

H&F Food Plan - 2025 to 2030

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Foreword

The Hammersmith and Fulham Food Plan aims to address the impact of food access has on our health, cost of living and the environment. This will be achieved through our vision ‘everyone who lives and works in Hammersmith and Fulham can eat healthy, affordable and sustainable food that improves the health and wellbeing of residents, creates community resilience, reduces inequalities and protects the environment.’ The Food Plan introduces our Food for All Partnership that will drive forward the implementation of this plan.

The plan emphasises the importance of food in daily life, from nutrition to community-building. Developed in line with national guidance and good practice, the plan focuses on creating a comprehensive action plan coproduced with the H&F Food for All Partnership.

The plan seeks to enhance the local food system by integrating input from various stakeholders, including organisations that support the communities we serve. The Food Plan encourages collaboration from all areas to create a healthier and more sustainable food environment in the Borough. As the plan is implemented, a better understanding of the local food system will be developed, focusing on the roles of the health system, public sector, voluntary groups, food producers, retailers, and businesses.

We are immensely grateful to everyone who has contributed to and coordinated the development of this plan. Working together to ensure a better and brighter future for our food system in H&F.

Introducing the Hammersmith and Fulham Food for All Partnership

The Food for All Partnership in H&F is an independent collective of charities and community partners including the Foodbank and Nourish Hub, H&F Council, residents, businesses, and public sector representatives, coming together to deliver a joined-up holistic food systems approach that increases food security and reduces food inequalities in our Borough. The partnership was formed in 2021 as a direct response to an increase in demand for services tackling food insecurity, a need for a strategic approach and oversight, and an understanding that improved food security is linked to building more resilient communities with improved health outcomes. The partnership became official members of the Sustainable Food Places network in 2024.¹



¹ [Home | Sustainable Food Places](#)

How this plan has been developed

H&F Council and the Food for all Partnership has developed this plan with a focus on sustainability, prevention, and transition from emergency support. The plan was created through consultations and workshops with a variety of partners including the voluntary sector, food and drinks sector, education, and health. This collaboration led to the identification of key actions in areas such as food poverty, health, and sustainability. Resident input was also gathered through research, interviews, and informal engagement.

This helped us to:

- Identify the range of existing services.
- Identify gaps in service.
- Identify priority communities and activities.
- Confirm the core values and priorities.

Ongoing consultation and engagement with partners and residents and an annual review of the action plan, will be essential in promoting a resilient and compassionate food culture.

Voluntary sector research and findings

Our third sector partners have worked with residents to make sure the Food Plan addresses the needs of different communities and priority groups. This includes research by the Hammersmith & Fulham Foodbank and the Nourish Hub (in case studies below), interviews, and informal engagement. Key findings have guided the recommendations in this plan.

Case Study 1: Impact Assessment by the Nourish Hub

UK Harvest conducted 'Our Hub Your Voice,' a comprehensive assessment of the social impact experienced by residents and volunteers who engage with Nourish Hub and its services. 96 volunteers and residents participated in the survey, interviews and focus groups.

Results showed that most residents benefitted from the hub's services, especially in mitigating the cost-of-living crisis. The hub also helped foster community connections for both residents and volunteers. Access to nutritious food was a significant support, with most agreeing that the hub helped offset increased costs and provided food they couldn't afford.

Case Study 2: Gousto 'Meal Kits' pilot with H&F Foodbank

The Meal Kits pilot was delivered by H&F Foodbank in partnership with London Borough of H&F, and Gousto to tackle low food security. The goal was to provide easy, nutritious, and affordable meal options to thirty existing Food Bank users. Gousto created plant-based recipes based on the Mediterranean diet, including global cuisines and fermented foods, which were simple and suited for microwave cooking. Participants received kits

weekly for 12 weeks, each containing 10 meals and costing the same as regular Trussell Trust parcels, effectively eliminating hunger and reducing worries about affording food for the participants during the program.

The aim of the pilot was to track the mental health impact of food aid over three months. It revealed that access to healthy food significantly improved the well-being and mood of participants, encouraging cooking and family bonding. Despite these positive outcomes, the food bank faced challenges with the increased costs and logistics of providing healthier food options, sometimes resorting to retail purchasing to fill gaps, and so the cost of the healthy food boxes soared. The experience highlighted the need for affordable, nutritious food for low-income individuals as a crucial aspect of food aid in the UK and that any opportunity to improve the standard of food made affordable to people living with low incomes in the borough, should be embraced.

Links to local and national strategies and joint assessments

This Food Plan links to key aspects of the following local and national strategies as well as findings from local needs assessments:

- | | |
|------------------------------------|--------------------------------|
| - Older Peoples Needs assessment. | - Homelessness and Rough |
| - 0-19 Health Needs Assessment | - Sleeping Strategy 2021-26 |
| - Oral Health Action Plan | - Childrens Early Intervention |
| - Health and Wellbeing Strategy | - Strategy 2022-27 |
| - H&F Climate and Ecology Strategy | - The H&F Plan 2023-26 |
| - H&F Fuel Poverty Strategy | - National Food Strategy |
| - H&F Industrial Strategy | - London Food Strategy |
| - Independent Living Strategy | |
| - H&F Housing Strategy 2021-26 | |

Some elements of this Food Plan can be accelerated and reinforced through change in policy at a national level including Tackling Obesity Strategy, Childhood Obesity Strategy and the NHS Long Term Plan.

Our Vision

Our vision is that everyone who lives and works in Hammersmith and Fulham can eat healthy, affordable and sustainable food that improves the health and wellbeing of residents, creates community resilience, reduces inequalities and protects the environment

- Everybody in Hammersmith and Fulham (H&F) has access to healthy food and fresh food that is affordable.
- Local shops offer a wide variety of food options, with healthier options promoted.
- The root causes of food poverty are addressed, with sustainable solutions in place to reduce food insecurity.
- Mothers and babies are supported to have the best healthy start to life.
- No child is left too hungry to learn. Schools offer nutritious food, and children receive a balanced daily breakfast.
- Food helps bring people together, with hubs that offer food alongside other services to support individuals and families.
- Residents feel connected to where food comes from and how it is produced; local food growing is increased, and people feel confident in preparing nutritious meals.
- The impact of food is well understood, and the borough works to waste less, recycle more, eat food that is more sustainable and have healthier diets.

What we want to achieve

To drive forward the positive changes needed to make the Food Plan in H&F a reality, it must be constantly informed by the needs of residents and the community organisations that serve them. Therefore, this plan is structured around the following four key themes. Underpinning each of these themes is the aim to reduce inequalities in H&F.



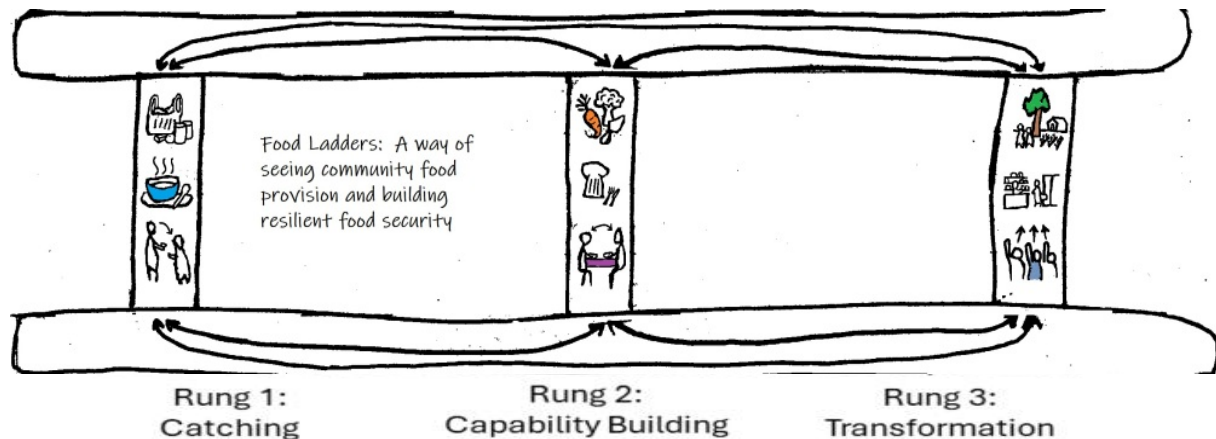
Key Principles

The following key principles are integral to the work and strategies for successfully delivering the Food Action Plan

A good Food Partnership	The creation of this food plan and its objectives cannot be achieved by any one group, sector or setting. We will work with partners across sectors to create a stronger food system in the borough. Voluntary and Community Sector (VCS) partners bring first-hand experience of working with communities and businesses have a responsibility to improving access to healthy affordable food and supporting their employees and community.
Have an action plan in place	Every action count: we all play a role. We'll collaborate across sectors to create and implement sustainable solutions that tackle root causes.
Whole system approach	A long-term systematic and strategic approach to food is supported and built into local agendas, policies and strategies. We will use our strengths to maximise opportunities, building on the skills, knowledge and assets of communities and pool our resources effectively.
Prevention better than cure	Activities will focus on populations, areas, and ages most at risk of poor health outcomes due to inequalities. Solutions will build resilience and address root causes of food insecurity and health.
Outcomes focused	Focus on creating meaningful impact in local communities ('outcomes') instead of just measuring activities ('outputs'). We will establish a strong evaluation framework. We'll gather information on what works and what doesn't through feedback from residents and quantitative data.
Residents are in the know	Residents should know where to find information and support for health, wellbeing, employment, and money advice. We want to highlight the importance of food and inspire contributions to challenges. Our goal is to help residents understand how their food choices impact health, communities, and the environment, empowering them to make positive changes.
Dignity	We must reduce stigma around food poverty and health issues like obesity. Support should be offered in dignified, non-judgmental settings. Programs should avoid stigmatising residents and be inclusive to people with diverse backgrounds, health, and cultural needs.

Our approach: taking a preventative approach to tackle food poverty

This plan follows the 'Food Ladders' approach, developed by Dr Megan Blake at the University of Sheffield². This is an evidenced-based approach for framing food-based interventions and tool for community-based development that focuses on reducing vulnerability to food insecurity.



The arrows in the ladder above represent local authority departments, working groups, community organisations and local food networks, connecting the stages together and providing support.

The Food Ladder set outs three rungs of the community food system that represent stages towards food security:

1. Rung 1 – **Catching** - emergency crisis support/ emergency activity provides a starting point for those who are in crisis/experiencing food poverty. Such interventions might include emergency food aid, mental health support, access to social services, food and fuel vouchers.
2. Rung 2 – **Capacity Building** - supports those not currently in crisis, but who may be struggling to afford and/or access good food or at risk of food poverty. Activities may include shared cooking and eating activities, food pantries and children's holiday clubs or Interventions with retailers to shift towards healthier food. This sort of intervention enables people and communities to be more adaptable by expanding what they can bring to the table to make change.
3. Rung 3 – **Community led/self-organising initiatives** - supporting communities to realise goals through self-organised projects that capitalise on what is good in communities. Examples include developing a social enterprise based on community cooking knowledge that provides employment, cooperative food growing and food procurement that increases the local availability of good food.

Each rung of the 'food ladder' plays a role in enabling individuals to become more food secure; people can move between the rungs at different stages of their life. But each rung is integral towards food security. Without crisis support, individuals can't focus on building skills. Without those skills,

² [Food Ladders | Linktree](#)

people can remain dependent on food aid and without opportunities to develop independence and be part of a community, breaking free from the cycle of poverty becomes much harder.

By integrating the 'food ladders' framework into our work, we will ensure that service users not only receive immediate support and access to nutrition services and programmes, but are also supported in building community connections, and gaining the knowledge, tools, and skills needed to achieve long-term food security.

Supporting priority groups

Many households and individuals can find themselves facing food insecurity unexpectedly and suddenly. The Covid-19 pandemic in 2020/21 highlighted the inequalities that exist in our borough. One of the most striking discoveries has been the amount of food insecurity still being experienced by residents in H&F, which is greater for some population groups than others. Therefore, our action plan will explore targeted and preventative interventions to build resilience and enable individuals to transition from emergency food provision, with a particular focus on supporting the following groups:

- Low-income households
- Disabled people
- Older people
- Unpaid carers
- People in receipt of other welfare support or council care services
- Young Care Leavers
- Homeless and those in temporary housing or hostels
- People with no recourse to public funds
- Families, particularly those with infants or young children (including, but not limited to those eligible for free school meals).

Building on the 2021 – 2024 Food Plan

The H&F Food Plan 2025-2030 builds on the unpublished H&F Food Matters: Action Plan 2019-2024. It expands on the previous action plan to include the wider food system in H&F as well as issues around sustainability and climate. There is incredible work happening in the food system across H&F and within local communities.

Addressing food insecurity

Food insecurity refers to the economic and social conditions that limit access to safe, sufficient and nutritious food.³ The figure below can be used to demonstrate the scale of food insecurity.

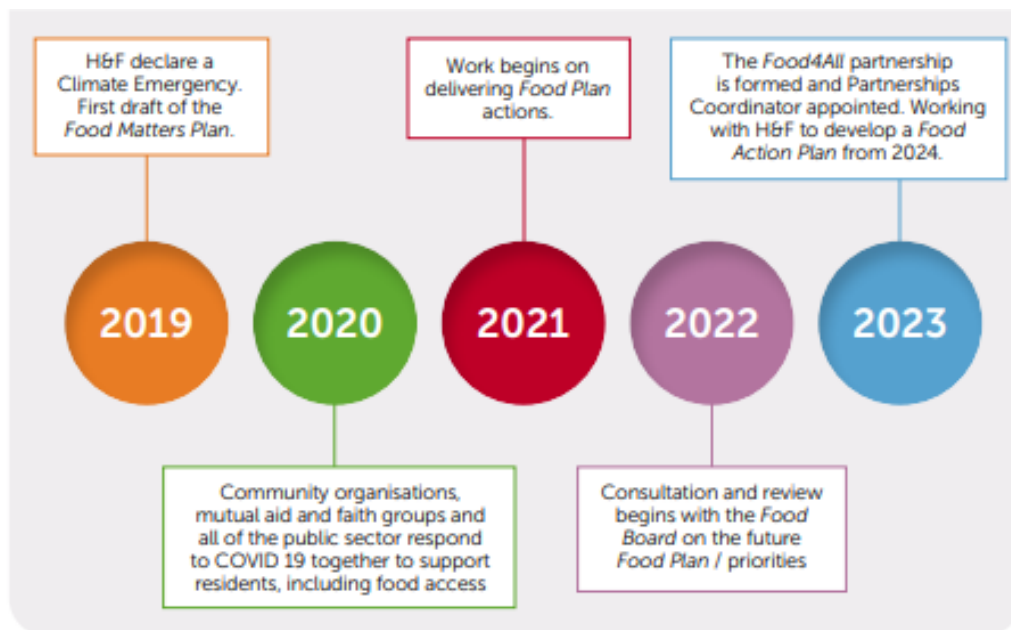


³ [Who is experiencing food insecurity in the UK? \(parliament.uk\)](https://www.parliament.uk)

Food insecurity is a systemic issue that can happen to anyone at any time and is not a personal failure. People facing food insecurity may struggle with a range of factors, including high living costs, expensive housing, unemployment, and low-wage jobs, health conditions, inequalities and social stigma and shame.

“People don’t understand that the situation I am in is not my fault. I don’t want to be unemployed; I am a person that usually do anything.” Disabled resident awaiting a PIP assessment – H&F Foodbank affordable Food report 2023.

The strategy to enhance household food security and establish a fairer food system is a commendable initiative that builds upon previous collaborative efforts. The H&F food partnership’s dedication over the last two years has set a precedent for us as a Borough and has culminated in the development of multiple complementary services, addressing various aspects of food accessibility, nutrition, education, isolation and sustainable practices.



Key achievements of the H&F food partnership and existing initiatives to build on

Food Security – ensuring no-one goes hungry or malnourished	Healthy Eating – ensuring everyone can eat healthily
<ul style="list-style-type: none"> • Food for All Partnership was established in 2021, and a dedicated Food Partnership Coordinator was appointed in December 2023, supported by the Council and the Mayor of London. The partnership's membership has grown and meets every three months to promote a united approach to food systems that boosts food security and lessens food inequalities in our area, playing a vital role in the development of this food plan. A key strength of the local food partnership is knowing what each service offers, allowing residents to be easily referred between them and helping to address community needs. • The partnership officially became a member of Sustainable Food Places in 2024, gaining access to support, campaigns, awards, toolkits, and resources to further support the aims of this plan. • H&F supported UK Harvest to open Nourish Hub, a democratic food space providing 200 meals a day and serves as an important community space for residents and local organisations. • Supported Alexander Rose Charity to deliver a local Rose Voucher scheme to help families on low incomes with young children (aged 4 years and under), and pregnant women, and are given out by local children's centres, family centres and some community organisations. Families using the scheme are eating fewer sugary snacks. • Universal Breakfast Offer delivers over 600,000 breakfasts a year in primary schools via partnership with Magic Breakfast. H&F is also the first council to pilot Universal Free School Meals at secondary schools; and have studied its impact. • Provided grants to third sector partners for emergency food support during the pandemic and cost of living crisis. 	<ul style="list-style-type: none"> • Developed an in-house Healthy Schools & Healthy Early Years training offer and support for schools and early years settings to achieve accreditation, supporting healthy eating, physical and mental health. • H&F Foodbank introduced fresh fruit and vegetables into the core 3-day emergency food parcel and to support the purchase of long-life food; chosen by a 'picking list' to maintain the dignity of beneficiaries. H&F continue to support the Foodbank through our main grants programme. • Our local Holiday Activity and Food programme, funded by the Department of Education; provided over 31,000 hot meals in 2023 to eligible families and through support of the partnership continues to develop its resources for nutrition and cooking skills. Additional funding put into the programme has extended it to cover every school holiday. In Summer 2024, 66 local partners supported delivery of a wide range of free activities: providing venues, one off sessions, educational materials and volunteers. • Promoted uptake of Healthy Start vouchers through partnership working and training with distributors and those supporting young families (e.g. health visitors and training for front line staff). • Many schools in H&F are now water-only schools, and we encourage schools to engage in healthy eating education in settings such as the Nourish Hub and accessing food growing at community garden sites run by Hammersmith Community Gardens Association. Our resident football club trusts, Chelsea and QPR, are actively going into schools in the most deprived areas to provide health education, Chelsea FC Trust have linked with Imperial College's Connecting Care for Children Initiative to link dietetic support into Chelsea's Healthy Schools programme. We're also exploring joining the Refill Destination programme to provide greater access to free drinking water across the local community.

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| <ul style="list-style-type: none"> • H&F have supported a number of community organisations (Age UK, Dancewest, H&F Libraries, TREM Place of Sanctuary, Rivercourt Methodist Church and many others) to host free Warm Welcomes spaces throughout H&F for residents to enjoy refreshments or a nutritious meal, chat with neighbours and to try out a range of activities. • H&F, in partnership with H&F Giving, launched the Winter Support Fund 2024/25, awarding grants to community organisations helping those in need. The fund assisted many households facing financial hardship, including older residents, by providing food, fuel, and essential living costs. • H&F supports West London Welcome who provide a safe social space. Their community centre is run for and with refugees, migrants and people seeking asylum. Classes, activities, advice, advocacy, food and friendship • UK Harvest conducted ‘Our Hub Your Voice,’ a comprehensive assessment of the social impact experienced by residents and volunteers who engage with Nourish Hub and its services. • Barons Court Project is a day centre in Hammersmith and Fulham who support people that are on low income, homeless and/or vulnerable to mental health issues. They provide a space where people's basic needs can be met. It's a place where you can take a shower, do your laundry, and have something to eat. • The Upper Room provides a warm and welcoming environment from which they serve hot, freshly made meals every weekday afternoon. Anyone can access this service with all year round. We typically see between 60 and 100 people each session, who can either sit inside or take their food away. They also supply toiletries, clothing and bedding, and assist those in crisis to find immediate solutions. Case workers from Glass Door (housing advice) and Citizens Advice H&F (Welfare Benefits, employment and debt advice are also on site. | <ul style="list-style-type: none"> • H&F holds a gold award of accreditation with UNICEF UK Baby Friendly Initiative. One in only four London Boroughs. • H&F is one of the London local authorities, taking part in the Healthier Catering Commitment (HCC) scheme. The voluntary scheme is run by London Boroughs, with support from the Mayor of London, the London Food Board and ALEHM. So far 34 Restaurants, takeaways, sandwich bars and other caterers 34 local restaurants, cafes and sandwich bars have been awarded Healthier Catering Commitment. • H&F's plastic free policy seeks to eliminate non-essential single-use plastics from the Council's operations. The policy defines 'non-essential single-use plastics' as those included in the Government's single-use plastic bans and restrictions, and where applicable, packaging in the scope of the UK plastic packaging tax. The policy also seeks to achieve a reduction in single-use plastic consumption and increase in recycling across the borough. |
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Connecting Communities – ensuring no-one in the Borough has to eat alone	Sustainable food systems – people can eat without damaging the environment
<ul style="list-style-type: none"> Supported the development of new community food initiatives and enterprises through identifying gaps, consulting communities, and providing access to tools, resources, training and advice. The Council, external grant funders and the Food Partnership Coordinator have supported several local projects and through the H&F Hive – Spacehive community crowding funding platform including community led projects from community kitchens to community gardening and food growing spaces. Hammersmith & Fulham Council continues to work with local volunteers to support refugees and those seeking asylum including Ukrainian refugees. The Quaker Meeting House in Hammersmith hosts monthly informative meet ups for those who have fled Ukraine. Gatherings continue to provide a sense of community and offer practical advice and support to help with the transition to living in the UK. Facilitating food growing projects in community spaces and building partnerships to embed sustainability. The Climate & Ecology team have supported several community groups microgrants to deliver projects and initiatives that support food growing across the borough. Hammersmith & Fulham provide a range of activities for older isolated residents including silver socials and the Christmas Day Lunch. There are several food charities, including Nourish Hub and Food Cycle that provide opportunities for local people to come together to cook, eat and learn about how to eat more healthily. The Sharing Table was developed and is a collection of much-loved recipes and family favourites that has been compiled from a range of local Hammersmith & Fulham residents and supported by H&F Giving. The recipes are simple to make and don't ask for any specialist ingredients. It 	<ul style="list-style-type: none"> H&F is further funding phase 3 of the 'Eat Like a Londoner' campaign which provides information to residents including areas like easy low-cost healthy recipes and shopping on a budget. The H&F Climate Alliance is the council's business network formed to engage with businesses as well as charities, schools and community groups on climate and ecology topics - including food waste reduction and sustainable food - to support local action across the borough. Fees for new market traders on North End Road Market are reduced for up to 18 months, with free parking support. Branded market gazebos, tables, and chairs are available for loan to cut trading costs. Departments are planning ways to help traders recycle food waste before March 2025. Traders are required to reduce single-use plastics, and reusable branded bags were provided to them. Nourish Hub has been commissioned by numerous Council events to provide nutritious, climate-friendly catering. Room hire and Catering packages include vegetarian and vegan food made with surplus food to reduce food waste. Revenue generated through these commissioned offers are put back into Nourish Hub to provide low-cost meals for the community and offer education sessions for disadvantaged children and adults. H&F introduced new Food Waste Bins to thousands of homes enabling more residents to recycle food scraps and unwanted leftovers. Food Cycle aims to tackle both food poverty and loneliness by providing meals and fostering community interaction. They repurpose surplus food that would otherwise be wasted, ensuring that it's used to nourish those in need. Food Cycle current serves free, nutritious meals at Family Hub Tudor Rose in Fulham and Our Lady of Fatima Parish Centre in White City.

is distributed by local partners including Nourish Hub, H&F Food Bank and West London Welcome amongst others.

- **Hammersmith Community Gardens Association (HCGA)** manage four community gardens in Hammersmith & Fulham. HCGA has a range of projects which include conservation training schemes, volunteer gardening sessions, health and wellbeing projects, environmental playschemes and environmental education in local schools. They assist local groups in the design, plan and management of their green spaces. We promote environmental sustainability within the borough and manage our sites to maximise biodiversity and encourage wildlife.

Key challenges, outcome and priorities

Priority a) Food Security – Objective: Ensuring no-one goes hungry or is malnourished

“For many people, a healthy and sustainable diet is simply out of reach financially; even for people on slightly higher incomes, it can be less appealing because it’s still the more expensive option.”⁴

What we know in H&F

- Food support providers are well placed to establish supportive relationships with priority groups and connect them to a wider range of support, advice and guidance.
- There continues to be a low take up of Healthy Start Vouchers in H&F and only 56% of eligible families accessed this scheme in 2023, leaving vouchers worth over £150,000 unclaimed.⁵
- H&F is ranked 112th out of 317 most deprived local authority in England (1 being most deprived and 317 being the least deprived). In terms of income deprivation H&F is ranked 88th.⁶
- The rise in food and fuel prices, the highest since 1977, has further strained low-income households, making access to nutritious food more challenging.
- 43,320 residents are income deprived (in the 20% most deprived in England) while 18,200 of the working-age adults are employment deprived (in the 20% most deprived).⁷
- Clem Attlee estate is ranked in the 10% most deprived areas in the UK and lacks local food aid provision.⁸
- While compared to the London average the borough overall has a lower proportion of children living in absolute low-income families at 10.4% (2,902) certain wards like Wormholt and White City, College Park and Old Oak, and others have a higher-than-average proportion.⁹
- 25.6% of those aged 60+ are experiencing income deprivation, particularly in the northern parts of H&F.¹⁰
- Disabled residents or those with long-term health conditions face a higher likelihood of food insecurity, with 18% of such families affected, more than double the rate of families without disabled members¹¹.

⁴ [The Broken Plate 2023 | Food Foundation](#)

⁵ [Healthy Start map: Estimated loss to families in 2023 | Sustain](#)

⁶ [Deprivation in Hammersmith and Fulham](#)

⁷ [Deprivation in Hammersmith and Fulham](#)

⁸ [Deprivation in Hammersmith and Fulham](#)

⁹ [Child poverty factsheet 2023](#)

¹⁰ [Older people's needs assessment 2023 H&F](#)

¹¹ [Food poverty: Households, food banks and free school meals - House of Commons Library](#)

- Community organisations have experienced difficulty in signposting and referring residents between services.
- In 2023, 25,711 individuals in H&F relied on emergency food bank support, an increase of 103% compared to 2022. In 2024, monthly food bank usage is averaging 2,518 individuals. Notably, families with children and the elderly represent significant portions of those in need.¹²
- The situation for food aid providers in Hammersmith and Fulham (H&F) is becoming increasingly challenging as the demand for meals outpaces the supply of surplus food donations and/or capacity.
- Employed residents are increasingly seeking food aid due to cost of living. Food bank usage is not evenly distributed across H&F, with wards like White City showing higher percentages of individuals who were previously considered food secure. The wards with the highest usage of foodbanks were White City 16%, Conningham 10%, Addison 8%, College Park & Old Oak 8%, Sands End 7% and Shepherds Bush Green 7%.¹³
- There are number of asylum seekers in H&F The National Asylum Support Service (NASS) accommodation pending outcome of their Home Office applications with no recourse to public funds. Asylum seekers have limited funds to pay for food and little to no kitchen facilities, meaning they are reliant on cheap, unhealthy food, and/or meals provided by their accommodation which may be unpleasant and not culturally appropriate.

Key Outcomes

- Residents can access affordable nutritious food.

- Reduction in food insecurity.
- Health inequalities due to food is reduced.
- Residents know more about local food initiatives and support services.

Areas of focus

- ****Increased Outreach****: Work with partners to increase uptake of Healthy Start Vouchers and other similar schemes
- ****Targeted Support****: Explore interventions that focus efforts on the most deprived wards, particularly those with high rates of child poverty and food bank usage and asylum seekers and disabled residents, ensuring that existing initiatives provide access to culturally appropriate and nutritious food
- Collaborate with grant providers to re-direct or align grant priorities to food plan priorities.
- ****Service Integration****: Explore the development a system for food support providers to connect residents with a wider range of services, ensuring timely referrals.
- ****Addressing Root Causes****: Explore programs that tackle the underlying causes of food insecurity through wrap around support, rather than solely relying on emergency food support.
- Review H&F Council's and stakeholder data collection and reporting around food access and affordability, food education and choice and food sustainability. Identify gaps in data and working with partners propose potential metrics to measure progress of implementation of the Food Strategy

¹² H&F Foodbank data

¹³ [Hammersmith and Fulham Foodbank | Helping Local People in Crisis](#)

- ****Membership Expansion****: Actively seek out community organisations, local businesses, and health-related groups to join the Food for all Partnership.
- Create an inclusive and user-friendly Food for All website that compliments H&F Community Compass and provides an interactive map of food support/aid, downloadable resources, newsletter signup, donation options and a way to gain insights from local organisations and residents.
- ****Ongoing Community Engagement****. Design and undertake an engagement plan to periodically gather the views of residents experiencing food insecurity. The output would be used to further inform food plan actions which will empower and help people access affordable healthy food.
- ****Training for Frontline Staff****: Create training materials and workshops focusing on nutrition, education and awareness of food poverty. Collaborate with local training providers or nutritionists to enhance the training sessions. Train and support people working in the community and in health, social care and education settings to use opportunities to discuss food before

people experience crisis, improve the way that nutrition and hydration needs are identified using the 'making-every-contact 'count' approach.

- ****Food Provision Review for asylum seekers****. To identify gaps in food safety, cooking facilities, storage and safe infant feeding as well as wider hunger and malnutrition.
- ****Free School Meals Application Process****: Support more families to access Free School Meal entitlements. looking at the feasibility and potential impact of an opt-out system for Free School Meals registration.
- ****Malnutrition Awareness Initiatives****: Promote "Malnutrition Mondays" through local media and community networks. Collaborate with Home care agencies, Day Opportunities and other relevant services to ensure participation and awareness among older adults.
- Embed the Dignity Toolkit created by the Alliance of Dignified Food Support to support Community Food Organisations to audit their own practices and use to develop an action plan. ¹⁴

¹⁴ [Dignity Toolkit — Alliance for Dignified Food Support](#)

Priority b) Healthy Eating – Objective: Everyone can access healthy and affordable food

What do we know in H&F

- Low socio-economic status (in terms of education level, work status and income) is the single most consistent risk factor for an unhealthy diet. A healthy diet costs the poorest people 72% of their disposable income, compared to 11% for the wealthiest.¹⁵
- A good diet is crucial from the prenatal stage and throughout early childhood. It sets the foundation for healthy growth and development. Breastfeeding offers numerous health benefits for both infants and mothers. Early years are also key for establishing positive eating habits and attitudes towards food, which can influence a child's openness to trying new foods later. A poor diet during this critical time can increase the risk of developing chronic conditions like type 2 diabetes, impact mental and emotional well-being, lead to dental issues, and have other long-term negative health effects¹⁶
- The consumption of ultra-processed foods (UPFs), which are often high in salt, fat, and sugar, has been linked to an increase in chronic diseases. These foods tend to be affordable to most but be less filling, leading to overeating. UPF examples include fizzy drinks, shop-bought biscuits and cakes, ready sliced bread, ready

meals, reconstituted meat products, breakfast cereals, baby foods, and sweetened yoghurts.¹⁷

- The rise of app-based food delivery services has changed the way we eat. The out-of-home dining environment has grown, driven by digital technology and the expansion of online food delivery platforms offering deals such as 'buy one get one free' and free deliveries. This trend, which is predicted to increase further, has negative implications for the consumption of a healthy diet since food outside the home tends to be less healthy.¹⁸
- Diabetes is being diagnosed increasingly in younger people.¹⁹
- Cardiovascular disease is a leading cause of death for under 75's in H&F, particularly in deprived areas where rates exceed the London average. The rate of under 75 CVD mortality in the Fulham Broadway and College Park & Old Oak, is more than double that of other wards in the central and South of the Borough.²⁰
- 37.4% of the adults are meeting the recommended fruit and vegetable intake of '5 a day' although this is better compared to a London average of 30% of the population.²¹

¹⁵ [New data: Government-recommended diet costs poorest 5th of UK half their disposable income | Food Foundation](#)

¹⁶ [The Broken Plate 2023 | Food Foundation](#)

¹⁷ [Ultra-processed foods: how bad are they for your health? - BHF](#)

¹⁸ [The Rise of Online Food Ordering | FoodStorm](#)

¹⁹ [H&F diabetes factsheet](#)

²⁰ [H&F cardiovascular disease factsheet](#)

²¹ [Fingertips | Department of Health and Social Care](#)

- H&F has a lower child obesity rate compared to London and England however we know that children growing up in the most deprived wards in London are twice as likely to leave primary school obese as those in the least deprived areas. Lille, Hammersmith Broadway, Addison, Fulham Town and White City have the highest child obesity rates in H&F.²²
- 27% of children and young people with Mental Health Conditions, Asthma and/or Obesity live in the 20% most deprived areas. By contrast, 2% of children and young people with Mental Health Conditions, Asthma and/or Obesity live in the 20% least deprived areas.²³
- Hammersmith and Fulham has a higher percentage (27.9%) of children with visual dental decay compared to the London average (25.5%)²⁴
- H&F has 90 fast food outlets per 100,000 population compared to an average of 89.4 per population for London. H&F is ranked 18th in London indicating that residents are likely to be disproportionately exposed to fast food advertising. Density of takeaways is highest in the North of the borough.²⁵
- There is a need for support and education for families around healthy cooking, using value for money recipes and making the most out of a limited income.
- H&F lacks lower-priced supermarkets.
- It is recognised that good food is crucial to health and wellbeing, as is making access to good food central to residents as identified in health and Social Care services and early years, education and youth/family settings.²⁶

Key outcomes

- Residents have healthier diets.
- People with diet related ill health is reduced.
- People have the skills, confidence and motivation to prepare healthy food.
- Increased opportunities for all communities to enjoy cooking together and increase growing spaces.
- Understanding of nutrition is increased.
- Healthier high streets and out of home food.

Areas of focus

- Explore further access to affordable healthy food and offer support that goes beyond just providing food parcels. Particularly in areas where there is a lack of food aid provision/food deserts.
- Implement the '1000 tweaks' social media campaign to encourage individuals, families, organisations and businesses to make small changes to help children and young people to eat good food and to better understand the impacts on health.
- Work with partners to engage with supermarkets and food businesses on how they can offer reduced price fruit & vegetables and other nutritious food items at the end of the day.
- Explore how food growing spaces can be increased, including community gardens and allotments.

²² [H&F childhood obesity factsheet](#)

²³ [PowerPoint Presentation](#)

²⁴ [H&F Oral Health Factsheet 2024](#)

²⁵ [England's poorest areas are fast food hotspots - GOV.UK](#)

²⁶ [Shining a light on early years nutrition: The role of councils | Local Government Association](#)

- To support the Council's Public Health & Planning Teams to review decisions on the location and number of takeaway outlets across the borough and ensure affordable food retail is built into the Council approach to planning and regeneration.
- Sign up 20 more convenience stores to be "Good Food Retailers" offering healthier lines of food and a point of sale for Healthy Start benefit cards.
- Provide key information and best practice to schools that choose eating well to achieve bronze/silver/gold Healthy Schools Award and to other children's settings like the Family Hubs, Children Centres and the Care leavers hub to improve food education including healthy eating,
- growing and cooking project, distribute food/healthy eating resource packs, and signpost to other resources.
- Explore a collaborative Ethical and Low Carbon Advertising and Sponsorship policy to include junk food, high fat, salt and sugar), vapes and fossil fuels.
- To promote existing services which provide healthy eating and cooking training for priority groups at risk.
- Explore potential interventions and further partnership working, including recipe development, cookery skill lessons and no cook solutions which are accessible in areas or communities where we know that fruit/vegetable consumption is low.

Priority c) Connecting communities coming together Objective: No-one in the borough has to eat alone

"Connection keeps me alive. I don't feel emptiness anymore now that I come to Nourish Hub every day." Nourish Hub user 2024 'Our hub, your voice'

What do we know in H&F

- Food and social interaction are deeply intertwined. Food is often shared and represents a way of connecting with others: through cooking, mealtimes and at times of celebrations.²⁷
- Several community organisations, allotments, food banks and religious / faith groups regularly provide food to their communities and those in need. Community

organisations will be key in delivering the work of the Food Plan in increasing community resilience and responding to need. Opportunities include celebration events that bring people together that highlight the cultural importance of food, to providing access to cooking facilities to those that have limited access. The role of the voluntary and community sector continues to be key in achieving the priorities of this Plan.

²⁷ [The Impact of Social Isolation on Eating Behaviour and Nutrition – Kerry Health and Nutrition Institute](#)

- There is a good foundation of community groups, food providers and food growing groups that have engaged in the food plan since 2021.
- The support people receive from their community and social connections helps build household resilience to food insecurity.²⁸
- Social isolation and loneliness are associated with reduced physical activity, accessing less healthy food and increased risk of under-nutrition among older people, with one in ten older people in the UK are suffering from or at risk of malnutrition.²⁹

Key outcomes

- Food helps to reduce social isolation and wellbeing is increased.
- Increased household food resilience through social and community connections.
- To bring communities together and support priority groups reducing the divisions of inequality.

Areas of focus

- Explore opportunities to develop and test community approaches to sustainable food, particularly intergenerational approaches that reach across communities and to those at higher risk of isolation, in particular engaging with and providing opportunities for older people³⁰
- Through our work, celebrate the diverse cultures in our community through food, whilst also promoting 'a culture of healthy eating.'
- Explore pilot projects which offer a diverse group of asylum seekers a chance to come together, identify a dish that is meaningful to them to cook and eat together.
- Scale up community-led food initiatives by developing/sharing best practice. Identify successful models that can be replicated in other communities.
- Existing activities tackling social isolation are encouraged to embed cooking and shared meals as part of their neighbourhood offer.
- Ensure that residents know where to access a shared meal and cooking classes in their locality.
- Explore pilot projects such as 'Meal Makers' by the 'Food Train'. Meal Makers connects people who enjoy cooking ('Cook') with a neighbour aged 55 or over ('Diners'), who lives in their local community and would really appreciate a home cooked meal.

²⁸ [Food insecurity: what can councils do? - The Health Foundation](#)

²⁹ [Social isolation, loneliness in older people pose health risks | National Institute on Aging](#)

³⁰ [Guide to Intergenerational Practice Involving Good Food | Food for Life Get Togethers \(fflgettogethers.org\)](#)

Priority d) Sustainable Food Systems – Objective: people can eat without damaging the environment

What we know in H&F

- H&F supports a shift towards a sustainable food system which addresses the climate emergency, declining biodiversity and the impacts of food and packaging waste. With our commitment to become a net zero borough we need to reduce waste and increasingly move to more sustainable diets.³¹
- Londoners consume an estimated 4,794,000 tonnes of food each year, either through food service (665,000 tonnes) or through consumption at home (4,129,000 tonnes). Most of the food consumed in London is eaten at home (86%), which is equal to about 460 kg per person per year. Food eaten out in places like cafés and restaurants makes up the remaining amount (14%).³²
- A third of the average person's carbon emissions come from the things we buy and use, including food. The largest source of carbon emissions within the things we use; is from food³³ In H&F, food generated 0.91 tCO₂e per capita.
- Around a third of all the waste in H&F residents' general waste is food waste. A lack of public understanding of food labelling and how to prevent food waste when preparing meals results in significant amounts of usable food being wasted.
- Approximately 122,000 tonnes of London's food loss and waste are sent to landfill (representing 8% of the total waste generated in London). This is the least desirable option in the waste

hierarchy. Sending waste to landfill not only eliminates the potential capture of value from these resources but also generates a significant quantity of greenhouse gas emissions through decomposition. This is responsible for 65% (256 kt CO₂eq) of the emissions of London's food waste management, with an emission intensity of 2.11 kt CO₂eq per tonne of waste.³⁴

- Addressing the climate emergency will require us to make changes to the way food is produced, our dietary choices and the ways we manage food waste.³⁵
- Sustainable diets have low environmental impacts and contribute to healthy lives for present and future generations. A diet following 5 or more of the 9 Public Health England (PHE) Eatwell Guide recommendations were associated with 1.6kg less CO₂ emissions per day³⁶, in particular through eating more foods that lower a residents diet's carbon footprint.
- There is too much waste in the food system, whether it is surplus food or unnecessary packaging. With our commitment to become a net zero borough we need to continue to reduce waste and increasingly move to more sustainable diets.³⁷

Key outcomes

- Better food use and less food waste.

³¹ [H&F Climate and Ecology Strategy](#)

³² [ReLondon_Londons_food_footprint_online.pdf \(exactdn.com\)](#)

³³ [H&F Climate and Ecology Strategy](#)

³⁴ [ReLondon_Londons_food_footprint_online.pdf](#)

³⁵ [Buying loose fruit & veg | Love Food Hate Waste](#)

³⁶ [Following 'Eatwell Guide' diet could reduce your risk of dying early and lower your environmental footprint | LEAP \(ox.ac.uk\)](#)

³⁷ [H&F Climate and Ecology Strategy](#)

- Better understanding of food labelling which can lead to food being thrown away and wasted.
- Increased knowledge of environmental impact of food decisions (what we eat, how it is packaged, how far it has travelled).
- Catering and food procurement are more sustainable.
- Increase food growing/opportunities for residents to grow food.

Areas of focus

- Identify where procurement contracts are related to food and explore if targets are or can be set in relation to sustainable diets, sourcing and food waste.
- Explore effectiveness of place-based buy-local campaigns with the potential to replicate.
- Work with organisers of high-profile events in H&F to encourage best practice in serving sustainable and nutritious choices and reduce food waste and packaging.
- Promote with partners to utilise the 'Out of Home' toolkit by Public Health England which provides strategies for encouraging healthier food Provision with local retailers, private nurseries, bakers, leisure centres, market stall holders, corner shops etc.
- Produce and promote guidance to retailers about how to donate surplus food to support community projects.
- To work with partners on a joined-up approach to Food Waste Action week and engage business and residents to pledge for reducing food waste.
- Work with the allotment management organisations to develop a community allotment model and to engage with current allotment holders' opportunities to share any surplus produce with food banks and other shared food settings.
- Explore the development of dormant community growing spaces.
- Encourage community led food growing activities and more food growing in schools (through the Healthy Schools programme, sharing best practice and support to access grant opportunities).
- Encourage providers of grants to include food projects in their grant criteria.
- Explore the development of an official process for residents to request use of land for community food growing on publicly owned land, including housing estates.
- Share regular messaging with residents; promoting the benefits of consuming foods that lower their diet's carbon footprint. Also include information about organic, sustainable and higher welfare food production and food waste.

Implementing the plan and monitoring our progress

We will form a H&F Food Strategy Delivery Group consisting of members of the Food For all Partnership and representatives from all the lead organisations that are mentioned in the draft Delivery Plan.

The delivery group will meet at least six times per year to collectively monitor, develop and implement the actions and deliverables in the draft Plan. The Health and Wellbeing Board will take an overseeing role, given the strong relationship to the Joint Health and Wellbeing Strategy demonstrated in its objectives around improving food security and improving the health of residents in H&F.

The delivery group will review the draft Plan each year and will be responsible for prioritising the actions and deliverables. There will be a strong emphasis in year one to prioritising support around access and affordability, in step with current measures to safeguard residents as much as possible from the effects of increases in the cost of living.

The delivery group will report on progress to the Food for all Partnership quarterly and the Health Wellbeing Board annually.

The internal delivery plan will be a live and evolving document and will include:

- existing work, work in progress and aspirational objectives that will progress given resources.
- Update of the Action Plan on a “RAG rating” system will take place by those leading on delivering each of the actions.
- designated staff or team responsible for each action.
- time frames for each activity.
- key performance indicators/measures.

The Food for All Partnership membership of Sustainable Food Places and Feeding Britain will ensure that we are up to date with national progress on similar actions and identify new initiatives/resources and new ways of working together. We will also monitor the regular press releases and updates on work of the Department for Environment, Food & Rural Affairs Food Strategy Advisory Board (DEFRA FSAB), established in early 2025 to advise the UK government on developing a comprehensive national food strategy. The Board brings together senior leaders from across the food system, including government, academia, industry, and civil society, with a remit to set ambition and create the conditions for systems change in the UK food sector.

On-going consultation and engagement with partners and residents will remain a priority to progress the plan along with an annual review of the implementation of the food plan.

Acknowledgments

The Food Action Plan is a testament to the dedication and of many local charities, community groups and key stakeholders. Their deep understanding of the community's needs has been instrumental in creating a comprehensive plan which addresses food-related challenges within the borough. This collaborative effort highlights the power of collective action and the significant impact in driving positive change. We are extremely grateful to all of them for their help.



How can everyone get involved - key messages for stakeholders

Membership in the Food for All Partnership will be available to any organisation who is passionate about delivering better food future for the borough. To represent, support and contribute to the aims of this Action Plan please contact Foodplan@lbhf.gov.uk

Residents	Funders and grant givers	Schools and early year's settings
<ul style="list-style-type: none"> • Share Your Experience or ideas - If you have a lived experience of food insecurity or you want to share your ideas with us, please contact Foodplan@lbhf.gov.uk • Get Involved - Volunteer or make a donation to support organisations involved in the Food For All Partnership • Check eligibility for accessing Healthy Start Vouchers and Rose Vouchers • Use Resources - Access local websites/signposting platforms for community projects and support and healthy eating guides • Support Local - Shop local and support businesses in the healthier high Streets scheme • Meal Planning - Plan meals, create shopping lists, cook from scratch, use leftovers, and reduce food waste • Reduce Plastics - Minimise single use plastics by using refillable bottles and coffee cups • Make Healthier Choices - swap sugary foods and drinks for healthier options • Preserve Food - Freeze food that may expire soon to reduce waste and save money 	<ul style="list-style-type: none"> • Join the Food For All Partnership to support the aims of this action Plan, and contribute to any specific objectives where your individual organisations may be well placed to have an impact on. • Consider providing grants and funding to organisations to support the aims of this plan. • Consider food poverty issues within relevant funds and projects, and ensure any opportunities to reduce food poverty are maximised 	<ul style="list-style-type: none"> • Produce a healthy lunchbox policy for nutritious packed lunches • Commit to tackling root causes of food poverty by encouraging learning by pupils and parents on topics and activities such as <ul style="list-style-type: none"> • Financial awareness and budgeting • Cooking, food growing, and shopping (on a budget) • Healthy eating and nutrition • Sustainability and reducing food waste • Support provision of food outside of lunch, like breakfast clubs and family cooking opportunities • Promote take up of free school meals for eligible pupils • Achieve Healthy Early Years London / Healthy Schools London Bronze award with a focus on promoting healthy eating and reducing food poverty for Silver and Gold awards • Provide subsidised or free meals for staff and parents • Identify pupils facing poverty and provide support • Raise awareness of services for families at risk of food poverty • Consider innovative programs to tackle food poverty using school resources and consider funding opportunities through the H&F Hive

Public Sector and Health professionals	Third sector, community organisations and Faith Groups	Buisnesses and food retailers
<ul style="list-style-type: none"> • Continue to support the Food for All Partnership and the aims in the Action Plan • Continue to commit to paying London Living Wage to all staff and contractors and promote the living wage campaign • Work with other organisations across the Borough to provide coordinated support to beneficiaries, and reduce duplication of provision • Work with frontline staff to ensure: <ul style="list-style-type: none"> – Early identification of residents at risk of experiencing food poverty or related issues like malnutrition – Awareness of what services and support are available for those experiencing or in danger of food poverty – Awareness and accessibility of crisis support • Design food based services and support as a solution to multiple issues alongside food poverty, including: <ul style="list-style-type: none"> – Improving health and nutrition – Addressing social isolation – Being an identifier of broader poverty issues, and an entry point into providing further support – Sustainability and environmental issues • Share best practice and expertise across organisations and stakeholders in the Borough. • To incorporate any recommendations on food security from other strategies or needs assessments into this plan. • Embed food priorities/outcomes into wider organisation strategies, processes and procedures. 	<ul style="list-style-type: none"> • Raise awareness of what services and support are available for those experiencing or in danger of food poverty, in particular within hard-to-reach and at higher risk communities • Work with other organisations across the Borough to provide coordinated support to beneficiaries, and reduce duplication of provision • Design food based services and support as a solution to multiple issues alongside food poverty, including: <ul style="list-style-type: none"> – Improving health and nutrition – Addressing social isolation – Being an identifier of broader poverty issues, and an entry point into providing further support – Sustainability and environmental issues • Encourage positive and empowering messaging, in particular presenting services and support as opportunities for: <ul style="list-style-type: none"> – Sharing food knowledge around growing, shopping and cooking – Learning new skills around food and cooking – Reducing food waste – Building communities, using food as a form of sharing and cross-cultural meeting • Share best practice and expertise across organisations and stakeholders in the Borough • Ensure all services and support are designed to tackle root causes of poverty alongside providing crisis support • Ensure the accessibility of crisis support, for example out of hours services or a physical presence at community spaces 	<ul style="list-style-type: none"> • Join the Food for All Partnership to actively participate in the community's efforts to support the aims of this Action Plan • Partner with a surplus-food organisation to ensure surplus food is diverted to people in need. • Reduce food mileage by supporting local suppliers. • Provide clear nutritional information on menus, helping customers make informed dietary choices. • Commit to paying the London Living Wage, ensuring a fair income for all staff and contractors. • Sign up for the Sugar Smart campaign to promote healthier, lower-sugar options. • Promote subsidised food options in the workplace, such as discounted canteens and food share clubs. • Offer financial or in-kind support (such as volunteering) to local organisations working to alleviate food poverty. • Sign up to the Healthier Catering Commitment to broaden the availability of healthy food choices. • Sign up to accept Healthy Start vouchers or Rose Vouchers, making nutritious food more accessible. • Prioritise making healthier food options more affordable and prominently featured on menus.

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