


London Borough of Hammersmith & Fulham HEALTH, ADULT SOCIAL CARE AND SOCIAL INCLUSION POLICY & ACCOUNTABILITY COMMITTEE 14 June 2016		 hammersmith & fulham
ADDRESSING FOOD POVERTY IN HAMMERSMITH & FULHAM		
Report of the Cabinet Member for Social Inclusion		
Open Report		
Classification: For Policy & Accountability Review & Comment		
Key Decision: No		
Wards Affected: All		
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1. EXECUTIVE SUMMARY

- 1.1. Addressing the causes and impact of Food Poverty is a key priority for the Administration. The LBHF Food Poverty Action Plan has been updated and includes a number of actions to take this agenda forward (appendix 1).
- 1.2. This report outlines progress on addressing food poverty in Hammersmith & Fulham.

2. RECOMMENDATIONS

- 2.1. The Health, Adult Social Care and Social Inclusion Policy & Accountability is invited to comment on the contents of this update report.

3. UPDATES ON THE ACTION PLAN

- 3.1. Funding to H&F Food bank (HFFB) commenced in 2015, and a new site in Bloemfontein Road provided from LBHF to enable HFFB to more easily support residents from the north of the borough.
- 3.2. Renovation works to the property were provided by AMEY, the council's main contractor for non residential repairs and maintenance work, under their Corporate Social Responsibility programme. "The Hub @ 75" was officially launched on 14th March 2016. Food Bank at the Hub is open Mondays 12:30 – 3:00, Wednesdays 10:00 – 12:30 and Saturdays 10:00 – 12:00.
- 3.3. Since opening, twenty-seven volunteers regularly give their time to support food bank sessions and other activities held at The Hub. Volunteers give approximately 67.5 hours per week to ensure the smooth running of HFFB operations which take place at the Hub. In addition, Eleven dedicated volunteer bakers ensure home baked

goods are available for people attending all Food Bank sessions. During the first two months the new Hub volunteer team were assisted by three experienced HFFB volunteers to supervise and support the training of new volunteers.

3.4. Between 24th February and 18th May 2016, 986 people have received food parcels from HFFB's three Foodbank Centres. Of these, 215 people (adults and children) redeemed their vouchers at the Hub during 31 sessions held since opening.

3.5. A total of 367 people (adults and children) lived in nearby wards, as detailed below:

- Wormholt and White City: 174 people (108 adults, 66 children)
- Askew: 87 people (62 adults, 25 children)
- College Park and Old Oak: 28 people (17 adults, 11 children)
- Shepherd's Bush Green: 78 people (61 adults, 17 children)

3.6. Feedback from residents and organisations working with H&F Food Bank is consistently high:

"I have taken several of my patients there myself or indeed collected the food on their behalf, due to Mental Health Crisis'; the staff at this venue could not be any more welcoming, gentle and courteous to my patients, if they tried. Thank you so much for the amazing support to my patients, who can tend to be a little bit different from housed clients".

HFFB received this feedback recently from a client. He described himself as living in a "world of shame" and that the volunteers he met were, "some of the most welcoming and nicest people I have ever met".

Another client said that when she arrived: *"I was exhausted and I wanted to sit for a while"* and went on to explain that, *"I was put at ease by everyone I spoke to - I don't feel the staff could have done any more for me"*. When asked how she felt as she was leaving she said, *"I felt very good about myself knowing there was food in the house"*.

3.7. HFFB have hosted 11 coffee mornings where the local community can find out more about what's on offer at the Hub and HFFB, as well as join them for a hot drink and a snack. People of all ages come to these mornings for many reasons including using HFFB IT equipment to apply for jobs, search for and print new recipes and get cooking advice, signposting, or simply to enjoy the company of others while their children play with toys. A number of older people are visiting regularly. Due to the size of the space, visitors at these sessions tend to talk to each other.

3.8. H&F Community Law Centre have started offering Housing Advice drop in sessions on Tuesday mornings between 10:00 and 12:00. Three sessions have been provided so far and 4 people have benefitted from this service. H&F Law Centre are currently recruiting a new member of staff so, until that time, HFFB are hosting a second drop in session for the community, during which different agencies may visit.

3.9. HFFB is currently partnering with the Big Local and Mitie (the LBHF repairs and maintenance provider for residential properties) to run an Employability Scheme every Thursday morning between 10:00 and 13:00 for an initial six months, with a three month review planned. During the first session held on 19th May, the employment adviser met two people from the local community on a one to one basis to discuss employment options.

- 3.10 The Big Local have been using the Hub for job support sessions, trustee meetings and community meetings for the W12 Festival.

4. Advice At Food Bank

- 4.1. HFCAB and HFFB identified a need for access to advice and casework support in the same place as the local food bank. The CAB submitted a funding proposal to the Cabinet Member for Social Inclusion which was agreed in March 2015, with funding agreed of £45k per financial year.
- 4.2. The Cabinet Member for Social Inclusion has recently agreed the renewal of this contract until March 2018 at an increased level of £60,000 per financial year. This increase is to enable a second full time advice worker to be recruited, along with £30,000 provided by The Trussell Trust who also recognise the value of this service being available to HFFB clients.
- 4.3. During the last 9 months, 165 individuals have been supported (43 disabled people), and a total of £95,166 of additional benefits income secured as a direct result of the service, and evidence suggests that the on the whole, the users referred to the CAB service have highly complex issues that need comprehensive casework support.
- 4.4. HFFB volunteers introduce HFFB users to the CAB service and carry out an initial triage of the underlying issues that caused the need to attend the Food Bank.

5. LONDON FOOD POVERTY SURVEY 2016

- 4.1 The [London Food Poverty Campaign](#) has recently requested all London authorities to complete the 2016 London Food Poverty Survey. The LBHF response helped to identify ideas that might be developed further in Hammersmith & Fulham:

Rose Vouchers

- 4.2 The Rose Vouchers for Fruit & Veg is an Alexandra Rose Charity project designed and delivered in partnership with Food Matters.
- 4.3 The Rose Vouchers for Fruit & Veg Project helps parents with young children on low incomes to buy fresh fruit and vegetables while developing the skills and confidence to give their families the healthiest start.
- 4.4 Rose Vouchers are worth £3 per child every week (double if the child is under one year of age). Vouchers can only be redeemed at markets that sell fresh fruit and vegetables. This means that the project not only helps young families but also supports local markets – maintaining their position as sources of healthy low-cost food in areas that often suffer from poor food access. By locating the Rose Voucher registration and distribution at children's centres the scheme also supports participants' engagement with existing activities focused on health and wellbeing.

How it works:

- 4.5 Eligibility for Rose Vouchers is based on assessments undertaken by the children's centres. Families have to be receiving, or be eligible for, the Healthy Start voucher scheme for pregnant women and families in receipt of benefits.
- 4.6 The children's centre staff recruit those families which most stand to benefit because of their susceptibility to food poverty, dietary related health issues or other risk factors.

- 4.7 Rose Vouchers provide a cash equivalent that can only be spent on fresh fruit and vegetables at participating retailers including street markets, fruit and veg stalls and veg box schemes.
- 4.8 The families collect their Rose Vouchers at their local children's centre. This encourages them to use other health and wellbeing activities that are on offer, such as breastfeeding support, weaning workshops and play groups.
- 4.9 There are also cook and taste sessions, to develop skills and confidence around food and cooking. Utilising existing local resources, the Rose Vouchers project is an asset-based approach that develops local partnerships to provide the range of support needed to help families lead healthier lives.
- 4.10 Benefits to residents:
- an increase in the amount and variety of fruit and vegetables consumed by participating families, both children and adults.
 - It has helped support positive behaviour change, resulting in increased numbers of meals being cooked from scratch and a decrease in the number of ready meals purchased.
 - Families are also spending more on fruit and vegetables as a percentage of their budgets.
 - Families are improving their diet because of the skills and confidence to cook from scratch which they gain from cook and taste sessions.
- 4.11 Benefits to the local economy
- Traders report increased takings, as people spend more money in the market in addition to using their Rose Vouchers.
 - Health and wellbeing: Families talk about feeling healthier and happier as a result of the project. They sometimes identify specific health benefits.
 - Food Poverty: Participants say the extra spending power makes them feel more relaxed about allowing free access to food at home and more confident about experimenting with new foods.
- 4.12 The project is currently being delivered in the London boroughs of Hackney and Greenwich, and Lambeth as part of that borough's status as a Food Flagship.
- 4.13 Alexandra Rose Charity wants to expand this project and is keen to hear from potential partners who would like to bring Rose Vouchers to their local community.
- 4.14 Alexandra Rose is particularly keen to work with public health bodies, local markets, food access projects and other voluntary and private sector partners to help give families the best possible start in life.
- 4.15 Officers recommend that active consideration be given to supporting the provision of Rose Vouchers in LBHF, in partnership with HFFB and local Children's Centres.

5. Mapping the provision of surplus foods

- 5.1 The LBHF Community Investment Team has been researching what local supermarkets do with their unsold food, and whether they distribute this to local charities and organisations.

5.2 The team has contacted all local supermarkets to query whether they have a permanent HFFB collection point, and whether they donate unsold food to other organisations. The responses so far received are summarised below:

name	address	Permanent HFFB collection point (y/n)	other orgs donated to
Budgens Stores	57-59 Parsons Green Lane		Not yet replied
Iceland	111-117 King Street	no	company policy all unsold/unwanted food goes to waste
Marks and Spencer	King Street	yes	all to HFFB
M&S Simply Food	171 Talgarth Road	no	very small store - reduce prices near end of day - all is sold
M&S Simply Food	Great West Road		Not yet replied
Morrisons	1-3 The Links	no	Donated to City Harvest
Pret-a-Manger	King Street	no	Pret Foundation
Sainsburys	49-63 King Street		Not yet replied
Sainsburys local	179 Fulham Palace Road	no	food is recycled into animal food. Any excess is disposed of by Biffa
Sainsburys	Fulham Broadway Retail Centre		Not yet replied
Sainsburys local	Bloemfontein Road	no	bakery goods are returned to the depot. Other foods are disposed of
Sainsburys local	164 Uxbridge Road	no	bakery goods are returned to the depot. Other foods are disposed of
Sainsburys local	167-181 Askew Road	no	store closes at 11 and price is reduced one hour before therefore not much left over. Any that is left over is disposed of
Sainsburys local	54 Goldhawk Road	no	food is recycled into animal food. Any excess is disposed of by Biffa
Starbucks	38 King Street		all food disposed of - organically
Tesco	180 Shepherds Bush Road	yes	not at present
Tesco	100a Cromwell Road		Not at present
Tesco	601 Kings Road		Not at present
Tesco	327 King Street		Not at present
Tesco	Units 13-16 Broadway Shopping Centre	yes	HFFB. Picked up every day. Any that is not given to HFFB is sent to head office
Tesco Express	BBC Media Centre	No	all unsold/unwanted food goes to waste. There is a scheme in the pipeline where the food will be given to charity - this is to happen sometime in the future
Tesco White Horse	31 Uxbridge Road		Not yet replied
Tesco	49 Goldhawk Road	no	none. All unsold/unwanted food is sent back to warehouse
Waitrose	201-207 Fulham Palace Road		Not yet replied
Waitrose	402 North End Road	yes	Not at present, there was an organisation that collected, however they pulled out
Waitrose	Ariel Way, Shepherds Bush	yes	no
Co-operative	North End Road		Not yet replied

- 5.3 The responses are so far somewhat disappointing – very few of the borough’s supermarkets appear to be actively engaging with the Food Poverty agenda. This will have a direct impact on the delivery of the proposed action in the Food Poverty Action Plan – to contact groups who receive food donations from local supermarkets.
- 5.4 However, Community Investment has made contact with an organisation called Fare Share, who are initiating a project with Tesco’s:

We’re currently introducing a new initiative in the London region that connects charities with good quality, unsold food at their local Tesco store for free.

We use simple technology, provided by our partner FoodCloud, to match charities and community groups directly with a local Tesco store that has unsold food. By all working together we cut down on waste, save organisations money and help provide nutritious meals to people in need.

How does it work?

1. The charity/organisation nominates one or more evenings per week that they are available to collect surplus food from their local store.
2. On those evenings at 7:30pm, they will be notified via text that their donation is available for collection.
3. The fresh surplus food will be packaged and available for collection from the store from 8:30pm. Organisations are not obliged to take everything that is available.



At this initial stage the food available is ambient food: mainly bread/baked goods, fruit and veg. Pilots are being run elsewhere with chilled food (e.g. meat and dairy) as well with a view to introducing this across the board at a later stage.

Can my organisation receive food?

In order to receive food, your organisation needs to be equipped to receive, store, prepare and serve foods safely. Charities and community groups do not need to create meals and they can distribute food to vulnerable people in the form of food parcels so long as they also provide another type of service (e.g. signposting different advice

services). Charities and community groups will be visited by FareShare to make sure that they use the food in accordance with food safety and handling guidelines

- 5.5 Fare Share are keen to stimulate the project in LBHF, which could offer a number of local organisations food items to support their most vulnerable clients who are at risk of food poverty.
- 5.6 Fare Share also undertakes food collection events, usually twice a year, where they collect items for HFFB.

LOCAL GOVERNMENT ACT 2000,
LIST OF BACKGROUND PAPERS USED IN PREPARING THIS REPORT

None

Appendices:

Appendix 1: H&F Food Poverty Updated Action Plan