

Childhood Obesity Trailblazer Progress Report**FOOD (Food on our Doorstep) Clubs**

The FOOD Club intervention has 4 key objectives:

- To distribute quality healthy food at a reduced cost to local families to help reduce food insecurity
- To reduce food waste through the partnership with Fare Share, ensuring less food waste from supermarkets and wholesalers is going to landfill
- To increase aspiration and employment skills through training and support offered to volunteers delivering the FOOD clubs
- To be an access point for services that are available within the community (e.g. welfare rights, debt advice, health promotion, adult learning etc.)

The FOOD clubs are managed by Family Action and are hosted by the Children's Centres Service and other community venues. Fare Share delivers excess produce that would normally go to landfill into these host buildings on a weekly basis, with the FOOD Club being delivered the following day in each of the locations. The clubs are delivered by trained and DBS checked volunteers. This helps volunteers gain valuable skills (customer service, banking, team working and confidence building) to support them into employment.

The FOOD club requires families to register as a member in order to access the weekly club. This membership costs £1 and entitles the family to access the club for 1 year. Membership is limited to 70 families per club to ensure each family can access the club on a weekly basis within the 2-hour opening time. Families are provided with a randomly selected 10-minute time slot each week. After one year's membership, the idea is that a further 70 families are provided with the chance to become a member.

On arrival to the club, volunteers meet and greet the individual. Allergy information would have been recorded on registration/membership to the scheme and this information would be available to volunteers. Volunteers take payment of £3.50 and in return families receive £15-£20 worth of food or enough to prepare 3-4 healthy meals.

As the need for an intervention which supports families facing food insecurity increased during the pandemic, Public Health led a collaborative approach with District and Borough Councils, together with Family Action to identify funding streams available to fund the projected 3 year costings associated for a total of 30 FOOD clubs across Nottinghamshire. This collaborative approach has led to securing funding to the value of £68,000 from the County Council COVID Emergency Assistance Grant, along with contributions from District and Borough Councils and the Trailblazer Grant, to fully fund the implementation costs of these additional FOOD clubs. The funding factors in management of the whole programme of work by Family Action, including managing the risk of low uptake, poor quality of produce and project management. To do this effectively there has been two Nottinghamshire FOOD Club Co-ordinators (1.1 FTE), employed by Family Action and 6 FOOD Club Assistants, several of whom have been former Children's Centre Service volunteers.

As of October 2021, there are 7 clubs hosted by the Children’s Centre Service and 8 clubs provided through other community settings. The latest monitoring data from September shows that on average 317 families are accessing FOOD clubs weekly across Nottinghamshire. The planned roll-out of FOOD clubs in Nottinghamshire will see 30 clubs established by the end of March 2022, with a total of 14 in Council buildings and 16 in other community venues. By the end of March 2022, Nottinghamshire will have the largest network of FOOD clubs of any local authority area. The prioritisation plan for delivering this is below.

District/ Borough	Location / Host Organisation	Launch Date	Club Running Day	Club Running Time	State of Play	Target age range
Mansfield	Ravensdale Children's Centre	launched	Friday	10:00 - 12:00	Club Active	Families with children aged 0- 5 & Expectant mums in local area
Bassetlaw	Harworth & Bircotes Children's Centre	launched	Tuesday	10:00 - 12:00	Club Active	Families with children aged 0- 5 & Expectant mums in local area
Mansfield	Trowell Court Community Centre (previous Children’s Centre building), Bellamy	Launched	Friday	13:00 - 15:00	Club Active	Universal
Mansfield	Oaktree Lane Surgery	Launched	Friday	13:00 - 15:00	Club Active	Universal
Mansfield	Dallas Street	Launched	Tuesday	15:30 - 17:30	Club Active	Universal
Ashfield	Summer House Children's Centre	Launched	Wednesday	10:00 - 12:00	Club Active	Families with children aged 0- 5 & Expectant mums in local area
Newark and Sherwood	Lifespring Church Ollerton	Launched	Thursday	13:00 - 15:00	Club Active	Universal But working with Children’s Centre so 50% membership allocated to Families with children aged 0- 5 & Expectant mums in local area
Mansfield	Mansfield Woodhouse Children's Centre	Launched	Friday	10:00 - 12:00	Club Active	Families with children aged 0- 5 & Expectant

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						mums in local area
Mansfield	Crescent Primary School	Launched	Friday	13:00 - 15:00	Club Active	focused on families with Primary aged children but open to all
Gedling	Netherfield Children's Centre	Launched	Thursday	10:00 - 12:00	Club Active	Families with children aged 0- 5 & Expectant mums in local area
Broxtowe	Eastwood Children's Centre	Launched	Thursday	13:00 - 15:00	Club Active	Families with children aged 0- 5 & Expectant mums in local area
Newark & Sherwood	The Community Centre, The Circle, Clipstone	Launched	Thursday	13:00 - 15:00	Club Active	Universal
Bassetlaw	Manton Children's Centre, Worksop		Friday	09.30 - 11.30	Club Active	Families with children aged 0- 5 & Expectant mums in local area
Mansfield	APTCOO Learn, Work and Earn Centre	12th October	Tuesday	10:00 - 12:00	Setup ongoing	Universal
Ashfield	St John's Church, Titchfield Street	18th October	Monday	13:00 - 15:00	Setup ongoing	Universal
Broxtowe	Hope House, Beeston	2nd November	Tuesday	tbc	Setup ongoing	Universal But working with Children's Centre so 50% membership allocated to families with children 0-5
Ashfield	Summit Centre and Kirkby East Children's Centre	Mid - November 2021	Tuesday or Wednesday	tbc	Setup ongoing	Hosted by Summit Centre so open to families with children aged 0- 19 years

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Mansfield	Lifesprings Church, Church, Warsop	November 2021	tbc	tbc	tbc	Universal
Newark & Sherwood	Hawtonville Children's Centre, Newark	October 2021	tbc	tbc	tbc	Venue tbc as may not be hosted in CC due to space. If location changes this will move focus from families 0- 5 to universal
Rushcliffe	Bingham Children's Centre or West Bridgford Children's Centre TBC	November 2021	tbc	tbc	tbc	Venue tbc so may not be hosted in CC due to space. If location changes this will move focus from families 0- 5 to universal
Mansfield	Woodlands- (Folk House)	November 2021	tbc	tbc	tbc	Universal
Broxtowe	Chilwell Children's centre	December 2021	tbc	tbc	tbc	Venue tbc so may not be hosted in CC due to space – If location changes this will move focus from families 0- 5 to universal
Newark & Sherwood	Beanblock Café	December 2021	tbc	tbc	tbc	Universal
Gedling	Killisick Children's Centre, Arnold	January 2022	Monday	tbc	tbc	Venue tbc so may not be hosted in CC due to space. If location changes this will move focus from families 0- 5 to universal
Gedling	Arnbrook Children's Centre	January 2022	tbc	tbc	tbc	Venue tbc so may not be

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Mansfield	Newlands TBC	January 2022	tbc	tbc	tbc	Universal
Gedling	Newstead Village	February 2022	tbc	tbc	tbc	Universal
Newark and Sherwood	The Green Community Centre, Bilsthorpe	August 2021	tbc	tbc	Delayed – new venue being scoped	Universal
Ashfield	Butlers Hill Children's Centre, Hucknall	March 2021	tbc	tbc	tbc	Families with children aged 0-5 & Expectant mums in local area
Gedling	Calverton Children's Centre	November 2021	tbc	tbc	tbc	Families with children aged 0-5 & Expectant mums in local area

The Trailblazer evaluation team undertook interviews with FOOD club members in July 2021. The following themes have been highlighted as initial findings of the evaluation:

- **Motivation factors** – the main motivator for joining was financial, however combatting food waste was also recognised as a motivator to join.
- **Changes to eating habits** – Participants commented that the boxes encouraged them to try different ingredients, importantly the fresh items that people would not typically buy e.g. variety of vegetables.
- **Addressing isolation and impact on well-being** - The impact of the FOOD Clubs on well-being was far reaching by tackling isolation, encouraging participants to get out of their house, and prompt a return to 'normality' after lockdown. Some participants told us how receiving the boxes had become something of a highlight in their household particularly during the second national lockdown.
- **Connecting to the Children's Centre Service**- Most participants interviewed at both sites had found out about the service through their Children's Centre Service. Their comments indicated how much they valued the connection to the service and had seen the FOOD Club as an opportunity to (re)connect during and following lockdown

- **Stigma** - It was acknowledged by some participants that there was a degree of stigma attached to attending Children's Centre Services and accessing the FOOD Clubs. However, some participants were able to acknowledge a difference between how food banks and the FOOD Clubs are perceived.
- **Future** – Overwhelmingly, participants in the FOOD clubs felt the initiative should be rolled out further, so others can benefit from it, including those with older children and those without children.

The following case study from a current Harworth Children's Centre FOOD club member describes the impact the club has had on this member's family.

FOOD Clubs Participant Case Study

Harworth Children's Centre (Bassetlaw)

"It's been a God send. I've worked all my life but was made redundant. My son's got ADHD and my wife is a senior carer, so her shifts are never the same. Then there's school. I couldn't get a job back in the field I was in, so I had to make the conscious decision to be a stay at home Dad.

We went from having a lot of money to being on the bones of our arse at one point.

Things like this have been an absolute Godsend, the guys in there [Harworth Children's Centre] are brilliant.

We are eating healthier because we don't like waste. If you go to the supermarket you can see the prices of things keep going up and up, particularly the fresh fruit and veg. You find yourself buying more processed stuff because it's cheaper and you need to have food in the cupboards even though you know it's not healthier. This gives you fresh fruit and veg and it's nice to have the occasional treat too.

I've always worked. The day after I did my last exam I started my first job. I started in a supermarket, became a supervisor. I wanted to become an NVQ assessor so I did. I got made redundant and the only assessor jobs available now is in health and social care. We get tax credits that's it. I refuse to be a statistic. We struggle through.

They put the ingredients in so you can make proper meals then you can go online and have a look at recipes. Anything that is left if we can freeze it, we freeze it.

We try new things. My wife is quite experimental. We have been cooking different things.

It can impact your wellbeing. If you've got kids and find yourself with less money, it can be stressful. There's a bloke out there I know that has to choose between bread or milk each week and that's heart breaking. If you take something like this away, then that stress is there and it's real. With everything that's going on, mental health in this country is suffering and it's not talked about, but this can help. Even if you have a really bad week this gives you the peace of mind that you have something to rely on. If you lose work because of having to isolate which means you have less money coming in, this can be a Godsend.

If you could roll the scheme out, I think a lot more people would benefit from it. Whoever's idea this is, it's a good one.

It does encourage people to eat better and tackle obesity".

Healthier @ Home kit

The weekly evaluation completed by the families involved in the pilot demonstrate many successes of this intervention;

- innovative way of utilising the school meal supply chain
- introducing families to what their children may eat when they attend school
- catalyst for families to eating healthier and improving meal planning.

Further work is now planned in Year 3 to understand if this intervention can be delivered at scale, how this could practically work and the impact this could have on improving access to affordable healthy food for families.

Food for life in Nottinghamshire

[Food for Life Early Years Award](#) helps settings work towards embedding a culture of good food for children in the early years. The criteria are grouped under 4 pillars: food quality, food leadership & culture, food education and communities/partnerships.

By gaining the award, settings can demonstrate that they are a beacon of best practice, meeting the Government's voluntary food & drink guidelines, provide evidence for Ofsted, and evidence the focused effort of the whole setting towards food and nutrition whilst enriching the curriculum and impact on both the home and community food environment.

All 7 nurseries are engaging well with the programme and the project team were delighted to find out that Kidsgrove Nursery in Mansfield Woodhouse has completed all of the criteria within the award.

Creative Hands Nursery (Broxtowe) has moved from frozen meals delivery to cooking from scratch. This is a substantial change, significantly impacting the quality of meals experienced by the approx. 108 children on roll at the nursery. At baseline, Creative Hands was having pre-prepared frozen meals delivered by company, but now have their own kitchen and are creating new menus in line with FFL standards and the [Voluntary Food and Drink Guidelines](#).