

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA251019-5649

22 November 2019

Dear [REDACTED]

Thank you for your further request for information which the Greater London Authority (GLA) received on 25 October 2019. Your request has been dealt with under the Freedom of Information Act (FOI) 2000.

You asked for:

1. *the minutes for the 1 January 2019 meeting with Nestlé UK*
2. *any correspondence between Coca-Cola (including subsidiaries, e.g. Innocent), Nestlé UK, Unilever, the Food & Drink Federation, and the following people within GLA: Paul Lindley, [named GLA member of staff], and Jamie Izzard. The time span for which I would like to request such correspondence is April 2018 to January 2019.*

Our response to your request is as follows:

There were no formal minutes for the meeting of **15** January 2019, however there was an agenda for the meeting (page 66 of the attachment). Please also find the information that the GLA holds in scope of part 2 of your request. No communications were identified with the Food & Drink Federation.

Please note that some names of some members of GLA staff and identifiable personal information of third parties are exempt from disclosure under s.40 (Personal information) of the Freedom of Information Act. This information could potentially identify specific employees and as such constitutes as personal data which is defined by Article 4(1) of the General Data Protection Regulation (GDPR) to mean any information relating to an identified or identifiable living individual. It is considered that disclosure of this information would contravene the first data protection principle under Article 5(1) of GDPR which states that Personal data must be processed lawfully, fairly and in a transparent manner in relation to the data subject.

If you have any further questions relating to this matter, please contact me, quoting the reference at the top of this letter.

Yours sincerely

Information Governance Officer

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>

[REDACTED]

From: Jamie Izzard
Sent: 03 January 2019 13:46
To: [REDACTED] London Food
Cc: [REDACTED]
Subject: RE: Copy and Brand Guidance for Coca-Cola Company Brands on TFL

V.helpful, thanks [REDACTED]

From: [REDACTED]@mediacom.com>
Sent: 03 January 2019 13:45
To: Jamie Izzard [REDACTED]@london.gov.uk>; [REDACTED]@coca-cola.com>; London Food <londonfood@london.gov.uk>
Cc: [REDACTED]@london.gov.uk>; [REDACTED]@mediacom.com>
Subject: RE: Copy and Brand Guidance for Coca-Cola Company Brands on TFL

That's correct. Because the survey is 15+ and the Youth survey doesn't include tonic water we can't show the absolute number of tonic drinkers under 16.

However as additional context less than 3% of tonic drinkers are aged 15- 20 so I would be very surprised if under 16s add much.

Thanks a lot, [REDACTED]

From: [REDACTED]@london.gov.uk>
Sent: 03 January 2019 12:30
To: [REDACTED]@mediacom.com>; [REDACTED]@coca-cola.com>; London Food <londonfood@london.gov.uk>
Cc: [REDACTED]@london.gov.uk>; [REDACTED]@mediacom.com>
Subject: RE: Copy and Brand Guidance for Coca-Cola Company Brands on TFL

Many thanks [REDACTED] Out of interest, the 0.1% you refer to for tonic water – is that based on the survey data of 15+ users (e.g. only 15 and 16 year olds)?

From: [REDACTED]@mediacom.com>
Sent: 03 January 2019 11:45
To: [REDACTED]@london.gov.uk>; [REDACTED]@coca-cola.com>; London Food <londonfood@london.gov.uk>
Cc: [REDACTED]@london.gov.uk>; [REDACTED]@mediacom.com>
Subject: RE: Copy and Brand Guidance for Coca-Cola Company Brands on TFL

Morning all,

Just following up quickly on available information from TGI surveys.

Youth TGI (latest survey Autumn 2018)

Age range starts at 7 but not for all categories

Does not cover recent Coca-Cola Company product launches such as Adez or Honest Coffee (do not appear to be immediately comparable products)

Does not include Tonic and alcohol consumption starts at 18+

GB TGI (latest survey covers period July 2017 – June 2018)

Age range starts at 15

Does include "Tonic waters" at a category level – 0.1% of total tonic water consumption from drinkers aged 16 or under.

Does include Schweppes and Fevertree but at a brand level and not a product level – i.e. not Tonic water explicitly
Does not cover recent Coca-Cola Company product launches such as Adez or Honest Coffee (do not appear to be immediately comparable products)

Thanks a lot, [REDACTED]

From: Jamie Izzard [REDACTED] <[\[REDACTED\]@london.gov.uk](mailto:[REDACTED]@london.gov.uk)>

Sent: 03 January 2019 10:56

To: [REDACTED] <[\[REDACTED\]@coca-cola.com](mailto:[REDACTED]@coca-cola.com)>; London Food <londonfood@london.gov.uk>

Cc: [REDACTED] <[\[REDACTED\]@mediacom.com](mailto:[REDACTED]@mediacom.com)>; [REDACTED] <[\[REDACTED\]@london.gov.uk](mailto:[REDACTED]@london.gov.uk)>

Subject: RE: Copy and Brand Guidance for Coca-Cola Company Brands on TFL

Hi [REDACTED]

Good to speak just now. Here is a draft version of the form that TfL are proposing for exception requests. It would be great to use one of your products to test the model.

Best wishes,

Jamie

From: [REDACTED] <[\[REDACTED\]@coca-cola.com](mailto:[REDACTED]@coca-cola.com)>

Sent: 03 January 2019 09:55

To: London Food <londonfood@london.gov.uk>

Cc: [REDACTED] <[\[REDACTED\]@mediacom.com](mailto:[REDACTED]@mediacom.com)>; Jamie Izzard [REDACTED] <[\[REDACTED\]@london.gov.uk](mailto:[REDACTED]@london.gov.uk)>

Subject: RE: Copy and Brand Guidance for Coca-Cola Company Brands on TFL

Thanks [REDACTED] and look forward to speaking shortly [REDACTED]

I am familiar with the slides – id like to spend time discussing slide 9 (example of our ad on a Bus) and confirming whether this would be allowed if we simply removed the bottle of Coca-cola original. I'd also like to discuss the exception process and what type of evidence is needed to support the consumption by adults claim (slide 28) with fever tree example

Thanks

[REDACTED]

Classified - Confidential

From: London Food <londonfood@london.gov.uk>

Sent: 03 January 2019 09:38

To: [REDACTED] <[\[REDACTED\]@coca-cola.com](mailto:[REDACTED]@coca-cola.com)>

Cc: [REDACTED] <[\[REDACTED\]@mediacom.com](mailto:[REDACTED]@mediacom.com)>; Jamie Izzard <[\[REDACTED\]@london.gov.uk](mailto:[REDACTED]@london.gov.uk)>

Subject: RE: Copy and Brand Guidance for Coca-Cola Company Brands on TFL

Hi [REDACTED]

I hope you're well and had a lovely festive break.

Ahead of your call this morning at 10 with Jamie (cc'd), please find attached slides outlining the policy that Jamie will be referring to during the call.

Best,

From: [REDACTED] <[\[REDACTED\]@coca-cola.com](mailto:[REDACTED]@coca-cola.com)>

Sent: 18 December 2018 16:42

To: London Food <londonfood@london.gov.uk>

Cc: [REDACTED] <[\[REDACTED\]@mediacom.com](mailto:[REDACTED]@mediacom.com)>

Subject: RE: Copy and Brand Guidance for Coca-Cola Company Brands on TFL

Yes – I've sent an invite with dial in details!

Thanks!

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From: London Food <londonfood@london.gov.uk>

Sent: 17 December 2018 17:40

To: [REDACTED] <[\[REDACTED\]@coca-cola.com](mailto:[REDACTED]@coca-cola.com)>

Cc: [REDACTED] <[\[REDACTED\]@mediacom.com](mailto:[REDACTED]@mediacom.com)>

Subject: RE: Copy and Brand Guidance for Coca-Cola Company Brands on TFL

That's ok, diaries are a bit of a nightmare around this time of year! Does 10am on the 3rd work?

Best,

From: [REDACTED] <[\[REDACTED\]@coca-cola.com](mailto:[REDACTED]@coca-cola.com)>

Sent: 17 December 2018 16:56

To: London Food <londonfood@london.gov.uk>

Cc: [REDACTED] <[\[REDACTED\]@mediacom.com](mailto:[REDACTED]@mediacom.com)>

Subject: RE: Copy and Brand Guidance for Coca-Cola Company Brands on TFL

Hi [REDACTED] sorry for delay – I'm afraid that doesn't work for me!

How about 3rd Jan? Anytime would work!

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From: London Food <londonfood@london.gov.uk>

Sent: 14 December 2018 12:29

To: [REDACTED] <[\[REDACTED\]@coca-cola.com](mailto:[REDACTED]@coca-cola.com)>

Cc: [REDACTED] <[\[REDACTED\]@mediacom.com](mailto:[REDACTED]@mediacom.com)>

Subject: RE: Copy and Brand Guidance for Coca-Cola Company Brands on TFL

Hi [REDACTED],

No worries, I'm afraid Tuesday is manic but would 4.30-5 work on Wednesday for you?

Best,

From: [REDACTED] <[\[REDACTED\]@coca-cola.com](mailto:[REDACTED]@coca-cola.com)>

Sent: 14 December 2018 11:39

To: London Food <londonfood@london.gov.uk>
Cc: [REDACTED] [mediacom.com](mailto:[REDACTED]@mediacom.com)>
Subject: RE: Copy and Brand Guidance for Coca-Cola Company Brands on TFL

Hi [REDACTED]

Afraid that time doesn't work for me
Could do 330-4 or 430-5 on Tuesday?

Thanks

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From: London Food <londonfood@london.gov.uk>
Sent: 14 December 2018 11:25
To: [REDACTED] [coca-cola.com](mailto:[REDACTED]@coca-cola.com)>
Cc: [REDACTED] [mediacom.com](mailto:[REDACTED]@mediacom.com)>
Subject: RE: Copy and Brand Guidance for Coca-Cola Company Brands on TFL

My apologies [REDACTED] Jamie now has a clash in his diary for the time below but would still be able to make a call at 16:00 so do let us know if this would suit.

Best,
[REDACTED]

From: London Food
Sent: 14 December 2018 09:43
To: [REDACTED] [coca-cola.com](mailto:[REDACTED]@coca-cola.com)>
Cc: [REDACTED] [mediacom.com](mailto:[REDACTED]@mediacom.com)>
Subject: RE: Copy and Brand Guidance for Coca-Cola Company Brands on TFL

Hi [REDACTED],

Thanks for your email. Happy to arrange a call for Monday – would you be free to discuss at 11:30? This will take place with my Senior Manager, Jamie Izzard, who has led in the development of the policy.

Best,
[REDACTED]

From: [REDACTED] [coca-cola.com](mailto:[REDACTED]@coca-cola.com)]
Sent: 12 December 2018 11:14
To: London Food <londonfood@london.gov.uk>
Cc: [REDACTED] [mediacom.com](mailto:[REDACTED]@mediacom.com)>
Subject: Copy and Brand Guidance for Coca-Cola Company Brands on TFL

Hi there

I am responsible for all of our brand media activity at The Coca-Cola Company.

Would it be possible to arrange a call next week to review some creative examples so I am clear brand by brand what will be allowed/not allowed after the end of Feb?

Specific questions to cover:

On our sparkling soft drink brands – how we use our Zero Sugar (non HFSS products)

On our HFSS adult targeted brands – Schweppes, Honest, Adez how we can apply for an exception based on consumption detail.

I can do any time on Monday 17th am if that works?

Thanks



Coca-Cola GB

coca-cola.com

1a Wimpole Street
London
W1G 0EA

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APPLICATION FOR A PRODUCT EXCEPTION TO THE TFL HEALTHIER FOOD ADVERTISEMENT POLICY

This application form is for products high in fat, salt and/or sugar (HFSS) to apply for exception from the Transport for London (TfL) Healthier Food Advertisement Policy. Please refer to the [TfL Ad Policy: Approval Guidance Food and Non-Alcoholic Drink Advertising](#) for more information. Where exceptions to the TFL Healthier Food Advertisement policy are granted, advertisement copy will still be subject to review before being allowed to advertise on the TFL network.

TfL's approach to product level exceptions will be kept under review and this form will be updated as required.

Prior to submitting an exception request, companies/brands should consider whether a non-HFSS version of the product is available and can be advertised instead.

Name of company/brand applying for exception:

Name and description of product for which an exception is sought:

Product nutrient profile: please refer to Public Health England's [Technical Guidance](#) on working out the NP score for a food or drink.

Energy (kJ/100g)	
Saturated fat (g/100g)	
Total sugar (g/100g)	
Sodium (mg/100g)	
Fruit, veg, nuts (%)	
AOAC fibre (g/100g):	
Protein (g/100g):	

Please provide an individual's contact details so we can inform you of the outcome of your application:

Name:

Email address:

Telephone Number:

Address:

1. TfL will consider exceptions to its Healthier Food Advertisement policy for food and non-alcoholic drinks that are high in fat, sugar and/or salt where the product does not contribute to high fat, sugar and/or salt (HFSS) diets in children. Please outline the primary reasons why you believe your product does not contribute to HFSS diets in children:

2. Is there a healthier version (i.e. a product which is not high in fat, salt and/or sugar according to the Nutrient Profiling Model) of the product available? If so, please give details.

3. Is the product on [PHE's sugar or calorie reduction lists](#)? If so, please give details

4. Do you have evidence that the product is not generally consumed by children?

5. Does the presentation of the product appeal to children? Please see the [marketing techniques considered to appeal to children](#).

6. Please list below any supporting documentation you are providing with your application if applicable.

Completed applications should be sent to:

[REDACTED]

From: Jamie Izzard
Sent: 10 January 2019 13:11
To: [REDACTED]
Subject: RE: In confidence

Hi [REDACTED]

No problem at all, totally understand the wider political context. Thanks you for progressing so quickly.

Do let me know if you want to progress the exemption request as discussed previously.

Best wishes,

Jamie

From: [REDACTED] [coca-cola.com]
Sent: 10 January 2019 08:14
To: Jamie Izzard [REDACTED]@london.gov.uk>
Subject: FW: In confidence

Hi [REDACTED]

I just wanted to build on this note (think it may have suffered from some Iphone brevity!)

Our PAC team are waiting to see what the DH publishes in its consultations before we express a view on UK-wide proposals. As discussed last week, our marketing team want to work collaboratively with you to ensure as much of our planned advertising can run given the restrictions using of HFSS-compliant products and taking a common sense approach to advertising of products not consumed by children.

Thanks

[REDACTED]

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From: [REDACTED]
Sent: 09 January 2019 22:37
To: Jamie Izzard [REDACTED]@london.gov.uk>
Cc: [REDACTED]@MEDIACOM.COM>; [REDACTED]@mediacom.com
Subject: Re: In confidence

Dear Jamie,

I have now checked this with my corporate affairs team. I am afraid they do not wish to be name checked in any response and so we cannot agree to your request below. Regards, [REDACTED]

Sent from my iPhone

On 9 Jan 2019, at 19:16, Jamie Izzard [REDACTED]@london.gov.uk> wrote:

Hi [REDACTED]

The Mayor will be answering a question from the London Assembly regarding the advertising restrictions next week. We would be keen for him to refer to the really positive approach you are

taking on this policy, so I wanted to check whether you'd be happy for him to name check you along the following lines:

"We have already seen large advertisers like Coca Cola and [TBC] confirm that they will continue to advertise on the network under the new rules."

And:

"We expect brands advertising HFSS products to switch to advertising healthier products in their range. And they are already making plans to do this – either specifically for TfL's estate, or for their national, and potentially global, campaigns. This includes big spenders like Coca Cola and [TBC] who have a range of compliant products that they plan to continue advertising on the TfL estate".

We need to get this up to the Mayor tomorrow so a quick response would be incredibly helpful.

Many thanks,

Jamie

Jamie Izzard | Senior Manager – SMEs, Food & LEAP
Regeneration & Economic Development team

GREATER LONDON AUTHORITY

City Hall
The Queen's Walk
London
SE1 2AA

Tel: [REDACTED]
Email: [REDACTED]@[london.gov.uk](mailto:[REDACTED]@london.gov.uk)

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[REDACTED]

From: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>

Date: Tuesday, 15 January 2019 at 16:46

To: [REDACTED] <[REDACTED]>

Subject: Childhood obesity workshop follow up

Hello all,

Thanks again for participating in our 'tackling childhood obesity' workshop last week – great to see you all and meet some new faces too.

It was also exciting to see so many of you engaged and energised in the session. For an afternoon's work I think we accomplished a great deal, so thanks for that.

Attached is a summary of the ideas we generated. Have a read through as a reminder – it might spark some further thoughts.

It would be fantastic if this could be the start of something, not the end, and here's a little note from Paul with that in mind.

Dear food friends.

Thank you so much for coming on Wednesday and contributing with passion, skills, creativity and collaboration to helping us address the serious issue of Child Obesity in London. The Taskforce team have been humbled by your support and clear leadership to use your assets and knowledge to aim to effect change. I hope there are a few nuggets in here that we could all agree might make a significant difference, and that you may be persuaded to collectively seek to own and develop, with the Mayor and taskforce's support to ensure every child in London has every opportunity have a healthy weight and lifestyle. The idea around 'Meals that Made Me' – turned into a competition, with some support and a motivational opportunity to cook for the Mayor and celebrities, might be something we can co-create??

Thanks again

innocent is very proud to be a B Corp: a community of companies using business as a force for good

Tackling childhood obesity in London

Purpose led business leaders workshop

Hosted by



Participants

Innocent

Organix

Toast Ale

Pop Chips

Bol

The Collective

Ella's Kitchen

Graze

Little Dish

Haribo

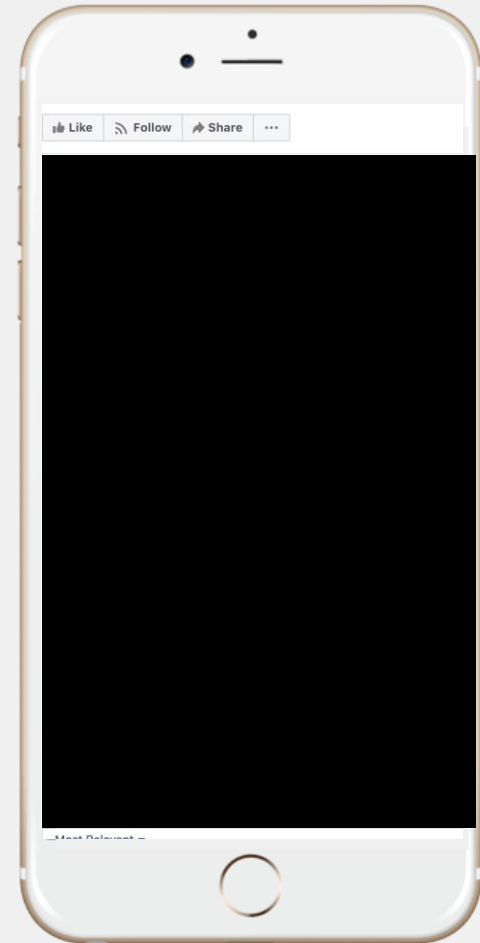
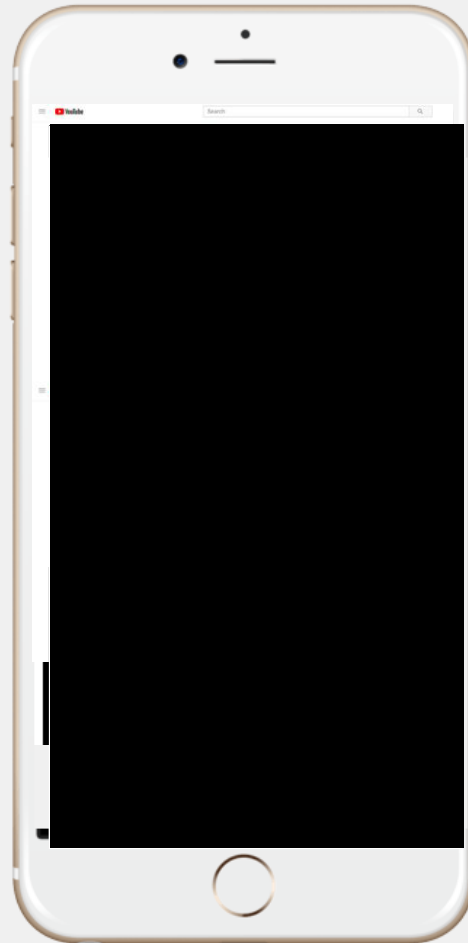
Deliciously Ella

The Pitch

The following presentation showcases the ideas generated at the workshop. After a condensed 2 and a half hours design sprint, business leaders and industry experts from some of the most influential food brands in the UK pitched the following ideas.

Route 1

'The meals that made me'

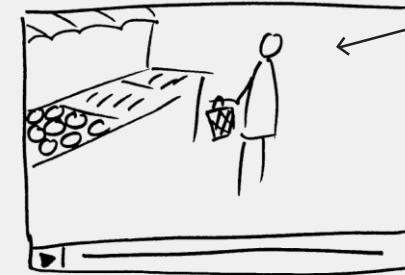
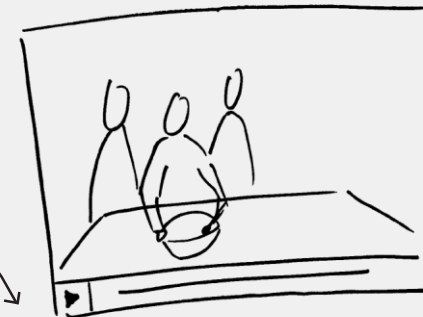


#madeinlondon

AD Campaign



You tube



You tube content,
how to cook yourself.

Problem:

How might we engage kids with healthy eating?

Solution:

Relevant London born stars endorse the healthy, hearty family meals that made them who they are today. This inspires a capital-wide schools cooking competition for kids to design recipes and cook the meals that inspire them. Winner cooks for the meal and a recipe book is published

Impact:

Long term culinary skills + education

A change of attitude surrounding healthy eating – making it accessible through exciting and inspiring children.

Promotes dishes from different cultures that are now London home grown meals.

Feedback and questions from the judges:

Q: Let's talk about
"Made in London"
What are the dishes
of London?

Q: Could we have
more impact if we
reach out and
influence children in
a way in we know
they respond?...
Not telling, showing!

Q: This is the first
step, once children
are interested how
do we facilitate the
change?

Route 2

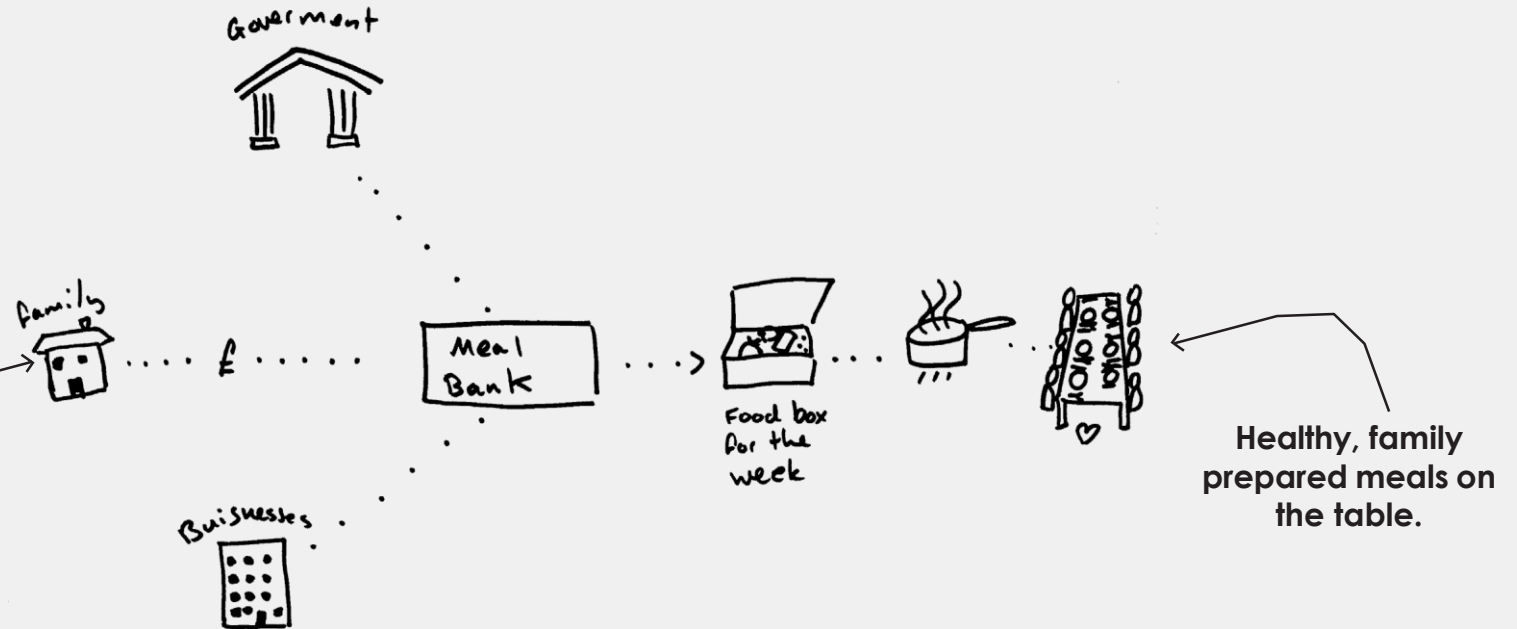
Help to Healthy



Route 2

Help to Healthy

Healthy, quick dinner boxes delivered to your door with cooking instructions. Subsidised by brands and local councils. Creating more time at the dinner table at the heart of the idea



Problem:

- No time to find healthy food - it's a hassle
- Too expensive
- Don't know what's healthy
- It doesn't taste good

Solution:

Everything you need to provide healthy food for a family for a week. Ingredients + recipes
Affordable, government & brand subsidised.
Inspiration + educational tips, something you want to share with your friends.

Impact:

Removing the barriers, starting a culture change. This is the beginning.....

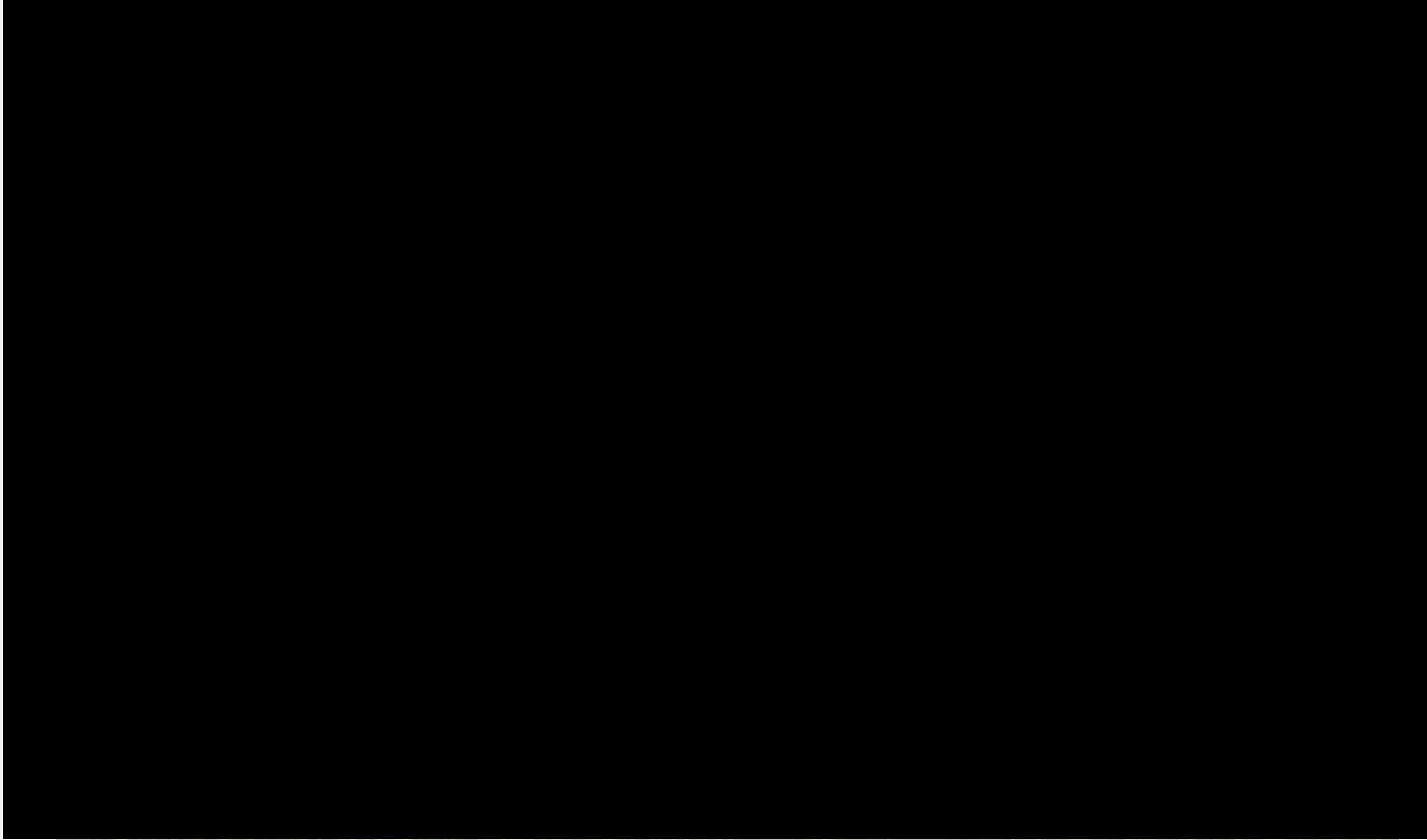
Feedback and questions from the judges:

Q: No two London boroughs are the same, should we tailor each scheme to each area?

Q: Did a family meal time culture ever exist in London - regardless what is it now?

Route 3

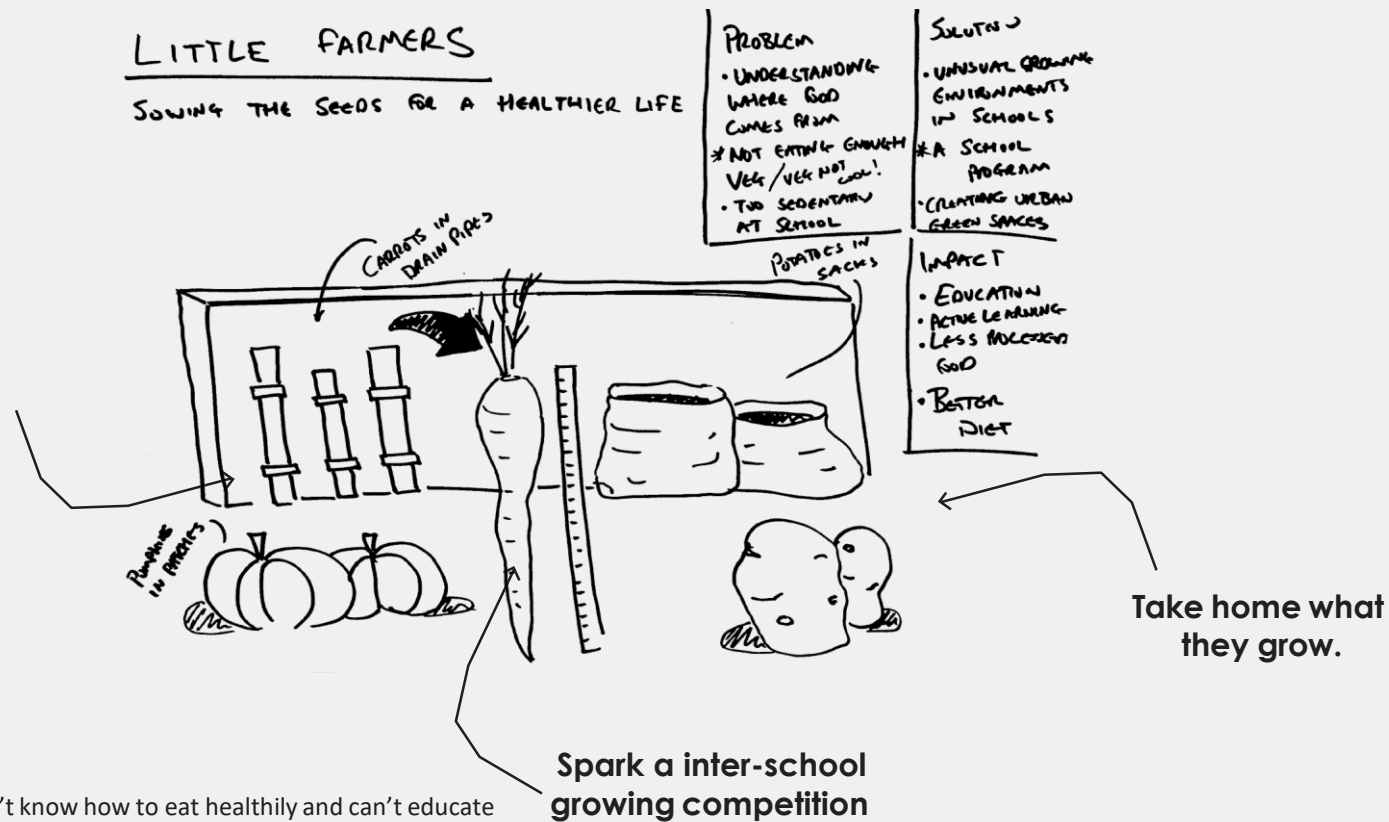
Little farmers



Route 3

Little farmers

Children learn the entire vegetable process from growing to cooking.



Problem:

Most parents in low income families don't know how to eat healthily and can't educate their kids. Let's get the kids to teach the parents instead.

If they can grow and play with food at a young age in school, they are more likely to have a healthy diet when they are older, and can provide the family with healthy food in the short term.

Solution:

Utilise unusual growing environments in schools and supporting curriculum and school packs to educate.

Crucially use the dead time after school finishes and before parents come home from work, and the school kitchen facilities for Kids to cook meals and take them home to the family

Impact:

Education and active learning.

Less processed food

Better diet

Feedback and questions from the judges:

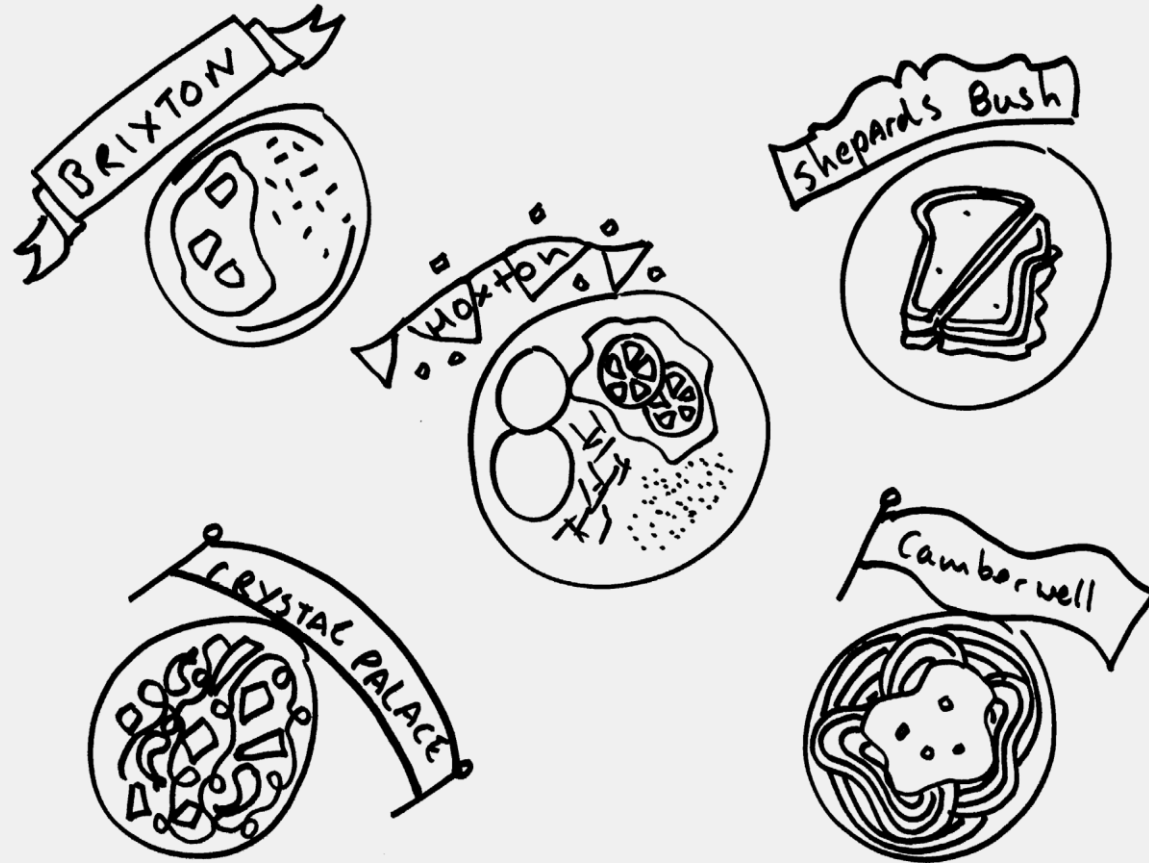
Q: Would a competitive element be more appealing to children?

Q: Could kids help educate parents, and use their free time after school to cook?

Q: Could we create a new school program around it?

More ideas

The following slides represent some great ideas from the hack that did not quite make it to pitch.



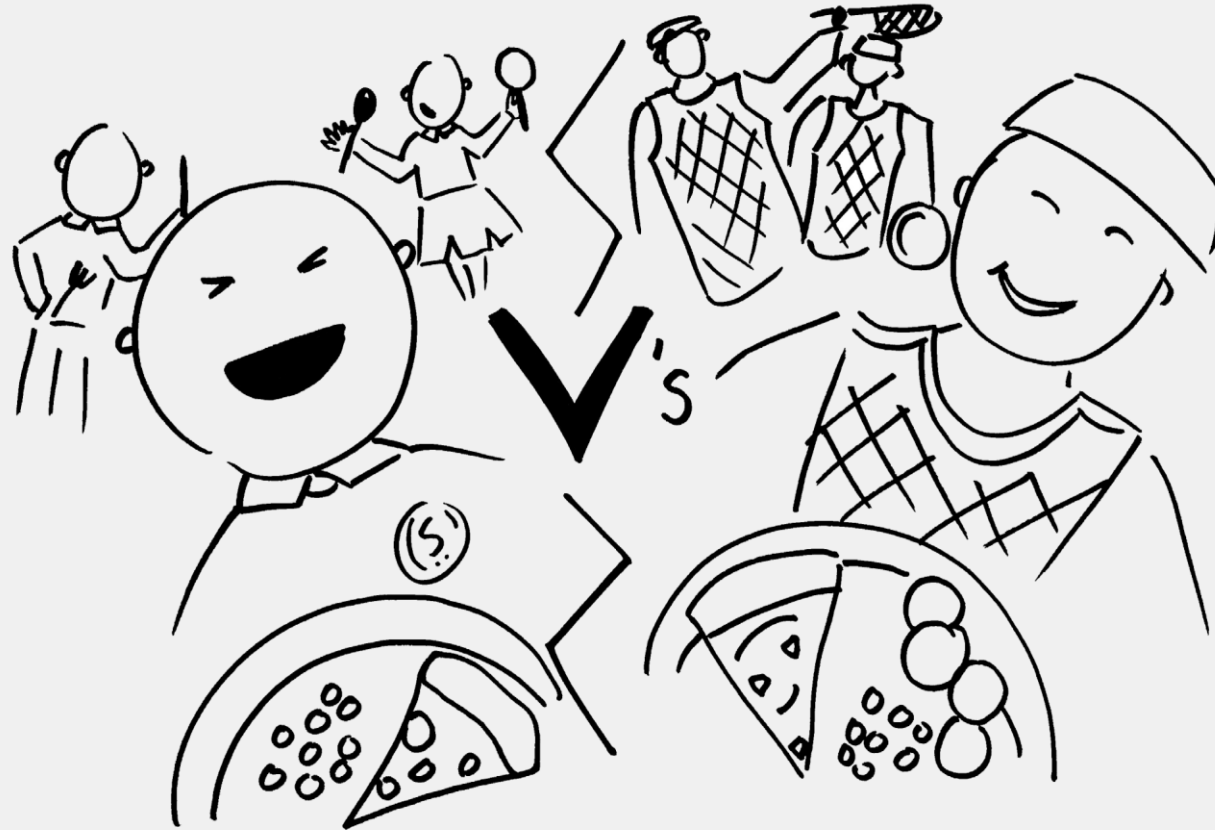
Host a inter-school competition.

To find the home-grown meals of London.

The winning meals become the local dish of 'Brixton' 'Camberwell' 'Dulwich' with a combination of cultures and diversity. Supported and endorsed by a celebrity with roots to the area with the potential to run the competition on TV.

These winning dishes could then become cheap convenience ready meals sold in local supermarkets and even convenience stores within the boroughs so everyone gets to try the dishes, while providing a cheap healthy meal.

For those hooked by the cooking bug the competition has stirred, create online content of their favourite celebrity influences and winning children in 'how to' cooking shows. Further educate and inspire.



Kids v dinner ladies

Kids v Dinner ladies cooking competition.

Classes take it in turn to cook breakfast, lunch, dinner for the rest of their school.
Learn about menus and a balanced diet. Make it competitive: Feedback, meal
time judging panel.

Could gratify it further by running Master Chief / Come dine with me type competitions.
Invite celebs /brands to teach people .
Champion a community dish.

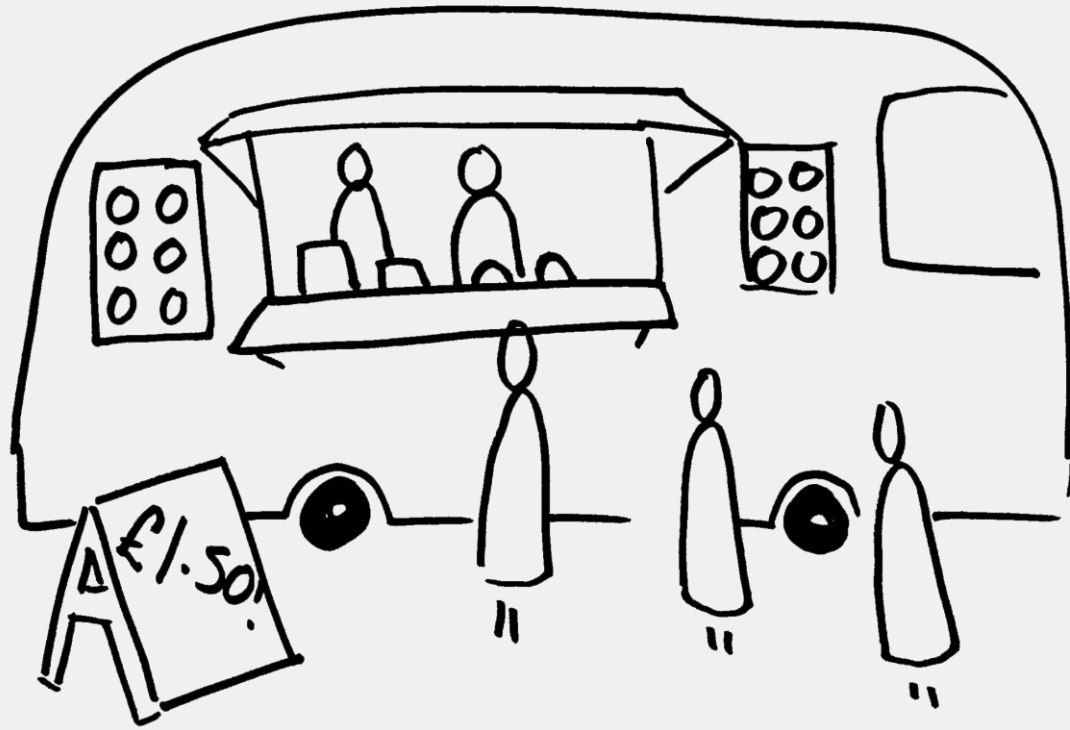


Cheap, healthy, and cool ready meals.

Make the quick, microwaveable food that kids and teenagers love healthy.

Low calorie 'diet' ready meals already exist, re-brand, these meals to make them appealing to young people.

Make them more exciting than a diet meal but with the same ease and convenience.

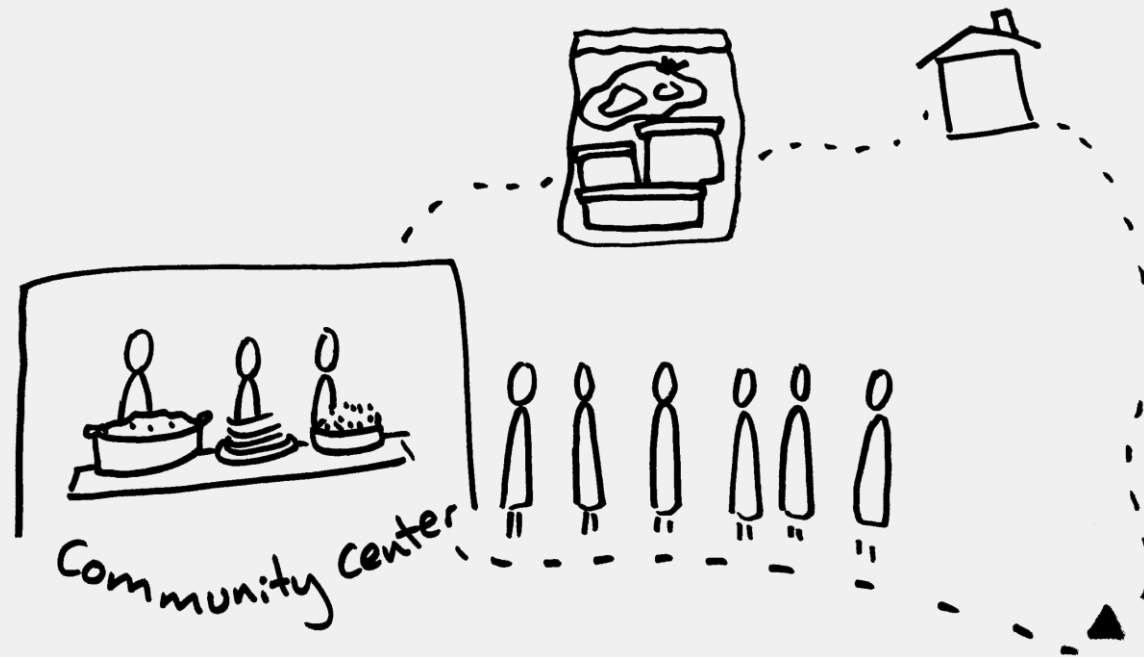


Subsidised street food vans.

Make healthy, hot, delicious take away food local. Bring street food vans to your street.

A distraction from the convenience of chicken shops, allow street food vendors to pitch up in local estates and communities with new exciting foods on every corner.

Subsidise the cost of the standard street food meal to make them affordable. Certified food business rather than community cooks mean less red tape in terms of selling and preparing food for the public.



Community Friday night take out.

The typical Friday night take away, make healthy food just as easy and enjoyable.

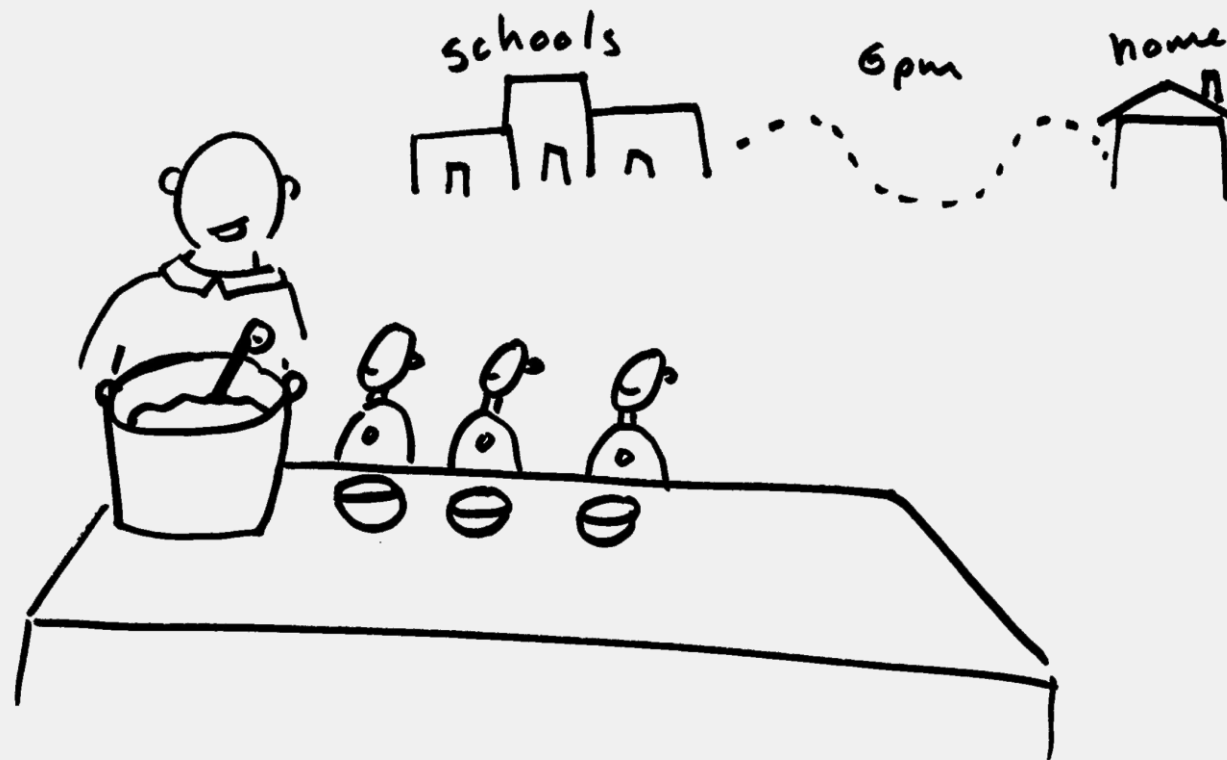
Instead of a walking to the nearest kebab shop on a Friday night, you could walk to the local community center where a weekly rotation of different wholesome fast food is served, from Indian, Chinese to fish and chips. The Friday night classics with a community health goal at heart.



Basic ingredients - Basic Price.

Cheap healthy snacks on the go.

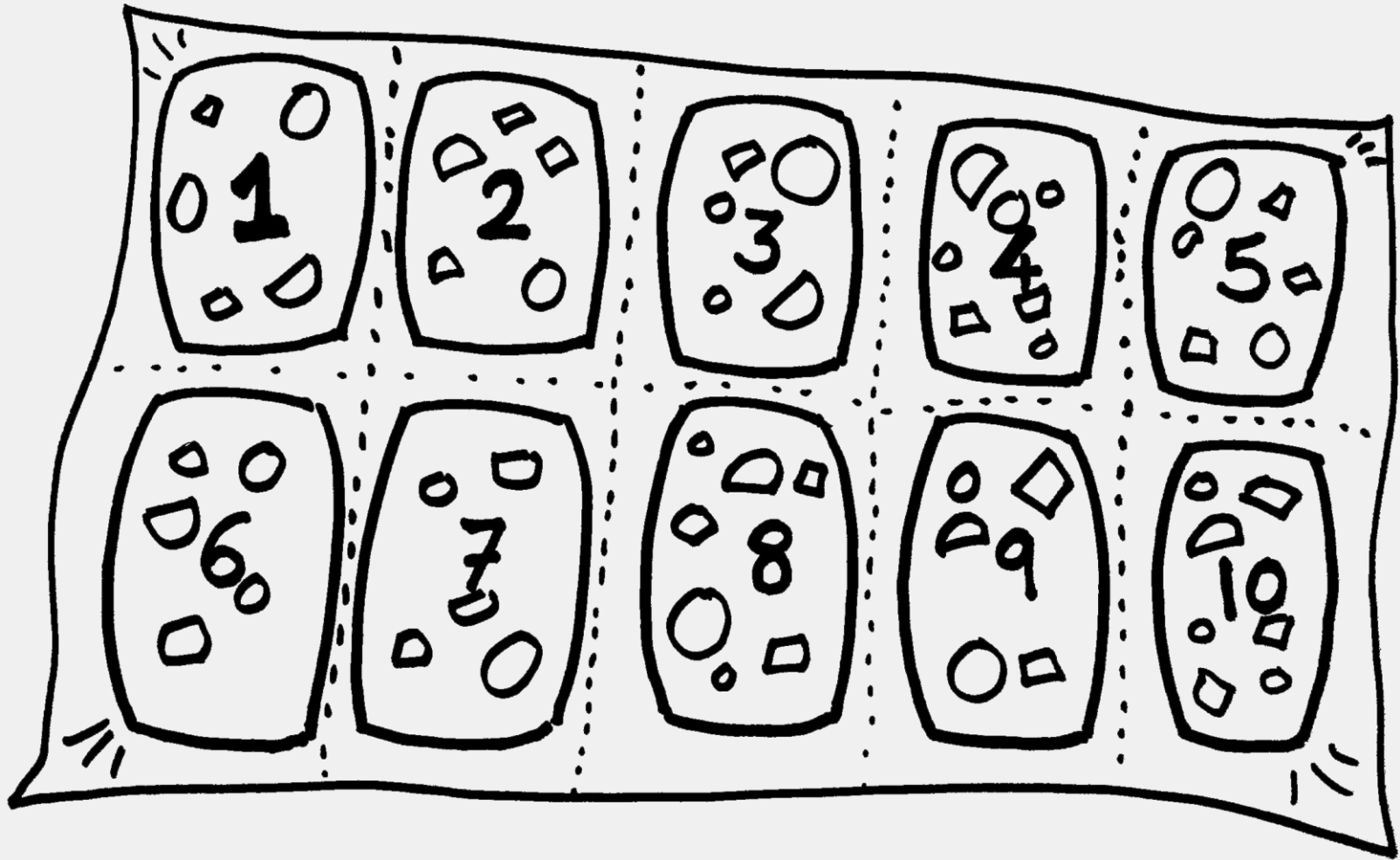
Snacks are everywhere, they are the epitome of convenience food, often unsubstantial and packed with calories. Make a cheap range of healthy on the go pick me ups that make the decision to be healthy while you are out and about the obvious one, with options!



Family after school cooking clubs

An after school cooking club that can feed the whole family.

Some parents simply don't have time to cook a family meal on an evening, but teenagers and older children do. Take the pressure off the parent by opening after school cooking clubs to engage children in healthy eating and teach them to cook in bulk. The meal they prepare can then be taken home that evening and served to the whole family. The children are learning new skills, engaging with healthy eating and the stress of what to put on the table that night is taken off of the parent.



Bulk freezer meals

Cheap, easy to prepare but nutritious meal.

Create freezer meals that can be bought in bulk, with easy to rip off portions. Can feed an entire family, or kids can serve themselves with a single portion after school.

Don't forget...

These last few slides show even more great ideas,
one line concepts with potential.

The Healthy convenience store

Corner shops have to meet new criteria to be granted their cigarette and alcohol licence. So much stock must be healthy and promoted.

Hero a veg of the month

School and media campaign each month targeted at a particular veg, showcase a veg at a time and everything they can do individually to keep it simple.

Scales in shops

Reinstate scales, with an instant monetary value in all supermarkets to enable families to buy single loose veg without fear of price at the checkout.

Crèche demonstrations

While parents food shop, children are left in a food crèche to be taught how to prepare and play with food.

Subsidies vegetables

Make them cheaper to buy than fast junk food.

Food education

Create lessons in the school curriculum to reach children from a young age how to prepare healthy nutritious food.

Frozen freakie's

Use the ugly, twisty turny fruit and veg that is often discarded to create funky child friendly freezable read meals.

Nutritionist app

Instant and constant access to a nutritionist via an app, to ask the questions of what is best and how much?

Cultures

Bring back traditional dishes from the many cultures of London, share them in some sort of community forum.

Kids cook books

Create story books/cook books. That teach children how to cook and prepare vegetables while engaging them in play.

Convenient commute

Create an app that tells parents the quickest route home via a healthy take away.

Ready steady restaurants

Restaurants open up their kitchen for family cooking lessons in down time.

Thank You

[REDACTED]

From: [REDACTED] <[REDACTED]innocentdrinks.co.uk>
Sent: 14 January 2019 10:10
To: Paul Lindley; [REDACTED]
Cc: Child Obesity Taskforce
Subject: RE: Thank you!

Our pleasure, we try and say Yes more than we say No to helping out and generally good things follow from that mindset. Childhood obesity is such a complex topic but we hope that we sparked a few thoughts for you all to help give you clarity on the next steps for the strategy
Kind regards

[REDACTED]

From: Paul Lindley <[REDACTED]london.gov.uk>
Sent: 12 January 2019 15:48
To: [REDACTED] <[REDACTED]innocentdrinks.co.uk>; [REDACTED] <[REDACTED]innocentdrinks.co.uk>; [REDACTED] <[REDACTED]innocentdrinks.co.uk>
Cc: Child Obesity Taskforce <ChildObesityTaskforce@london.gov.uk>
Subject: Thank you!

Hi [REDACTED] and [REDACTED]

Thank you so much for the energy, time, insight and leadership you have given us in convening the group on Wednesday and procuring the ideas that come from the session. I really value the immediate 'lean in' that you brought immediately when first asked, the way you brought in a professional design developer in Mettle, and in the network of fabulous companies you were able to bring together. Proper leadership. Thank you.
Please do thank [REDACTED] and team for their skill and presence on the day – I trust that they will put together a little pack on the output from the session.

I'll drop a note to the attendees, thanking them for their time and energy too.

I know the Taskforce team found the engagement very valuable and we await the ideas sheet from mettle to reflect on what might be best ways forward. My goal was to engage the leaders to help develop one or two ideas, under their ownership and development commitment – on first reflections the 'The meals that made me' ideas – into a competition in schools to cook a meal for the Mayor and celebs sounds like something eminently achievable - feasibly with a cook book off the back. – and is something I would love to explore. Plus as the Good Food Investment Fund takes shape, and engagement to supercharge its value.

In the meantime – thank you.

Keep smiling!



Paul Lindley OBE | Chair, London Child Obesity Taskforce

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City Hall, The Queen's Walk, London SE1 2AA | +44 (0) [REDACTED] @paul_lindley | www.london.gov.uk

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[REDACTED]

From: [REDACTED] <[REDACTED]innocentdrinks.co.uk>
Sent: 14 January 2019 08:50
To: Paul Lindley; [REDACTED]
Cc: [REDACTED]
Subject: Re: Workshop for Purpose led businesses helping the Mayor tackle obesity in London

Thanks Paul,

It was a fantastic session with an engaged room.

We've got the ideas written up now so I'll circulate to everyone today or tomorrow. I'll pass on your thanks and sentiment below but also feel free to follow up if you'd prefer.

Hopefully catch up soon.

[REDACTED]

From: Paul Lindley <[REDACTED]london.gov.uk>
Sent: 12 January 2019 15:57:36
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Workshop for Purpose led businesses helping the Mayor tackle obesity in London

Hi guys

It turns out I don't have the email addresses to hand of all the participants from Wednesday. I really would like to thank them for dedicating their time and insight to the afternoon and towards this important health issue. I'd be really grateful if you had the opportunity to share this with them. Or let me have their addresses?

If you forward....

Dear food friends.

Thank you so much for coming on Wednesday and contributing with passion, skills, creativity and collaboration to helping us address the serious issue of Child Obesity in London. The Taskforce team have been humbled by your support and clear leadership to use your assets and knowledge to aim to effect change. We will get a summary of the day and the ideas emerging from Mettle and I hope there are a few nuggets in there that we could all agree might make a significant difference, and that you may be persuaded to collectively seek to own and develop, with the Mayor and taskforce's support to ensure every child in London has every opportunity have a healthy weight and lifestyle. The idea around 'Meals that Made Me' – turned into a competition, with SoMe support and a motivational opportunity to cook for the Mayor and celebrities, might be something we can co-create??

Anyway – thank you again.

Keep smiling



Paul Lindley OBE | Chair, London Child Obesity Taskforce
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City Hall, The Queen's Walk, London SE1 2AA | +[REDACTED] @paul_lindley | www.london.gov.uk
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From: [REDACTED] innocent <[REDACTED]innocentdrinks.co.uk>
Date: Monday, 17 December 2018 at 18:01

To: "[REDACTED]@gmail.com" <[REDACTED]@gmail.com>

Cc: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>, [REDACTED]

<[REDACTED]@innocentdrinks.co.uk>

Subject: Workshop for Purpose led businesses helping the Mayor tackle obesity in London

Hello

Paul Lindley (of Ella's Kitchen fame) and I need your help with an afternoon of your time in January.

Paul has recently become the head of London's Childhood Obesity Taskforce, working for the Mayor of London, with the mission to halve childhood obesity levels in the capital. 40% of children in London are overweight or obese.

Action is needed across the city and beyond to transform the circumstances in which they live their lives to better support their health.

The first step of this is to get some of the best ideas and thinking on the table, so that Paul can then share and present these to the Mayor to get the necessary funding and support to make them happen. I have agreed to help Paul by corralling together a group of [REDACTED] from Purpose led businesses to make our contribution to this "ideas pool". As leaders of purpose led businesses, we are seen as a group that think differently and have the capability to solve problems to drive meaningful change.

The idea is to run a "best brains" in the room workshop (facilitated by an excellent creative/Sprint agency called Mettle), followed by a feedback session to Paul and a number of senior people from the Mayor's office and the taskforce, followed by a few drinks with each other at the bar (as Toast Ale have kindly offered to host this event at their site on the South Bank). This is not about how we use our businesses or brands to help (unless it makes sense), it is really about using your brains to get to some good ideas and demonstrating that business is willing to lean in and support the need to tackle this huge issue – business acting as a force for good.

The workshop will take place from **2pm on Weds 9th January at Toast Ale** (105 Sumner Street, London, SE1 9HZ).

Ideally I would hope you would be able to attend in person but if not someone from your leadership team would be great.

Please let me know (copying in [REDACTED] if you are able to attend and if not you, who on your senior team could contribute on your behalf.

Thank you for your support on this very important challenge we face.

Best wishes

[REDACTED]

[REDACTED]

innocent drinks

[REDACTED] [REDACTED]

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[REDACTED]

From: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Date: Monday, 7 January 2019 at 09:41
To: "[REDACTED]@gmail.com" <[REDACTED]@gmail.com>
Subject: Re: Workshop - 9th Jan - Toast Ale

Morning Paul,

Do you mind if we make it 2.45pm? I'll call your mobile then.

Thanks

From: Paul Lindley <[REDACTED]@gmail.com>
Sent: 06 January 2019 17:23:34
To: [REDACTED]
Subject: Re: Workshop - 9th Jan - Toast Ale

Hiya [REDACTED] – think we finalised this for 2:30pm tomorrow – speak then – please do call me on [REDACTED]

Keep smiling!

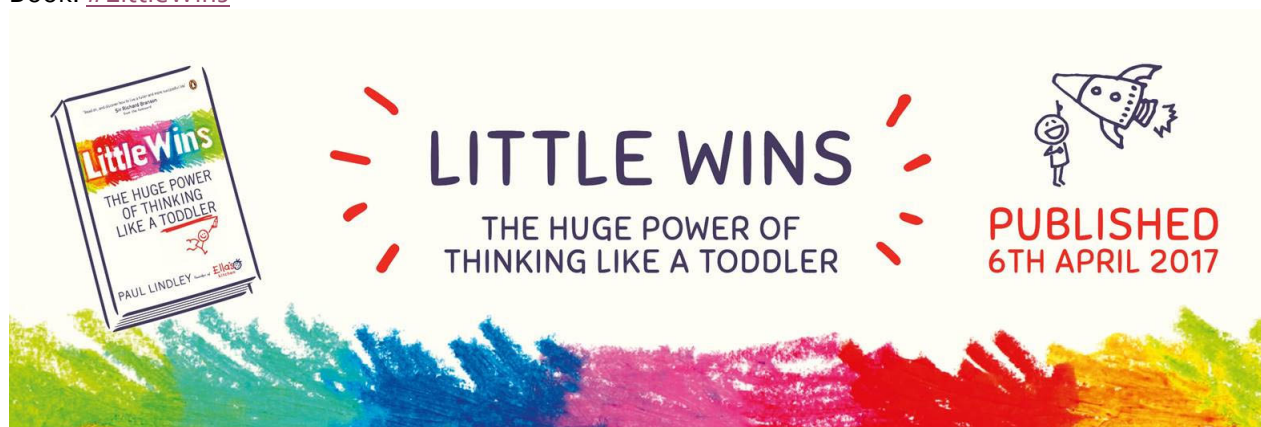
Paul

Paul Lindley

Twitter: [@paul_lindley](https://twitter.com/paul_lindley)

Website: www.paullindley.uk

Book: [LittleWins](https://www.goodreads.com/book/show/25811106-LittleWins)



From: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Date: Thursday, 3 January 2019 at 17:53
To: "[REDACTED]@gmail.com" <[REDACTED]@gmail.com>
Subject: RE: Workshop - 9th Jan - Toast Ale

Great, yes let's aim to speak in the afternoon. Let me know the best number to reach you on, and any preferable times.

From: Paul Lindley <[REDACTED]@gmail.com>
Sent: 03 January 2019 17:49
To: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Subject: Re: Workshop - 9th Jan - Toast Ale

All that works so well:). I will
Check with [REDACTED]
2pm it is. I can be there from 2.30 if helpful:)

Should be speak Monday PM?m- to. I-ordinate- perhaps with Mettle?

Keep smiling

P

Paul Lindley

www.paullindley.uk
@paul_lindley
#LittleWins

From: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Sent: Thursday, January 3, 2019 5:45 pm
To: Paul Lindley
Subject: RE: Workshop - 9th Jan - Toast Ale

My mistake, we did move it to 2pm! Can I still blame that on Christmas brain??

Let's start then – the more time the better whilst we've got people in the room. You and your team can have up to an hour from 2pm to 3pm, then we'll extend the ideas session.

Your powerpoint slides worked well so please do bring them along.

[REDACTED] has confirmed the bar will be open but we didn't discuss charges so it would be helpful if you could check in with her.

Thanks

From: Paul Lindley <[REDACTED]@gmail.com>
Sent: 03 January 2019 17:34
To: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Cc: Paul Lindley <[REDACTED]@gmail.com>
Subject: Re: Workshop - 9th Jan - Toast Ale

Hi [REDACTED]

Thanks so much for this- fabulous! The day really works well. The only think I would change is not have me or anyone from the Taskforce with you between 3.45pm and 5pm. (I need to be at city hall between those times anyway). (I had thought the workshop started at 2pm I must admit). That way any ideas are truest from the entrepreneurial food sector.

I have asked someone from the Child Obesity program team at Guys St Thomas' Hospital Charity to come in and do a 20 min session of framework setting as part of the first 45 mins. I will also spend 20 mins setting out the genesis of the Taskforce, the vision and commitments we have, the assets and the frame for the afternoon task. I will then have to leave at 3.45pm to be at city hall for 4pm. It may be halo full for the Mettle Guys to look at GSTC's fabulous 'Bite Size' report from last Spring- which gives the perspective of GSTC (who are a partner) in our Taskforce.

I can either do off the cuff briefing- or use image based PowerPoint story building (as I did at the Westminster gig we when to in the summer [REDACTED] in my 20 mins (likely do the PowerPoint aided canter through the story).

I will then ask colleagues from city hall, our partners and the Taskforce to join us for a beer at 5.45pm- I can return earlier- with [REDACTED] our Vice chair at 5pm and more formally hear your output:)

Sound like a plan?

I will confirm with [REDACTED] that their bar will be open- and whether there is a charge for the beer (unless you have already arranged this?).

Please do confirm that it is not a 2pm start!

Keep smiling!

Paul

Paul Lindley

www.paullindley.uk

@paul_lindley

#LittleWins

From: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>

Sent: Thursday, January 3, 2019 5:11 pm

To: Paul Lindley

Subject: Workshop - 9th Jan - Toast Ale

Hi Paul,

Hope you had a good break.

We've had a fantastic response for next week's workshop. I'm just finalising the attendees and agenda, but looks like we'll have 10+ business engaged and representing – exciting.

I'll be sending around a brief, pre-read and agenda on Monday but wanted to give you a heads up on the draft agenda so that you can allocate time for you or some of your team to come along.

Don't worry that it's still a rough draft based on your framework, I have a call with Mettle who are a fantastic facilitation agency tomorrow who will help determine the best format for the day. They'll be there on Weds to run things with us. So the draft agenda is similar to what you had in mind:

3pm-3.45pm

Mayor's office share the issue, its framing, the evidence of why it is as it is, along with vision, goals and commitments.

3.45pm-5pm *Format tbc*

Leaders in the room to breakout and answer our 3 key questions through effecting the 5 commitments. Focus on ideas, assets and insight into these 5 commitments

Paul to share the assets he could bring to any ideas/actions being predominantly: research access, piloting, awareness building and comms, the Mayor's support etc

We're looking for **brave and radical** actions right across the whole system (not just the food industry) and encourage, support intensify and amplify a lot of quick win actions that can nudge environmental change or behaviour changes around purchasing, marketing, or consumption.

5pm-5.45pm *Format tbc*

Paul & Taskforce members come back at the end of the session to hear & share ideas

5.45pm onwards

Plan next steps followed by a few beers and informal conversation.

Please can you confirm who will be coming along from your office? I'll be there from 2pm if they want to come along early to prep.

Thanks

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[REDACTED]
[REDACTED]

e: [REDACTED] [innocentdrinks.co.uk](mailto:[REDACTED]@innocentdrinks.co.uk)

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[REDACTED]

From: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>

Date: Monday, 7 January 2019 at 17:40

To: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>

Cc: innocent <[REDACTED]@innocentdrinks.co.uk>, [REDACTED] [REDACTED]

<[REDACTED]@innocentdrinks.co.uk>

Subject: Childhood Obesity Workshop - Weds

Evening all,

Hope you enjoyed the break.

We've had a fantastic response ahead of Wednesday, so thanks for your commitment to get involved. Paul and the team are excited to see what we can come up with.

We've got one afternoon to help tackle this issue, so we're going to use the time as effectively as possible.

With that in mind please try to arrive in good time, and if you can please try to stick about for a drink or two later on. Some of the Taskforce and City Hall representatives will be along so it's a good chance to hear more about the work.

Due to the strong showing there is limited space in the room. If you've said that two people will attend from your business, that's fine, we've got you covered. Please could everyone else stick to one representative per company – thank you.

Location

Toast Ale (105 Sumner Street, London, SE1 9HZ). Please say you are there for the workshop.

Attendees

List attached for reference

Timings

2pm – intros (please arrive 10 mins before if you can)

2.10pm-2.50pm – Setting up the problem (Paul and Giles St.Thomas Charity)

2.50pm-4.40pm – Coming up with the ideas (facilitated by Mettle)

Break

5pm - ideas refining and sharing

5.45pm onwards – drinks at the bar

I'm on [REDACTED] if you have any issues.

Thanks again, looking forward to what should be an inspiring afternoon.

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Confirmed Childhood Obesity Workshop attendees

Name	Company
Paul Lindley	Obesity Taskforce Chair
	Obesity Taskforce Vice Chair
	Giles St.Thomas Hospital Trust
	Mettle
	Mettle
	innocent
	innocent
	Deliciously Ella
	Organix
	Organix
	Haribo
	Toast
	Pop Chips
	Bol
	The Collective
	Ellas
	Ellas
	Graze

[REDACTED]

From: Paul Lindley
Sent: 20 December 2018 23:00
To: [REDACTED] Vicky Hobart; [REDACTED] Jamie Izzard;
Emma Strain; [REDACTED]
Subject: Fwd: Workshop for Purpose led businesses helping the Mayor tackle obesity in London
Follow Up Flag: Follow up
Flag Status: Flagged

Host all

Just keeping you in the loop- this is in the food industry stream of mid sized companies being convened by Innocent. This is the list of companies. I would see Great value if some of you guys could meet the people involved at the end of their workshop when they are having an informal drink at sustainable Bankside and feeding back their initial Thoughts and ideas. I will help them plan their meeting and top and tail it, but it it will be theirs to host and lead their industry engagement in.

A similar event is being convened by smaller food brands too.

I will ensure the google doc form is updated for this meeting.

Keep smiling

Paul

Paul Lindley
Chair, London Child Obesity Taskforce

From: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>

Sent: Thursday, December 20, 2018 1:08 pm

To: Paul Lindley; [REDACTED]

Cc: [REDACTED]

Subject: RE: Workshop for Purpose led businesses helping the Mayor tackle obesity in London

No problem Paul, pleasure to help out.

Please see invite list below - based on initial responses I'm hopeful for fairly strong attendance. We can then turn our attention to generating some great ideas.

Ella's Kitchen – [REDACTED]

Organix – [REDACTED]

Little Dish – [REDACTED]

[REDACTED] – Haribo

[REDACTED] – Pop Chips

[REDACTED] at Lindt

[REDACTED] at Fever tree

[REDACTED] at Bol

[REDACTED] at Tails

[REDACTED] at little dish

[REDACTED] at One Water

[REDACTED] at Graze

[REDACTED] at the Collective

[REDACTED] Deliciously Ella

[REDACTED] at Toast Ale [REDACTED]

As a reminder the session will take place from 3pm on Weds 9th Jan at Toast Ale.

I'll follow up in the New Year with a list of confirmed attendees and a brief so that we can confirm what's required from your team on the day.

Thanks, have a fantastic break over Christmas.

From: Paul Lindley <[REDACTED]@gmail.com>

Sent: 17 December 2018 21:30

To: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>

Cc: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>; [REDACTED] <[REDACTED]@innocentdrinks.co.uk>

Subject: Re: Workshop for Purpose led businesses helping the Mayor tackle obesity in London

Fabulous [REDACTED] thank you and [REDACTED] and [REDACTED]

Please can you share who is invited- and I will ensure that I am available with appropriate support to top and tail the day.

Will Work on the support now:)

Keep smiling!

Paul

Sent from my iPhone

On 17 Dec 2018, at 6:01 pm, [REDACTED] <[REDACTED]@innocentdrinks.co.uk> wrote:

Hello

Paul Lindley (of Ella's Kitchen fame) and I need your help with an afternoon of your time in January. Paul has recently become the head of London's Childhood Obesity Taskforce, working for the Mayor of London, with the mission to halve childhood obesity levels in the capital. 40% of children in London are overweight or obese. Action is needed across the city and beyond to transform the circumstances in which they live their lives to better support their health.

The first step of this is to get some of the best ideas and thinking on the table, so that Paul can then share and present these to the Mayor to get the necessary funding and support to make them happen. I have agreed to help Paul by corralling together a group of CEO's from Purpose led businesses to make our contribution to this "ideas pool". As leaders of purpose led businesses, we are seen as a group that think differently and have the capability to solve problems to drive meaningful change.

The idea is to run a "best brains" in the room workshop (facilitated by an excellent creative/Sprint agency called Mettle), followed by a feedback session to Paul and a number of senior people from the Mayor's office and the taskforce, followed by a few drinks with each other at the bar (as Toast Ale have kindly offered to host this event at their site on the South Bank). This is not about how we use our businesses or brands to help (unless it makes sense), it is really about using your brains to get to some good ideas and demonstrating that business is willing to lean in and support the need to tackle this huge issue – business acting as a force for good.

The workshop will take place from **2pm on Weds 9th January at Toast Ale** (105 Sumner Street, London, SE1 9HZ).

Ideally I would hope you would be able to attend in person but if not someone from your leadership team would be great.

Please let me know (copying in [REDACTED] if you are able to attend and if not you, who on your senior team could contribute on your behalf.

Thank you for your support on this very important challenge we face.

Best wishes

[REDACTED]

[REDACTED]

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[REDACTED] [REDACTED]

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[REDACTED]

From: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Date: Monday, 24 December 2018 at 16:15
To: "[REDACTED]@gmail.com" <[REDACTED]@gmail.com>
Subject: RE: [REDACTED] email

Great, that seems to have worked.

Have a good few days off – certainly not the time to think about healthy eating!

Let's pick up in Jan.

From: Paul Lindley <[REDACTED]@gmail.com>
Sent: 24 December 2018 15:56
To: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Subject: RE: [REDACTED] email

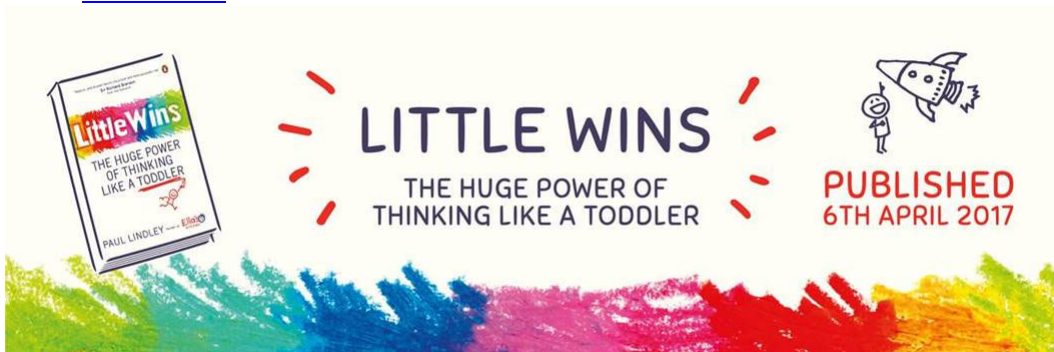
Hiya [REDACTED] – I was in touch with [REDACTED] in May when [REDACTED] was keen to support – [REDACTED]
[REDACTED] littledish.co.uk – [REDACTED] – [REDACTED] [@littledish.co.uk](mailto:[REDACTED]@littledish.co.uk) – [REDACTED]
[REDACTED]

Happy xmas!

Pau

Paul

Paul Lindley
Twitter: [@paul_lindley](https://twitter.com/paul_lindley)
Website: www.paullindley.uk
Book: [#LittleWins](https://www.amazon.co.uk/dp/1782440000)



From: [redacted] [[mailto:\[redacted\]@innocentdrinks.co.uk](mailto:[redacted]@innocentdrinks.co.uk)]
Sent: 24 December 2018 13:30
To: Paul Lindley <[\[redacted\]@gmail.com](mailto:[redacted]@gmail.com)>
Subject: [redacted] email

Merry Christmas Paul – sorry to be in touch on Christmas Eve 😊

I've had a bounce back from [redacted] at Little Dish. Both email addresses below seem to be incorrect. Any ideas?

[redacted] [littledish.com](mailto:[redacted]@littledish.com)
[redacted] [littledish.co.uk](mailto:[redacted]@littledish.co.uk)

Thanks

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[redacted]
[redacted]
e: [redacted] [innocentdrinks.co.uk](mailto:[redacted]@innocentdrinks.co.uk)
[redacted]

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[REDACTED]

From: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Date: Wednesday, 7 November 2018 at 11:30
To: "[REDACTED]@gmail.com" <[REDACTED]@gmail.com>, [REDACTED] <[REDACTED]@toastale.com>, [REDACTED] <[REDACTED]@innocentdrinks.co.uk>, [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Cc: [REDACTED] <[REDACTED]@toastale.com>, [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Subject: RE: Intro and exploring opportunity to host a Child Obesity Taskforce food industry workshop at Sustainable Bankside:)

Hi [REDACTED] and thanks Paul.

I'll be in touch later today so that we can arrange potential dates.

Looking forward to it.

From: Paul Lindley <[REDACTED]@gmail.com>
Sent: 07 November 2018 09:49
To: [REDACTED] <[REDACTED]@toastale.com>; [REDACTED] <[REDACTED]@innocentdrinks.co.uk>; [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Cc: [REDACTED] <[REDACTED]@toastale.com>; [REDACTED] <[REDACTED]@innocentdrinks.co.uk>; [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Subject: Re: Intro and exploring opportunity to host a Child Obesity Taskforce food industry workshop at Sustainable Bankside:)

Hi guys

I'm not sure if you have had the opportunity to connect yet – but I know that [REDACTED] (now cc'ed here) is leading the organisation and delivery of this event from Innocent's [REDACTED] [REDACTED] please do connect with [REDACTED] who is just fabulous!

Please do let me know as soon as you land on a date as I can then secure some task force people to come and provide context and support.

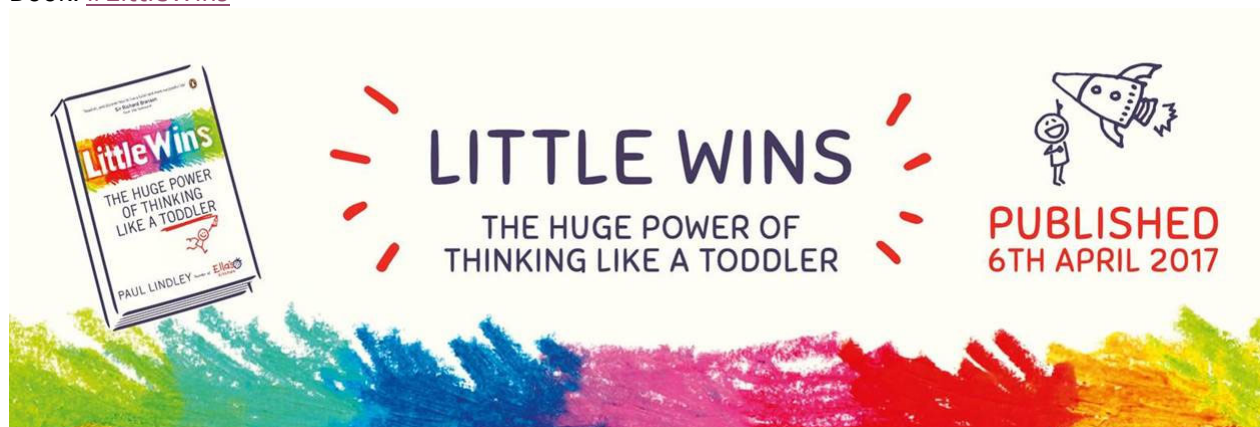
Keep smiling



Paul Lindley
Twitter: [@paul_lindley](https://twitter.com/paul_lindley)

Website: www.paullindley.uk

Book: [#LittleWins](#)



From: "[REDACTED]@gmail.com" <[REDACTED]@gmail.com>

Date: Friday, 19 October 2018 at 11:25

To: [REDACTED] <[REDACTED]@toastale.com>, [REDACTED] innocent <[REDACTED]@innocentdrinks.co.uk>, [REDACTED] <[REDACTED]@innocentdrinks.co.uk>

Cc: [REDACTED]@toastale.com>, [REDACTED] <[REDACTED]@innocentdrinks.co.uk>

Subject: Intro and exploring opportunity to host a Child Obesity Taskforce food industry workshop at Sustainable Bankside:)

Hi [REDACTED] and [REDACTED]

I hope all is well with you all.

[REDACTED] – [REDACTED] and [REDACTED] is [REDACTED] at Innocent Drinks
[REDACTED] and [REDACTED] is [REDACTED] at Toast Ale.

[REDACTED] has kindly suggested that it should be possible to facilitate an afternoon workshop for our London Child Obesity Taskforce, with the Food Industry's leading mid market, entrepreneurial, but no longer founder led or owned, businesses – to help the Taskforce achieve its goals.

[REDACTED] has kindly agreed to convene such a meeting and set its agenda.

I wonder if you could say Hi – and try and find a date when it could be help in late November or December – likely an afternoon, and have the bar open for an hour or two from 5pm to sell Taost Ale, relax and share thinking.

[REDACTED] please can you confirm that this is still OK – and connect ☺

Thank you so much!

Keep smiling

Paul Lindley

Twitter: [@paul_lindley](#)

Website: www.paullindley.uk

On 11/10/2018, 09:33, "[REDACTED] <[REDACTED]@innocentdrinks.co.uk>" wrote:

Morning Paul, sorry to hear you're having fun with the trains, good luck and we shall see you when get here. Looking forward to our conversation. [REDACTED]

[REDACTED]
berry cosmopolitan
[REDACTED]

-----Original Message-----

From: Paul Lindley <[REDACTED]@gmail.com>

Sent: 11 October 2018 09:03

To: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>; [REDACTED]
<[REDACTED]@innocentdrinks.co.uk>

Cc: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>

Subject: Train running a few minutes late...

Hi [REDACTED] and [REDACTED]

Looking forward to seeing you in a while. My train is delayed - I'll only now be at Paddington at 10.16 so think it may be close to 10.45 when I get to you. Apologies. See you then!

Keep smiling

Paul

Sent from my iPhone

This message has been scanned for viruses by the Greater London Authority.

Click

<https://www.mailcontrol.com/sr/usfMEiLLzE7GX2PQPOMvUnWSIf6oUOY8VNXuMnx2lBfn7TPqczx6LdhUxDdeunMysm0qu4Gmr59SWoTyPktGDA==> to report this email as spam.

[REDACTED]

From: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Date: Wednesday, 10 October 2018 at 09:39
To: "[REDACTED]@gmail.com" <[REDACTED]@gmail.com>
Subject: RE: Childhood obesity taskforce

Great thank you and you are welcome.
[REDACTED]

From: Paul Lindley <[REDACTED]@gmail.com>
Sent: 10 October 2018 09:24
To: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Subject: Re: Childhood obesity taskforce

All good for tomorrow! Sorry I'll miss you- thank you for setting up.

Keep smiling
Paul

Sent from my iPhone

On 10 Oct 2018, at 9:03 am, [REDACTED] <[REDACTED]@innocentdrinks.co.uk> wrote:

Hi Paul

I hope all is well.

Just wanted to confirm that tomorrow is still all good for you to pop into Fruit Towers at 10.30am.
I will not be here tomorrow, so when you arrive in reception, please can you ask for [REDACTED]
[REDACTED] who will also be meeting you with [REDACTED]

Thank you and everyone looking forward to seeing you tomorrow.
[REDACTED]

Innocent ltd

Fruit Towers | 342 Ladbroke Grove | *(please note the entry gate is on Kensal Road)* | London W10 5BU
| [Find us here](#)

E: [REDACTED]@innocentdrinks.co.uk

innocent is very proud to be a B Corp:
a community of companies using business as a force for good

From: Paul Lindley <[REDACTED]@gmail.com>
Sent: 17 September 2018 09:54
To: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Subject: RE: Childhood obesity taskforce

No problem☺ see you then

Keep smiling

<image009.jpg>

Paul Lindley

Twitter: [@paul_lindley](#)

Website: www.paullindley.uk

Book: [#LittleWins](#)

<image010.jpg>

From: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Sent: 17 September 2018 09:50
To: Paul Lindley <[REDACTED]@gmail.com>
Subject: RE: Childhood obesity taskforce

Hi Paul

I hope all is well.

Getting in touch as I know we will be seeing you in Fruit Towers on Thursday 11 October at 9.30am and I wanted to ask if there was any possibility you'd be able to make 10.30am instead of 9.30am. Something has popped up that [REDACTED] needs to attend first thing, so hoping this will not cause too much inconvenience.

Please let me know your thoughts and I look forward to hearing from you.

Many thanks

[REDACTED]

[REDACTED]

Innocent Ltd

Fruit Towers | 342 Ladbroke Grove | *(please note the entry gate is on Kensal Road)* | London W10 5BU
| [Find us here](#)

[REDACTED]

E: [REDACTED]@innocentdrinks.co.uk

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a community of companies using business as a force for good
<https://www.bcorporation.net/what-are-b-corps>

From: Paul Lindley <[REDACTED]@gmail.com>
Sent: 03 September 2018 11:09
To: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Subject: RE: Childhood obesity taskforce

Hi [REDACTED]

Sorry for the delay – lets go for 9:30am on 11 Oct.

Keep smiling

<image011.jpg>

Paul Lindley

Twitter: [@paul_lindley](#)

Website: www.paullindley.uk

Book: [#LittleWins](#)

<image012.jpg>

From: [REDACTED] <[mailto:[REDACTED]@innocentdrinks.co.uk]>
Sent: 28 August 2018 14:06
To: Paul Lindley <[REDACTED]@gmail.com>
Subject: RE: Childhood obesity taskforce

Hi Paul

I hope all is well.

Following on from the below, please find a couple of options that I hope might work for you to pop into Fruit Towers and meet with [REDACTED]
I believe Tuesday – Thursdays are best for you, but have included one Monday just in case.....

Monday 8 October	10.30am or 4pm
Tuesday 9 October	anytime from 9am – 11.30am
Thursday 11 October	9am or 9.30am

Many thanks and I look forward to hearing from you.

[REDACTED]

[REDACTED]
[REDACTED] [REDACTED] [REDACTED]

Innocent ltd

Fruit Towers | 342 Ladbroke Grove | *(please note the entry gate is on Kensal Road)* | London W10 5BU

| [Find us here](#)

[REDACTED]
[REDACTED]

E: [REDACTED]@innocentdrinks.co.uk

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From: Paul Lindley <[REDACTED]@gmail.com>
Sent: 25 August 2018 12:44
To: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>; [REDACTED] <[REDACTED]@innocentdrinks.co.uk>; [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Cc: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Subject: RE: Childhood obesity taskforce

Thanks [REDACTED] – I'll await some suggested dates from [REDACTED]

Keep smiling

<image013.jpg>

Paul Lindley

Twitter: [@paul_lindley](#)

Website: www.paullindley.uk

Book: [#LittleWins](#)

<image014.jpg>

From: [REDACTED] [[mailto:\[REDACTED\]@innocentdrinks.co.uk](mailto:[REDACTED]@innocentdrinks.co.uk)]
Sent: 23 August 2018 17:32
To: Paul Lindley <[REDACTED]@gmail.com>; [REDACTED] <[REDACTED]@innocentdrinks.co.uk>; [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Cc: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Subject: RE: Childhood obesity taskforce

Thanks Paul for the fast response. [REDACTED] can definitely find a time for us to meet up. I will get her to suggest some dates.

On your second point, we are more than happy to lean in and be part of the workshop (and even host if Organix can't) – we also have the space here if it helps. Let us know on any locked down date so we can secure people our end.

The two people leading on this my end are [REDACTED] and [REDACTED] ([REDACTED]), I have copied them in for context and also so they can work with [REDACTED] to work out who attends when we meet up but also who might be the best person / people to be involved in the workshops.

All the best and I look forward to seeing you soon

[REDACTED]

From: Paul Lindley <[REDACTED]@gmail.com>
Sent: 23 August 2018 17:23
To: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Cc: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Subject: Re: Childhood obesity taskforce

Hi [REDACTED]

Thanks for getting in touch! [REDACTED] said you might ☺

All good – it is strange but it was the right time, for the right reasons and most importantly with the right team driving the brand, mission and business forward. I'm sure I feel the same as [REDACTED] feel with everything in your safe hands.

Congratulations on your BCorp certification – that's huge for the movement, and I'm sure for your opportunities to influence within Coca Cola. [REDACTED] and [REDACTED] driving business to be that force for good.

Thanks for being supporting of our work in City Hall. It is critical to grasp the nettle of how our society has built an environment that is obesogenic and be determined to be bold and radical to change it. I'd love to have a coffee sometime soon with you and or [REDACTED] and talk through what our focus is and how we may be able to work together. Shall we seek dates (Tuesday-Thursdays best for me).

Indeed, I have sought to organise an opportunity for the food industry to convene in the coming weeks. In Late September / early October I'm looking to nudge 4 or 5 workshop/brainstorm sessions across different aspects of 'The Food Industry'. To engage minds, assets and ideas – that can seek to help our mission and ultimate set of actions. The 5 workshops would be convened by the industry itself (by a leader) – we'd top and tail the meeting – but its fundamentally a food industry discussion around developing ideas for action for us to promote, endorse, adopt, adapt and advocate – to include in our plan – due for release in January. The 5 workstreams I envisage are:

- a. Founder led, small entrepreneurial food businesses. (Leader: [REDACTED] – WheyHey)
- b. Small/Medium food businesses, entrepreneurial but now sold into industry mainstream. (think Ella's Kitchen, Organix, Innocent, Bear etc) I have asked Organix to lead this – if they don't would you consider leading it? – which would involve convening the people, moderating the session and reporting on the output.
- c. Large corporate brands – think Nestle, Cadbury, Unilever and Danone – (Likely ask Nestle to lead).
- d. QSR industry – think KFC, McDonalds, Pizza Hut, small independent Kebab shops etc. (Likely ask KFC to lead).
- e. Grocery Retail – likely to engage through the Consumer Goods Forum

Please let me know if you'd like to be part of the (b) group. The workshop will take place at [REDACTED] Oliver's offices/Kitchens.

Keep smiling!

<image015.jpg>

Paul Lindley

Twitter: [@paul_lindley](https://twitter.com/paul_lindley)

Website: www.paullindley.uk

Book: [#LittleWins](https://www.paulindley.uk/littlewins)

<image016.jpg>

From: [REDACTED] innocent <[REDACTED]@innocentdrinks.co.uk>
Date: Thursday, 23 August 2018 at 15:58
To: "[REDACTED]@gmail.com" <[REDACTED]@gmail.com>
Cc: [REDACTED] <[REDACTED]@innocentdrinks.co.uk>
Subject: Childhood obesity taskforce

Dear Paul,

I hope this email finds you well, I saw the news you are now fully out of Ellas – that must feel slightly strange. Funny enough, I have been seeing quite a lot of [REDACTED] as he has been helping us on the B Corp journey, delighted we are now certified and can help push the movement forward.

I just thought I'd touch base as I'm aware that you are leading the Mayor's London Childhood Obesity Taskforce.

Getting more fruit and veg into kids is something innocent has long been committed to and as a London based business, we share the Mayor's enthusiasm to tackle the level of Childhood Obesity in the city and improve the health of Londoners.

We know that to achieve this in London, and across the UK, will require a joint effort from all – so it's fantastic to see the commitment from City Hall to lead the way in finding solutions that will have a meaningful impact.

The team here have been doing quite a lot of good work and thinking and I would love me/them to share some of our research and insights with you and your team, and to discuss how innocent could potentially support your work on this issue.

It would be great to find some time to meet up to do that. If that is ok for you, let [REDACTED] (copied in) know who to liaise with to try and fix a time.

Best wishes,

[REDACTED]

[REDACTED]

innocent drinks

[REDACTED] [REDACTED]

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From: Paul Lindley
Sent: 06 December 2018 17:10
To: [REDACTED] GATWICK,NUKL Corp Affairs
Cc: [REDACTED] Jamie Izzard; [REDACTED] youngfoodies.co.uk; Emma Strain
Subject: Re: London Child Obesity Taskforce

Hiya [REDACTED]

My suggestion for the agenda is:-

- 1 Intro's
2. PL talk though the remit, goals, mission and commitments of the London Child Obesity Taskforce.
3. JI talk through the wider health inequality initiatives from GLA and Mayor's office.
4. [REDACTED] talk though the work Nestle UK is doing around the health agenda and its vision, gaols and commitments to responsible growth.
5. PL to leave an ask of 3 questions to consider in supporting our work and leading the sector. [REDACTED] to leave any questions for us.
6. AOB

Perhaps others might add, and [REDACTED] if [REDACTED] has specific items please also add. Really it's a 'Hello", this is what we are each doing around child health, do they overlap, is their scope to work together on any aspect. If not – we understand each others work and goals.

Keep smiling!



Paul Lindley | Chair, London Child Obesity Taskforce

GREATER LONDON AUTHORITY | MAYOR OF LONDON
City Hall, The Queen's Walk, London SE1 2AA | +44 (0) 20 7084 [REDACTED] @paul_lindley | www.london.gov.uk
| #LondonIsOpen

Support from [REDACTED] london.gov.uk | tel: +44 (0) 20 7084 [REDACTED]

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<https://www.london.gov.uk/about-us/email-notice/>

From: [REDACTED] <[REDACTED]@london.gov.uk>
Date: Tuesday, 4 December 2018 at 12:15
To: "[REDACTED] GATWICK,NUKL Corp Affairs" <[REDACTED]@UK.nestle.com>, Paul Lindley <[REDACTED]@london.gov.uk>
Cc: [REDACTED] <[REDACTED]@london.gov.uk>, Jamie Izzard <[REDACTED]@london.gov.uk>, "[REDACTED] youngfoodies.co.uk" <[REDACTED]@youngfoodies.co.uk>, Emma Strain <[REDACTED]@london.gov.uk>
Subject: RE: London Child Obesity Taskforce

Dear [REDACTED]

I will forward the request to you now and send through an agenda ASAP.

Many thanks,
[REDACTED]

From: [REDACTED] GATWICK,NUKL Corp Affairs <[REDACTED]@UK.nestle.com>
Sent: 04 December 2018 10:11
To: [REDACTED] <[REDACTED]@london.gov.uk>; Paul Lindley <[REDACTED]@london.gov.uk>
Cc: [REDACTED] <[REDACTED]@london.gov.uk>; Jamie Izzard <[REDACTED]@london.gov.uk>; [REDACTED]@youngfoodies.co.uk; Emma Strain <[REDACTED]@london.gov.uk>
Subject: RE: London Child Obesity Taskforce

Dear [REDACTED]

Will you send a meeting request or let me know who is attending in full and I'll send across, I don't mind either way.

Would you also send across a full agenda in terms of the meeting purpose and outcomes from your side so I can ensure [REDACTED] is fully aware of the meeting purpose and if he would like to include anyone else in his team.

Many thanks
[REDACTED]

[REDACTED] | **PA to** [REDACTED] & [REDACTED]
Nestlé UK&I Ltd | 1 City Place, Gatwick, RH6 0PA
☎: DD: 020 8667 [REDACTED] (Ext. [REDACTED] | ☎: Mobile: 07827 [REDACTED] (Mobex : [REDACTED] | ☎: Switchboard: 020 8686 3333
✉: [REDACTED]@uk.nestle.com | www.nestle.com



From: [REDACTED] <[REDACTED]@london.gov.uk>
Sent: 04 December 2018 09:09
To: Paul Lindley <[REDACTED]@london.gov.uk>; [REDACTED] GATWICK,NUKL Corp Affairs <[REDACTED]@UK.nestle.com>
Cc: [REDACTED] <[REDACTED]@london.gov.uk>; Jamie Izzard <[REDACTED]@london.gov.uk>; [REDACTED]@youngfoodies.co.uk; Emma Strain <[REDACTED]@london.gov.uk>
Subject: RE: London Child Obesity Taskforce

Morning [REDACTED]

Can we please confirm:
Tuesday 15th January
1pm
Nestlé UK&I Ltd
1 City Place,
Gatwick, RH6 0PA

Jamie, [REDACTED] & [REDACTED] – Let us know if you are available for final numbers.

Best wishes,
[REDACTED]

From: Paul Lindley

Sent: 03 December 2018 19:09

To: [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] GATWICK,NUKL Corp Affairs
<[REDACTED]@uk.nestle.com>

Cc: [REDACTED] <[REDACTED]@london.gov.uk>; Jamie Izzard <[REDACTED]@london.gov.uk>;
[REDACTED]@youngfoodies.co.uk; Emma Strain <[REDACTED]@london.gov.uk>

Subject: Re: London Child Obesity Taskforce

Hiya [REDACTED] thanks for setting this up. Yes- I can do 1pm on 15th at Gatwick. And cross fingers Jamie and [REDACTED] can also make it. So please confirm and book it in!

See you tomorrow!

Keep smiling

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From: [REDACTED] <[REDACTED]@london.gov.uk>

Sent: Monday, December 3, 2018 4:53 pm

To: [REDACTED] GATWICK,NUKL Corp Affairs; Paul Lindley

Cc: [REDACTED] Jamie Izzard; [REDACTED]@youngfoodies.co.uk; Emma Strain

Subject: RE: London Child Obesity Taskforce

Paul – Does a 1pm meeting In Gatwick work for you with travel time?

Many Thanks,
[REDACTED]

From: [REDACTED] GATWICK,NUKL Corp Affairs <[REDACTED]@UK.nestle.com>

Sent: 03 December 2018 16:50

To: [REDACTED] <[REDACTED]@london.gov.uk>

Cc: [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>; Paul
Lindley <[REDACTED]@london.gov.uk>; Jamie Izzard <[REDACTED]@london.gov.uk>; [REDACTED]@youngfoodies.co.uk;
Emma Strain <[REDACTED]@london.gov.uk>

Subject: RE: London Child Obesity Taskforce

Thank you [REDACTED] to confirm this will be at our office in Gatwick?

[REDACTED]

[REDACTED] | PA to [REDACTED] & [REDACTED]

Nestlé UK&I Ltd | 1 City Place, Gatwick, RH6 0PA

☎: DD: 020 8667 [REDACTED] (Ext. [REDACTED]) | ☎: Mobile: 07827 [REDACTED] (Mobex : [REDACTED]) | ☎: Switchboard: 020 8686 3333

✉: [REDACTED]@uk.nestle.com | www.nestle.com



From: [REDACTED] <[REDACTED]@london.gov.uk>

Sent: 03 December 2018 16:49

To: [REDACTED] GATWICK,NUKL Corp Affairs <[REDACTED]@UK.nestle.com>

Cc: [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>; Paul Lindley <[REDACTED]@london.gov.uk>; Jamie Izzard <[REDACTED]@london.gov.uk>; [REDACTED]@youngfoodies.co.uk; Emma Strain <[REDACTED]@london.gov.uk>

Subject: RE: London Child Obesity Taskforce

Dear [REDACTED]

That's great, I can accommodate a 1-2pm meeting here at City Hall if suitable?

I have cc'd my colleague Jamie and taskforce member [REDACTED] to join the meeting if they are available.

Best wishes,
[REDACTED]

From: [REDACTED] GATWICK,NUKL Corp Affairs <[REDACTED]@UK.nestle.com>

Sent: 03 December 2018 16:27

To: [REDACTED] <[REDACTED]@london.gov.uk>

Cc: [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>; Paul Lindley <[REDACTED]@london.gov.uk>

Subject: RE: London Child Obesity Taskforce

Dear [REDACTED]

Thank you the 15th January is a good date for this meeting and happy to do a time to suit.

[REDACTED]

[REDACTED] | PA to [REDACTED] & [REDACTED]
Nestlé UK&I Ltd | 1 City Place, Gatwick, RH6 0PA
☎: DD: 020 8667 [REDACTED] (Ext. [REDACTED]) | ☎: Mobile: 07827 [REDACTED] (Mobex : [REDACTED]) | ☎: Switchboard: 020 8686 3333
✉: [REDACTED]@uk.nestle.com | www.nestle.com



From: [REDACTED] <[REDACTED]@london.gov.uk>

Sent: 03 December 2018 16:25

To: [REDACTED] GATWICK,NUKL Corp Affairs <[REDACTED]@UK.nestle.com>

Cc: [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>; Paul Lindley <[REDACTED]@london.gov.uk>

Subject: RE: London Child Obesity Taskforce

Hi [REDACTED]

Hope you are well, apologies for the delay in getting dates over to you.

Pauls availability is as below, could you please propose a suitable date/time to meet with [REDACTED]

Tue 18th December
From 12:30pm onwards
Tue 8th Jan
From Noon Onwards
Tue 15th Jan
From 11am onwards
Wed 16th Jan
11am-4pm

I look forward to hearing from you.

Best wishes,

[REDACTED]

From: [REDACTED] [REDACTED]

Sent: 03 December 2018 16:11

To: [REDACTED] GATWICK,NUKL Corp Affairs <[REDACTED]UK.nestle.com>; [REDACTED] [REDACTED]

<[REDACTED]london.gov.uk>; Paul Lindley <[REDACTED]london.gov.uk>

Cc: [REDACTED] <[REDACTED]london.gov.uk>

Subject: RE: London Child Obesity Taskforce

Importance: High

Hi All

[REDACTED] [REDACTED] please can one of you advise on this as soon as possible.

Many thanks

[REDACTED] [REDACTED]

Healthy Workplace Charter Team Administrator

Email: [REDACTED]london.gov.uk

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Good employers lead by example - Join the [London Healthy Workplace Charter](#) today!

From: [REDACTED] GATWICK,NUKL Corp Affairs [[mailto:\[REDACTED\]@uk.nestle.com](mailto:[REDACTED]@uk.nestle.com)]
Sent: 03 December 2018 15:49
To: [REDACTED] <[REDACTED]@london.gov.uk>; Paul Lindley <[REDACTED]@london.gov.uk>
Cc: [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>
Subject: RE: London Child Obesity Taskforce

Thank you I wait to hear from [REDACTED]

[REDACTED]

[REDACTED] | **PA to** [REDACTED] & [REDACTED]
Nestlé UK&I Ltd | 1 City Place, Gatwick, RH6 0PA
☎: DD: 020 8667 [REDACTED] (Ext. [REDACTED]) | ☎: Mobile: 07827 [REDACTED] (Mobex : [REDACTED]) | ☎: Switchboard: 020 8686 3333
✉: [REDACTED]@uk.nestle.com | www.nestle.com



From: [REDACTED] <[REDACTED]@london.gov.uk>
Sent: 29 November 2018 17:24
To: Paul Lindley <[REDACTED]@london.gov.uk>; [REDACTED] GATWICK,NUKL Corp Affairs <[REDACTED]@uk.nestle.com>
Cc: [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@london.gov.uk>
Subject: RE: London Child Obesity Taskforce

Thanks for the intro Paul – good to meet you over email [REDACTED]

[REDACTED] has taken over from [REDACTED] now so will leave logistics with her.

[REDACTED]

[REDACTED]
[REDACTED]
Senior Policy Officer, Health Team

Greater London Authority | City Hall, The Queen's Walk | London SE1 2AA | tel: +44 (0) 20 7084 [REDACTED] |
mob: +44 (0) 7765 [REDACTED] | email: [REDACTED]@london.gov.uk | www.london.gov.uk



From: Paul Lindley
Sent: Thursday, November 29, 2018 4:57:55 PM
To: [REDACTED] GATWICK,NUKL Corp Affairs; [REDACTED] [REDACTED] [REDACTED]
Subject: Re: London Child Obesity Taskforce

Hi [REDACTED]

So sorry for the delay- I was away last week. [REDACTED] cc'ed here is the best person to work magic with diaries. [REDACTED] it would be helpful but not essential to have [REDACTED] (a fellow Taskforce member) and [REDACTED] or [REDACTED] (GLA HEATH team) join us

Too. Thank you. It would also be helpful to meet before the second half of January, if possible.

Thank you and I look forward to meeting [REDACTED]

Keep smiling!

Paul

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From: [REDACTED] GATWICK,NUKL Corp Affairs <[REDACTED]@uk.nestle.com>

Sent: Tuesday, November 20, 2018 2:57 pm

To: Paul Lindley

Subject: RE: London Child Obesity Taskforce

Dear Paul

I wanted to follow up on the email you sent to first of all [REDACTED] and then [REDACTED]

Do you have someone I can connect with directly to arrange this meeting.

Many thanks

[REDACTED]

[REDACTED] | **PA to** [REDACTED] & [REDACTED]
Nestle UK&I Ltd | 1 City Place, Gatwick, RH6 0PA
☎: DD: 020 8667 [REDACTED] (Ext. [REDACTED] | ☎: Mobile: 07827 [REDACTED] (Mobex : [REDACTED] | ☎: Switchboard: 020 8686 3333
✉: [REDACTED]@uk.nestle.com | www.nestle.com



From: Paul Lindley <[REDACTED]@london.gov.uk>

Sent: 16 November 2018 10:15

To: [REDACTED] GATWICK,Chairman's Office <[REDACTED]@UK.nestle.com>

Cc: [REDACTED] GATWICK,Director, Communications & Corporate Affairs <[REDACTED]@uk.nestle.com>;

[REDACTED] GATWICK,NUKL Corp Affairs <[REDACTED]@UK.nestle.com>; [REDACTED] GATWICK,CEO
<[REDACTED]@uk.nestle.com>

Subject: Re: London Child Obesity Taskforce

Many thanks [REDACTED] Will follow up directly with [REDACTED]

Keep smiling

Paul

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From: [REDACTED] GATWICK,Chairman's Office <[REDACTED][uk.nestle.com](mailto:[REDACTED]@uk.nestle.com)>

Sent: Friday, November 16, 2018 9:41 am

To: Paul Lindley

Cc: [REDACTED] GATWICK,Director, Communications & Corporate Affairs; [REDACTED] GATWICK,NUKL Corp Affairs; [REDACTED] GATWICK,CEO

Subject: London Child Obesity Taskforce

Dear Paul,

I hope my email finds you well.

[REDACTED] has asked that I write to you regarding your request below to introduce you to [REDACTED] our Director for Communications & Corporate Affairs. [REDACTED] email is copied in, as is his PA [REDACTED] Here is their office number: +44 20 8667 [REDACTED]

[REDACTED] team deal with Nutrition Health and Wellness and he will identify the best person to meet with you and take this forward.

Best regards,

PA to [REDACTED] - CEO | PA to [REDACTED] - Chairman
Nestlé UK&I Ltd | 1 City Place, Gatwick, RH6 0PA
☎: DD: 020 8667 [REDACTED] (Ext. [REDACTED]) | ☎: Switchboard: 020 8686 3333

Begin forwarded message:

From: Paul Lindley <[REDACTED][london.gov.uk](mailto:[REDACTED]@london.gov.uk)>

Date: 12 November 2018 at 10:06:59 GMT

To: "[REDACTED] GATWICK,CEO" <[REDACTED][uk.nestle.com](mailto:[REDACTED]@uk.nestle.com)>

Subject: London Child Obesity Taskforce

Hi [REDACTED]

I hope all is well with you. All good with me, although I continue to spin too many plates, but enjoy it immensely! I think since we last met – I put together a website that convers many of my plates – <https://www.paullindley.uk> – in case I's of interest.

Our London Child Obesity Taskforce, is properly up and running now, with a team, clear remit, vision, goals and a series of commitments. I would love to follow up from our conversation over dinner to see if I can meet with someone in your team who might seek to engage, hear our goals, allow us to listen to yours, and see if there are opportunities to explore. One of our specific commitments is to engage with the leaders of all the relevant sectors and galvanise action from within the sectors – your personal and corporate leadership is clearly highly influential here.

I wonder if you could introduce me to the best person to see if we could meet in the coming few weeks.

Keep smiling!

Paul

Paul Lindley | Chair, London Child Obesity Taskforce

GREATER LONDON AUTHORITY | MAYOR OF LONDON

City Hall, The Queen's Walk, London SE1 2AA | +44 (0) 20 7084 [REDACTED] @paul_lindley | www.london.gov.uk
| #LondonIsOpen

Support from [REDACTED] london.gov.uk | tel: +44 (0) 20 7084 [REDACTED]

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Nestlé UK Engagement Meeting

Date and time:	Tuesday 15th January 2018, 1:00pm – 2.00pm
Locations:	Nestlé UK&I Ltd, 1 City Place, Gatwick, RH6 0PA
Attendees:	Nestlé:  Taskforce Members: Paul Lindley (Chair)  Officers in support:   Jamie Izzard

Agenda

Item	Subject	Lead	Time
	Welcome and Introductions	All	5 mins
1	Introduction to the London Child Obesity Taskforce. Talk through the remit, goals, mission and commitments of the London Child Obesity Taskforce.	Paul Lindley	15 mins
2	Health Inequality Talk through the wider health inequality initiatives from GLA and Mayor's office.	Jamie Izzard	10 mins
3	Nestle update Talk through the work Nestle UK is doing around the health agenda and its vision, goals and commitments to responsible growth.		15 mins
4	Discuss Opportunities for Engagement Paul to leave an ask of 3 questions to consider in supporting our work and leading the sector.  to leave any questions for us.	Paul Lindley	10 mins
5	AOB	All	5 mins

Queries on the day:

Nestlé -   - 07827 
GLA -   - 

[REDACTED]

From: Jamie Izzard
Sent: 20 December 2018 17:20
To: [REDACTED]@tfl.gov.uk
Cc: [REDACTED]
Subject: RE: TfL ad restrictions meeting - Ben & Jerry's Creative

Hi [REDACTED]
These are brand-only adverts so would only be accepted if they promoted healthier (non-HFSS) products.
Best wishes,
Jamie

From: [REDACTED]@unilever.com]
Sent: 20 December 2018 17:12
To: [REDACTED]@tfl.gov.uk; Jamie Izzard [REDACTED]@london.gov.uk>
Cc: [REDACTED]@unilever.com>
Subject: TfL ad restrictions meeting - Ben & Jerry's Creative

Hello, [REDACTED] / Jamie – good to meet you both the other day.
As discussed in the meeting on Tuesday, find attached a couple of examples of OOH creative proposed on Ben&Jerry's in the coming year. Please note that they are going to be part of the "Just Imagine campaign" about B&J's brand values.
These OOH executions are deliberately provocative, and their aim is to make people reflect on current topical issues. They are very far removed from having a product focus.
Can you clarify whether these would fall foul of the TfL advertising restrictions?
Kind Regards,

[REDACTED] Senior Media Manager, Unilever UK & Ireland

Unilever U.K.
Registered in England & Wales: Company No. 334527
Registered Office: Unilever House, Springfield Drive, Leatherhead, Surrey, KT22 7GR
www.unilever.com/ | www.facebook.com/unilever



From: [REDACTED]@london.gov.uk>
Sent: 20 December 2018 16:25
To: [REDACTED]@unilever.com>
Cc: [REDACTED]@tfl.gov.uk; Jamie Izzard [REDACTED]@london.gov.uk>
Subject: RE: TfL ad restrictions meeting - Unilever/GLA

Hi [REDACTED],
Of course, copying in [REDACTED] so he can get back to you and Jamie who was also in the meeting.
Best wishes,

[REDACTED] | Senior Project and Policy Officer – Food | Regeneration & Economic Development
City Hall | The Queen's Walk | London | SE1 2AA | [REDACTED]@london.gov.uk | GREATER LONDON
AUTHORITY

From: [REDACTED]@unilever.com>
Sent: 20 December 2018 16:20
To: [REDACTED]@london.gov.uk>
Subject: RE: TfL ad restrictions meeting - Unilever/GLA
Hello [REDACTED]

It was lovely to meet you the other day.

Are you able to share with me [REDACTED] e-mail address (or forward this e-mail to him for him to respond back to me directly)?

We caught up briefly after the meeting on Tuesday and he was keen for me to share some example creative executions for Ben&Jerry's upcoming 'Refugee Rights' campaign in order to give me some certainty around whether I can potentially run on the TfL network.

Many thanks,



Senior Media Manager, Unilever UK & Ireland

Unilever U.K.

Registered in England & Wales: Company No. 334527

Registered Office: Unilever House, Springfield Drive, Leatherhead, Surrey, KT22 7GR

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-----Original Appointment-----

From: [REDACTED]@london.gov.uk>

Sent: 14 December 2018 09:31

To: [REDACTED]

Subject: TfL ad restrictions meeting - Unilever/GLA

When: 18 December 2018 14:00-15:00 (UTC+00:00) Dublin, Edinburgh, Lisbon, London.

Where: City Hall, SE1 2AA

Dear all,

Thank you for confirming your availability, we look forward to welcoming you to City Hall to discuss TfL's new Healthier Food Advertisement Policy.

Please allow 10 minutes to pass through City Hall's airport style security and ask for me when you arrive in reception so that I can come to collect you.

Kind regards,



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