?

We deliver love food hate waste courses and recycling reduction courses with local partners, groups and school children

Q 6.2: How do we best engage with businesses to reduce our food waste and/or redistribute food to avoid waste?

See above – also donate directly to students & peoples kitchen FOC – food waste – Take Away app to be broadened / promoted further in Newcastle = previously waste meats sold on App, ad hoc, for £1 etc. at end of day – Reward scheme where can donate to peoples kitchen

Use / promotion of surplus – food apps e.g. OLIO

Need to develop a network using key existing organisations like NE1 in the city centre, seeing what the infrastructure is already in place

Free advertisement would be a good motivator

Donate leftovers to banks/ charities – needy families of students in school – Advertising

Offer staff training – mandatory. Community First Elswick (now Westend) work with Emma Simpson around Takeaways (by reducing portions) this could also link into food waste

Personal contact with businesses to provide them with ideas as they may not know what to do themselves

Food Waste Presentation Feedback

Use the resources in our sessions deliver in the community. Share at full team meeting the new campaigns/resources. Have spoken to charlotte re new resources – which she is forwarding on to use to use and share. Great presentation

Great to get some facts and see what resources are out there

We use fair share to try and make use of food waste. We train volunteer how to use food waste more effectively

Supermarkets should be restricted to the amount of fruit and veg that is prepacked enabling customers to buy what they need

Interesting about resources I will use in my WEA Green Wingrove teaching. On downside, we do great projects on food waste here such as magic hat and fair shores in community centres and they are in the evidence so hearing about London equivalent projects without recognising ours not so good.

We donate to the homeless shelter in Newcastle with leftover sandwiches etc. We make hampers for certain families of students who we know struggle to afford food. Kitchen keeps a record of how many trips are out so that they do not over produce meals.

Great to see that there are resources out there to use. It would be very beneficial if these resources could be emailed to local authorities and then distributed to school, youth projects etc.

Sustainable Food Cities Bronze Award

Q 7.1: What healthy eating activities or programmes are you supporting and/or delivering that are aimed at changing behaviour, particularly among hard to reach audiences?

Children North East cooking with children/young people in West End (WEYES)

Delivering and organising cooking workshops (NWLSM)

Trust – Sustainable food (GNCH)

Working with local primary schools to encourage Health Lifestyles through curriculum, resources, support (Phunky Foods)

Seeds4life, public health funded, working with primary school age kids, to ground the positive messages of healthy eating, keeping fit, growing food and how they are all connected Based in West of Newcastle (West End Woman and Crisis Centre)

Launching a food hub in Meadow Well that connects producers / suppliers and consumers directly through an online market hosted by the open food network. Food is delivered at the local community centre (Open Lab)

Allotment / garden Prospect Benwell Lane (CNE)

Healthy Eating sessions in schools match fit, family learning (NUFC)

Promoting eating breakfasts amongst ks3 students (yr 8 focus). This includes providing 20 pupil -- students with a free breakfast (Warburton's donation)

Meal deals with free fruit / signposting nutrition on all products / introduction of how to cook health free training in halls 18-19 promotion of low sugar products, Halls of residence 'meat free Mondays' Free Fruit Fridays – advertising water fountains etc. 26k students 5k staff Newcastle university

West End Food Hub.

Q 7.2: How are we promoting the consumption of sustainable food in our city?

Just taken an allotment on in Benwell (CNE)

There is a need of more promotion and information about reducing waste and important aspect of sustainable food is the reduction of waste through the supply chain

West End Food Hub

Through selling of locally produced food products

Sustainable uni food policies / Newcastle Fairtrade partnership – council units and partners

Q 7.3: What healthy weight services and initiatives are happening in our city?

Active Newcastle, Bike4health

GNCH Hospital and community services

Cooking classes Newcastle University Open Lab

Newcastle United Foundation – Fit club free exercise sessions for adults and walking football

Q 7.4: Which local primary/secondary schools in our city are adopting a holistic approach to food education & engagement?

Sacred Heart School Fenham

We work with schools in varying stages of success at engaging the community in sustainable healthy lifestyles (Phunky foods)