Food Flagships

Borough evaluation summaries and an assessment of GLA programme support

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Executive Summary
For 2 years the London Boroughs of Croydon and Lambeth delivered Food Flagship (FF) programmes which reached thousands of borough residents and school children. A wide array of projects and initiatives were created spanning the breadth of local food systems from production (food growing) to retail, preparation (cooking skills) and consumption. Many people of all ages enhanced their knowledge of healthy eating and improvements were made to local food environments resulting in increased community access to good quality food.

These benefits were achieved through the co-ordinated actions of project deliverers, FF project officers, senior council officials and Council Leaders with support from the Greater London Authority (GLA) and wider partners. Borough level evaluations demonstrated beneficial impacts on individuals, families, whole school populations and structural changes to local food systems. People taking part in FF projects reported increased food literacy and many reported improved confidence in cooking and/or food growing skills. Primary school children in particular demonstrated great enthusiasm for food education and food growing. Schools worked hard to improve school food which has resulted in greater school meal uptake amongst certain schools and food education has taken a more central role in the curriculum in many primary schools across both boroughs. Fruit and vegetable consumption was found to be at least as high, and often higher, than the London average amongst project beneficiaries.

Communities have been empowered and given skills to improve local food environments through a variety of methods. Community gardens have been developed and/or improved by networks of community food growing volunteers. A whole systems approach to improving the food system in one geographical area in Lambeth has demonstrated the willingness and ability of local residents to lead community food projects given an appropriate level of support. Healthy food retail has been strengthened in both boroughs through support and training to new food businesses (Croydon) and increasing sales of fruit and vegetables in local markets through voucher schemes (Lambeth).

Many wider non-food related benefits were experienced by people taking part in FF initiatives. For individuals these included improvements to wellbeing and a sense of belonging to local communities. Many people reported acquisition of new skills which will support them into future education and employment. Communities have experienced an increase in social capital and community cohesion.

Learning from the Food Flagship programme to support other boroughs wishing to set up a borough food programme
A big success is the extent to which Food Flagships have engaged other boroughs and energised the London Food Board Boroughs Group. This has resulted in a strengthened pan-London food network and there is interest from other boroughs to use the learning from the Food Flagships to develop food strategies and plans.

Whilst each borough programme was unique, common themes have emerged and this learning can be applied to other areas wishing to set up or expand food programmes. Here are our ‘Top Tips’.
1. **Understand your starting point**
Map current food related activity within your borough/area to give a clear picture of the breadth and reach of work across the Council and with partner organisations. Identify operational and strategic activities. It may be helpful to map activities against the food system (farm to fork) to identify which aspects of this are currently being addressed.

2. **Identify opportunities**
The food system impacts across most Council directorates and stakeholders will have different drivers and limitations for prioritising action. Identify strategic priorities across directorates/organisations and develop food programme priorities that align with these. These will be the areas where most change can be made. For example in Croydon the FF programme aim of improving educational attainment aligned with that of schools and this made it easier to engage schools from the beginning. Mapping will highlight adjacent squares and areas of current work that can be built on.

3. **“Must have” levers**
Senior level commitment is essential. This includes buy-in from elected members and executive level support. This is key to give the food programme profile and momentum. The type and amount of high-level support available is likely to depend on borough starting points. If food is not currently a strategic borough priority a pragmatic approach is to identify at least one senior sponsor who can champion food work at executive level. Cross-cutting high level support will increase as the benefits of addressing food systems are realised and witnessed.

4. **Decide on the right balance of strategic and operational work within the food programme**
This will be context specific and depend upon the resources available (funding and people), timescales, current activity and local need. If a lot of food work is currently underway it may be sensible to direct resource into developing a Food Strategy and supporting cross-departmental strategic oversight. If just starting out it may not be appropriate to develop a borough-wide food group as this may not be high on stakeholder’s agendas.

5. **Commissioning**
   a. A flexible approach to commissioning is needed to support a range of projects and wider activities. Evaluation findings showed that whilst a Payment by Results (PbR) model was appropriate for projects that had an established delivery model it was less suitable for new ventures that were evolving as delivery progressed. If commissioning a mixed economy of projects of different sizes and models (some established and some new) develop a blended funding model collaboratively between commissioners and programme leads that resources both project activity and development work. For example this could be a mix of PbR and block payments.
   b. Develop assurance systems that align with funding mechanisms. Activity/throughput targets are appropriate for PbR but not for innovative/developmental work. The best approach is for programme funders and project deliverers to jointly agree a suite of measures that...
capture innovative approaches but also provide assurance to funders that progress is being made.

c. Beware not to overburden small projects with onerous monitoring/assurance requirements. Agree on a few indicators that demonstrate impact against realistic short or medium term outcomes. Recognise that some community groups may require up front support to implement data collection.

d. If funding projects evaluation findings suggest that at least 2 years are required to implement a new project and begin to make an impact. This includes a lead-in time and scope for projects to evolve as they go along.
Introduction
In 2014 the London boroughs of Croydon and Lambeth were chosen to become Food Flagship Boroughs. They received funding from the Department for Education and Greater London Authority (GLA) to develop and deliver a programme of community and school based food initiatives with the long term aim of improving local food systems, health and educational outcomes for borough residents and school children. The Food Flagship programme ran for 2 years from 2014 to early 2017 and a considerable amount was achieved through the hard work and co-ordinated action of many individuals who had a passion for improving access to high quality food and food literacy across both boroughs and the GLA.

Each borough commissioned an independent evaluation of their Food Flagship programmes. Running parallel to these was an assessment of the support available from the GLA to each borough (programme level assessment). This investigated whether any additional food related activity had taken place outside of the Food Flagship commissioned projects and the role that the GLA and wider partners have played in this.

This document is a summary of the evaluation findings from both Flagship boroughs. It also describes the approach to and results from the programme level assessment.

The Croydon evaluation was carried out by Prederi who provided the Croydon summary included in this document; the Lambeth evaluation was led by the Lambeth Public Health Team with independent assessment provided by and VAGA Associates. The Lambeth summary included in this document was supplied by the Lambeth Public Health Team.

Borough Evaluation Approaches
Each borough developed a different approach to their FF programmes which was subsequently reflected in their different approaches to evaluation. Lambeth already had a strategic focus on food and a thriving local food culture prior to becoming a Food Flagship borough. Its FF programme built on this and a combination of community and school based food initiatives were commissioned which added to an existing programme of activities addressing local food systems and the wider determinants of health. Some of the FF commissioned initiatives were established food projects and some were new and innovative. For Lambeth a major output of the FF programme was the learning generated from implementing a systems based approach and this is reflected in their evaluation methods and findings. The evaluation sought to understand the processes involved in setting up initiatives, to describe what changes to the food system have been achieved and what is sustainable going forward. Where possible impacts were also measured on individuals but it was recognised that the timeframe was too short to fully assess long term impact for some new projects, in these cases proxy measures were observed. A summary of the Lambeth evaluation methodology is given in Appendix I.
Croydon did not have a prior borough-level focus on food before it began its FF journey. The approach was to commission a suite of community food projects which impacted different aspects of the food system in Croydon. Initially these were stand-alone projects but they evolved over the lifetime of the FF and connections were made between them and wider borough work. Many of the benefits were experienced at an individual level and the evaluation design sought to describe and quantify these in project beneficiaries as well as understanding the processes that were involved in project implementation and delivery. Once projects had become established the Croydon Food Flagship programme officers were able to turn their attention to investigating and supporting additional food work within the borough and this has also been captured within the evaluation. A summary of the Croydon evaluation methodology is given in Appendix II.

**Background to the Food Flagship Programme**

In April 2012, the then Education Secretary, Michael Gove, asked John Vincent and Henry Dimbleby, the founders of Leon restaurants, to conduct an independent review of school food. In July 2013, they published the School Food Plan, which described a wide range of steps that schools could take to increase the uptake and quality of school meals and improve pupil’s food literacy.

As well as aiming to improve school food, the plan set out an ambition to support 2 Food Flagship boroughs within London to “transform the food in their schools” and also “coordinate activity in wider neighbourhoods” with the long term aim of showing:

“There improving school food – and the way children are taught about food – can have a significant and measurable impact on both health and attainment in any given area.”

(SFP pp 73)

The Mayor of London and the Department for Education committed funding of £1.2 million to support these flagship boroughs develop and deliver school and community based initiatives over a 2-year period.

The long-term vision of the London Food Flagships was to change food environments across the 2 Food Flagship boroughs to make good, healthy, sustainable food the norm. Over the short term the expectation on the boroughs was that they would enhance existing activities and deliver new initiatives which would support school children and borough residents to improve their food literacy and improve access to good quality food.

The London Boroughs of Lambeth and Croydon were chosen to become Flagship boroughs via a competitive application process. Responsibility for choosing and supporting the flagship boroughs lay with the food team within the Greater London

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2 ‘Food literacy’ is an holistic approach to describe the practicalities needed to meet nutrition recommendations: plan, management, selection, preparation, and consumption.
Authority (GLA), with leadership and expert input from the Chair of the London Food Board and the Director of the School Food Plan Office.

Each Flagship borough developed a suite of projects that addressed the long-term aims of the Food Flagship programme, namely:
- A reduction in childhood obesity
- A reduction in the incidence of type 2 diabetes
- An improvement in educational attainment.

Projects supported residents to make healthy food choices through various mechanisms including increasing access to healthy food, supporting the development of cooking and/or food growing skills and improving knowledge of healthy eating. Projects were both school and community based involving children and adults. Many aimed to address inequalities in access to good quality food by focussing on disadvantaged groups.

Although the majority of FF activity took place at borough level, support was also given to the boroughs by the GLA in a variety of guises:
- Strategic – vision setting, awareness raising, attracting additional inward investment
- Operational – advice and support around project delivery, including a formal component of project monitoring, governance and accountability.

This **programme level support** was provided by members of the GLA food team, the School Food Plan Office and the Chair of the London Food Board. It aimed to enhance local FF programmes by channelling additional food-related resource into both boroughs.

Both boroughs have carried out independent evaluations of their Food Flagship programmes describing project delivery mechanisms and the impact of involvement on project beneficiaries. An independent assessment of the impact of GLA programme level support was also carried out which asked:

*Has a collective and public commitment to improving local food environments in the Flagship boroughs led to additional benefits outside of directly funded projects? If so what are these benefits and how have they been achieved?*

This report summarises key messages from the Croydon and Lambeth evaluations and documents the findings of the GLA programme level assessment.

**Timelines**
Flagship status was awarded in July 2014. Following this there was an extended period of negotiation between the boroughs and the GLA in which project plans and delivery milestones were finalised. Project delivery began in full in January 2015.

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3 Up to end of March 2016
Organisation of this report
Sections 2 and 3 provide summaries of the Croydon and Lambeth evaluation reports respectively. Section 4 describes the aim, methods and findings of the Programme Level Assessment. Discussion and recommendations are given in Section 5.
Section 2: Croydon Food Flagship Programme Evaluation Summary

A summary of the Croydon Food Flagship Offer

FF funding was used to fund new Council officer posts, create and support the implementation of a Croydon School Food Plan, deliver community cooking and food growing projects, provide training for Croydon residents wishing to set up their own food businesses and to establish and support a Food Partnership Board.

New Officer Posts

Food Flagship Programme Manager

This was a newly funded, full time post. The remit was to:

- Support Food Flagship funded project leads in project set up and delivery through:
  - Liaison between project leads and the GLA to negotiate delivery targets and payment schedules
  - Advising on project delivery as required
  - Connecting project leads with each other, other council departments and external organisations to support project recruitment and delivery.
- Provide regular project monitoring reports to the GLA and attend project monitoring and quality meetings.
- Look for and investigate other food-related opportunities in the borough
- Work with partners, including the GLA, to encourage the delivery of new food related initiatives in the borough.

Croydon School Food Improvement Officer

This was a newly funded, full time post. The remit was to:

- Create a Croydon School Food Plan
- Support implementation of the plan through:
  - Supporting three Flagship schools to comprehensively implement the plan and share learning with other schools.
  - Supporting the wider Croydon school community to improve their school food provision through staff training on healthy school food provision and the development of other supporting resources.
  - Raising awareness of the plan amongst schools and caterers and working with caterers to agree to the Croydon Schools and Caterers Agreement.
  - Partnership working with third sector organisations to appraise and direct offers of external support/resources to Croydon schools.
- Provide regular project monitoring reports to the GLA and attend project monitoring and quality meetings.

Funded Activities

Croydon School Food Plan

This was developed from the National School Food Plan. It describes the activities required in schools to provide nutritious, healthy food across the whole school day. It includes:

- The Headteacher’s Checklist – a series of conditions that if satisfied will lead to a healthy school food environment across the extended school day.
• A whole school food policy template that schools can follow and adapt to show how they are providing a healthy food environment across the extended school day.
• School breakfast club menu guidance which provides a list of foods that meet the National School Food Standards for ‘food other than lunch’.
• The Croydon Schools and Caterers Agreement which highlights the key Croydon School Food Plan targets that local caterers and schools are being asked to actively support and work towards.

Implementation of the plan followed 2 parallel approaches:
1. Capacity building support to all Croydon schools provided by the School Food Improvement Officer (see above).
2. Support and funding to 3 Flagship Schools, 2 primary and 1 secondary, to improve every aspect of food provision and food on the curriculum (full implementation model). Flagship schools were expected to act as exemplars within the borough school community and share learning with other schools.

Croydon Garden Organic
Garden Organic, a national food growing charity, was commissioned to develop and run the Croydon Garden Organic (CGO) project which was an adaptation of their Master Gardener programme. The CGO project recruited local residents who had at least 2 years of food growing experience to mentor other local residents who wished to grow food but had little or no experience. The mentors, known as Master Gardeners, were each asked to support 4 new growers (Supported Growers) for the lifetime of the project. The project aimed to support individuals with identified health and/or social care needs who were referred into the programme via social prescribing. Master Gardeners supported new food growers at home or in community food growing spaces such as parks or allotments.

Garden Organic was also asked to develop an additional model of support which could help the public to create links between food growing and healthy eating. Individuals were trained as 'Food Buddies'. They attended community events where they demonstrated simple food growing techniques and discussed healthy recipes with the public.

Good Food Matters Community Food Learning Centre
Good Food Matters (GFM) is a third sector organisation that runs cooking and food growing courses for the residents of New Addington and Fieldway and beyond. It is situated on a one and a half acre site accommodating allotments, greenhouses and a training kitchen. GFM was commissioned by the Croydon Food Flagship programme to deliver a series of cooking and food growing training events to:
• Support individuals to gain a cookery or food growing qualification which could help them into future employment.
• Teach local families about healthy eating and how to cook healthy recipes.
• Support older New Addington/Fieldway residents to cook healthily and provide them with a group experience that could reduce social isolation.
• Teach healthy eating to teachers from local schools so they can use this learning to support students.
- Support food growing in local schools by facilitating school visits to the GFM site and also developing food growing spaces in 3 schools.
- Support food growing in the wider community by developing a further 3 community food growing spaces.

This was the biggest FF project in terms of resourcing and initially aimed to reach over 350 beneficiaries.

**Healthy New Food Business support**
The Greenwich Co-operative Development Agency (GCDA) was commissioned to develop and deliver 2 training courses to Croydon residents who wished to set up new food businesses. Each course ran for 1 day a week for 8 weeks and covered all aspects of food business start-up including feasibility studies, product development, marketing, legislation, financial planning and health and safety. Course participants had to commit to embedding healthy and sustainable food in their business offer and were taught how to do this using Eat Well guidance⁴. GCDA were also asked to produce an online food business start-up toolkit and provide post-course mentoring.

**Food Partnership Board**
The purpose of the Croydon Food Partnership Board (FPB) was to create a forum for individuals with influence in food-related sectors within Croydon to come together to support, in ways of their own choosing, food-related issues within the borough. The delivery target was to write the Terms of Reference and hold an initial meeting.

**A summary of the Croydon FF Programme evaluation methodology is given in Appendix II.**

**Evaluation Findings**

**CROYDON SCHOOL FOOD PLAN**

**Reach**

There was extensive engagement with the CSFP amongst schools within Croydon. Over the Food Flagship period 55% of schools achieved compliance with the CSFP breakfast club menu with a good geographical spread of compliant schools across the borough. Qualitative evidence suggests that this was from a low starting point with the majority of Croydon schools previously offering unhealthy breakfast items.

All eleven school caterers operating in Croydon agreed in principle to support the CSFP Schools and Caterers Agreement which requires them to meet the National School Food Standards and promote the uptake of school meals. Half of schools responding to the school survey had improved their school lunch food, service or the dining experience in 2015/16. Just under one third had implemented a healthy packed lunch policy.

Primary schools in particular made use of the extensive CSFP support activities on offer; 67% engaged in food education or food growing support or both. It was harder to engage secondary schools; 21% were involved in support activities. A school census of 78 schools (60 of which were primary schools) showed that almost two thirds were

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⁴ Eat Well Croydon is a voluntary scheme for food outlets in Croydon encouraging them to develop healthier practices https://www.croydon.gov.uk/healthsocial/phealth/eat-well-croydon
food growing on some scale in the summer of 2016 compared to one third the previous year.

Of schools responding to the school survey 90% had made at least one change to improve their school food provision, policy and/or environment in 2015/16. The most frequently reported changes were limiting the availability of sugar sweetened beverages and unhealthy snacks and improving school lunch food, service or the dining experience.

**Outcomes**

In general both primary Flagship Schools implemented the CSFP more fully than the secondary Flagship School and this was reflected in pupil outcomes. All Flagship Schools developed School Food Plans which met the recommendations in the CSFP for healthy food provision across the extended school day. The reason for differing degrees of implementation was that schools were at different starting points. The primary schools had already made changes to school food policy and provision in previous years, whereas the secondary school was just beginning on this journey.

Parents/carers of children attending primary Flagship schools attributed healthy changes in children's diets to the influence of their schools. Survey findings showed that the majority of parents/carers of flagship primary schools agreed that their child’s school provided healthy food for their child to eat throughout the day. Almost two thirds of flagship primary parents/carers thought that their child's school had influenced their child’s diet to become healthier over the last academic year. This compares to only one third of non-flagship parents/carers. Just less than one half of flagship secondary parents/carers agreed that the school provided healthy food throughout the school day which was double the proportion of non-flagship secondary school parents/carers. All flagship schools were compliant with the National School Food Standards.

Edible playgrounds were vital to supporting food education. Flagship School staff were very positive about the edible playgrounds developed at the 3 Flagship Schools with Flagship funding and valued them as an additional learning resource. Food growing was embedded within the curriculum for all year groups within the primary Flagship Schools, but was limited to a few students in the secondary Flagship School. Student survey results demonstrate a high level of engagement with food growing and cooking in both primary flagship schools. Four times as many flagship primary school pupils reported they had done food growing in class compared to Non-Flagship School (NFS) pupils. Eight times as many flagship primary pupils reported they had done cooking in class compared to NFS pupils. Flagship primary schools reported that they had set up cooking classes/workshops for parents/carers and targeted them towards families with poorer diets as stakeholder data suggested that a proportion of parents/carers lacked basic cooking skills.

School meal uptake in Flagship schools has increased

The overall trend in flagship primary schools over the past two years was for children to eat school lunches and the uptake was slightly higher amongst pupils attending Flagship schools compared to NFSs (62% versus 59% respectively); 84% of flagship primary pupils like school lunches “lots” or “a bit” compared to 59% of non-flagship
primary school children. There is a suggestion that the uptake in school meals is also increasing in the Flagship secondary school. Forty percent of secondary Flagship parents/carers responded that their child eats a school lunch every day and almost half reported that their child was more likely to have a school lunch this year compared to last. Amongst non-flagship parents/carers, 43% reported their child was less likely to eat a school lunch.

The school lunch service was viewed very positively within both flagship primary schools. Both schools had made significant changes to the dining experience. These were led by the head teachers and collaboratively involved the school cooks and caterers. Both schools invested some flagship funding into making these changes. Likewise a range of healthy meal options were provided by the secondary flagship school and qualitative data showed that pupils and staff had recognised and welcomed these changes. Low uptake of healthy/vegetarian options was cited as a barrier to improving school food as this created a tension between providing healthy choices and the need for profitability.

Influence of Flagship schools on pupil’s nutritional knowledge, cooking and food growing preferences

Primary school children, irrespective of school type, demonstrated a high level of awareness of the 5-A-DAY recommendation for fruit and vegetable consumption both through survey findings and focus groups. This was slightly less for secondary school respondents.

All primary school children reported that they enjoy cooking and almost all of them reported cooking at home. Twice as many flagship primary pupils liked food growing “a lot” compared to NFS pupils. A higher proportion of NF secondary school students reported that they could cook “3 or more meals from scratch” than FS students. Cooking was not a focus for the Flagship secondary school which may explain this finding. Just over 10% of all secondary students reported that they enjoyed food growing.

Primary school children attending Flagship primary schools are making healthy food choices and findings suggest a trend towards healthier eating over the Flagship period.

A key achievement of the support provided through the Flagship programme is a high level of consumption of fruit and vegetables by Flagship pupils compared to both NFS pupils and the national average. 37% of Flagship pupils reported eating the recommended daily amount which is more than double the national average. Flagship parents/carers also reported more fruit and vegetable consumption amongst their children compared to previous years. Flagship school staff observed pupil’s making healthy food choices over the flagship period and Flagship pupils reported a greater tendency towards liking healthy food and a willingness to try new foods compared to NFS children. Qualitative findings showed that children were more likely to try new foods because they had grown them at school or been introduced to them through new school menus.

The reporting of healthy food choices amongst secondary school students was much less than primary school pupils.
Secondary school pupils were less enthusiastic about eating fruit and vegetables and only 5% of Flagship secondary school students reported eating the recommended 5-A-DAY. On most measures NFS secondary students were more likely to report healthy eating than FS secondary students. Reported sugar sweetened beverage consumption was high amongst all secondary school students with three quarters reporting drinking at least one can a day.

**Qualitative findings suggest that the Flagship secondary school has begun to make small in-roads into supporting students to eat more healthily.**

Flagship school staff reported fewer sweet and crisp wrappers in classroom bins and students demonstrated a high awareness of food and drink that was not allowed to be consumed in school.

**Becoming a Flagship school has supported learning.**

Flagship schools demonstrated that improving food literacy in both pupils and staff has supported learning in a variety of ways. Incorporating food growing into the curriculum deepened subject matter understanding and provided another mechanism for knowledge transfer. Food growing provided an alternative avenue to recognise student achievement which improved confidence and self-esteem as well as fostering ‘soft skills’ such as leadership and teamwork. Teachers reported that learning outside and an improved social dining experience has contributed to student wellbeing which facilitated a readiness to learn. The edible playgrounds were valuable resources to support students with behavioural issues.

**Wider benefits**

**Children attending primary Flagship schools have influenced the food choices of wider family members.**

Seventy percent of primary flagship school parents/carers thought that their child influenced them or other family members to make healthy food choices. This compares to 57% on NFS parents. Flagship primary pupils reported that parents had been cooking more than one meal to suit different tastes of children and adults, but now their families were eating the same meal together.

**Legacy**

**The CSFP has a substantial legacy.**

Flagship schools recognised the wider benefits and opportunities that food growing and improving food literacy brings and reported that this was an incentive to continue to resource Flagship activities. This was also recognised by Croydon Council who are continuing to fund the CSFIO post. Food growing will be supported through the development of a school food growing network and an annual Croydon Schools Food Market. Croydon schools from now on are required to audit their school food provision against CSFP requirements in order to achieve a Croydon Healthy Schools Bronze award.

**Many activities are sustainable without requiring additional funding**

The CSFP and online resources are still freely available for all Croydon schools to use. Flagship schools reported that curriculum changes have been embedded and will continue.
COMMUNITY PROJECTS

CROYDON GARDEN ORGANIC

Reach
Over a hundred people were involved in this project either as volunteers or supported growers. In total 24 Master Gardeners (MGs), 12 Food Buddies (FBs) and 80 Supported Growers (SGs) were recruited and this exceeded delivery targets. In total MGs volunteered 1027 hours of support.

There was a good mix of ages and ethnicities amongst volunteers. Although the majority of MGs and FBs were aged between 25 to 54 their total ages ranged from 25 to over 75. Approximately half were White British.

Supported growers came from half of Croydon’s 24 electoral wards. Geographical spread was limited because Croydon is a large borough. Supported growers were either supported at home or communal food growing spaces.

Ten community gardens were supported during the project. Five of these were newly established, although 2 are still at an elementary phase.

Many but not all supported growers fulfilled desirable eligibility criteria of being elderly or coming from a vulnerable group. Qualitative findings suggest that many SGs joined the project primarily because they had an interest in food growing. Case study reports submitted by Garden Organic show that more vulnerable groups of SGs were reached mainly through outreach work in community gardens.

The Garden Organic Master Gardener programme had an established track record. This enabled the Croydon project to be implemented according to predefined processes. This was facilitated by a burgeoning community gardening scene which GO could tap into. The CGO project manager was very active in the Croydon community gardening network. Master Gardeners were passionate about food growing and helping people.

Food Buddies recorded over 1,200 conversations in the wider community. In which they discussed simple food growing techniques and healthy eating with members of the public at community engagement events.

Outcomes
Findings suggest that the food environment in Croydon has been developed through an increase in community and home growing amongst volunteers. However the scale of this is limited. Supported growers reported that the time they spent food growing since taking part in the project had stayed the same as before (an average of 1.7 hours). Qualitative findings suggested a lack of time and access to suitable food growing spaces were barriers to food growing for some SGs. Both MGs and FBs reported an increase in the amount of time food growing per week (approximately 4 and 3 hours respectively).
**Master Gardeners and Supported Growers reported an increase in their food growing knowledge.**
The GO teaching resources were reported to be very comprehensive and all stakeholders reported an increase in their food growing knowledge. Supported growers reported that their MGs tailored their advice to their growing needs.

**Volunteers and SGs did not change their fruit and vegetable consumption during the project.**
However MGs and FBs reported a high fruit and vegetable consumption prior to participation. This was not the case for SGs.

**Taking part stimulated some SGs to think more about where their food comes from.**
Although this did not lead to a reported change in shopping habits SGs thought more about the provenance of their food. Conversely some MGs reported wanting to buy more organic food. There was a higher reported level of consumption of locally grown food amongst MGs and FBs compared to people taking part in other Croydon Food Flagship projects.

**Wider benefits**
The most frequently cited additional benefit for volunteers and SGs was an increased sense of belonging and connectivity to local communities.
For some participation has led to further opportunities such as gaining confidence to re-enter education or change jobs. Other benefits included an increased sense of happiness and wellbeing.

**Learning**
There was a delay to the start of the project.
This meant in practice that most SGs only experienced one full growing year of support. Previous evaluations of the Master Gardener programme suggest that at least 2 full growing years are needed to embed new food growing practices amongst SGs.

**Social prescribing requirements were initially difficult to fulfil.**
SGs were only accepted onto the project if they were referred by GPs, statutory support services or third sector services. This was a new model of working and created delays in recruitment. Over time this method of recruitment became easier as relationships were established between the CGO project and referring organisations. This suggests that a lead-in period for engagement and relationship building is necessary when establishing new social prescribing referral routes.

**Legacy**
The community food growing scene in Croydon has been strengthened.
All MGs taking part in the evaluation expressed a willingness to carry on supporting food growers beyond the project lifetime. The project enabled the regeneration team within Croydon Council to witness the feasibility and benefits of community food growing spaces and there is a commitment to use this learning in the future development of Croydon parks and open spaces.
GOOD FOOD MATTERS COMMUNITY LEARNING CENTRE

Reach
A wide variety of projects were delivered reaching many audiences of all ages. Over 400 people engaged with a Good Food Matters (GFM) Food Flagship project and 291 took part in a course or club. Twenty four individuals obtained a food growing qualification and 32 a cookery qualification. Eight schools were supported to develop food growing clubs and/or food growing spaces. Three community food growing spaces were built helping to support vulnerable communities.

Many participants had identified health and/or social needs or were living in challenging circumstances.
Participants attending accredited courses were either Not in Education, Training or Employment or had other needs. They often had extra learning support requirements that needed to be taken into consideration. However nearly everyone starting an accredited course completed it, although some individuals took a lot longer than expected.

On the whole courses were in line with NICE advice on community project delivery.
In particular courses had substantial practical elements and tutors were non-judgemental in their approach. Cooking courses used Eat Well guidance. Participants reported that food growing and cooking course content was thorough and the tutors were highly regarded.

Outcomes
People who attended cooking and food growing courses reported improvements in their food literacy.
These included a greater reported understanding of healthy eating guidance; increased confidence in cooking skills; more cooking from scratch; fewer weekly takeaway meals; better management of food budgets; more fruit and vegetable consumption especially amongst food growers and a greater willingness to try new healthy foods. Qualitative data suggests that in general people had made small changes to their diets such as using wholegrains and reducing salt and sugar intake. Survey findings and qualitative data point to a daily consumption of fruit and vegetables equivocal to the London regional average.

Lower fruit and vegetable consumption and less cooking from scratch was reported by people living in challenging circumstances.
Qualitative data suggests that men living in communal accommodation often lacked suitable kitchen facilities/equipment and therefore did not cook at home even after attending a cooking course. In contrast mothers attending cooking courses reported a high level of cooking from scratch as a matter of routine.

Attending a GFM food growing course improved food growing knowledge and skills.
However a limited amount of food growing was reported outside of the course. Many participants did not have access to a food growing space, although some overcame this by regular volunteering at GFM.
**Wider benefits**

Many wider benefits were reported and these were highly valued by project beneficiaries.

Improvement to wellbeing was a frequently reported wider benefit. This was expressed as people feeling better about themselves and describing what an increased sense of wellbeing enabled them to do. Participants reported improved levels of self-esteem giving them a sense of purpose and achievement. This enabled them to volunteer, help others and work in a team. Focus group data suggests that individuals with identified needs and/or living in challenging circumstances experienced the greatest improvements to their wellbeing.

**Attending a GFM course has provided routes into employment.**

Two thirds of cooking course and half of food growing survey respondents agreed or strongly agreed that taking part in a GFM course had given them skills that could help them gain future employment. Three survey respondents reported that they had got a job since taking part in a course. Qualitative data suggests that accredited course learners acquired basic life skills, such as punctuality, that would support future learning/employability. Thirteen survey respondents reported taking on a volunteering role after completing a course. One ex-cookery course attendee has obtained an apprenticeship in a London hotel.

**Attending a GFM Food Flagship project provided welcome social interaction for mothers and older people.**

However many participants already belonged to social clubs/friendship groups so this was a welcome addition rather than a vital intervention to reduce their social isolation.

**Learning**

**Recruitment was challenging to begin with.**

To overcome this GFM ran a series of engagement events for local residents. Towards the end of the project many people were recruited through word of mouth. It was difficult to recruit schools due to the timing of the start of the project coinciding with the school holidays and schools having competing priorities.

**The delivery targets were ambitious.**

The GFM offer was a new model and the requirement to set realistic delivery targets at the start was challenging. A lack of experience in delivering so many courses within a tight timeframe meant that GFM committed to ambitious delivery targets. Although targets were renegotiated during the project lifetime GFM still struggled to meet them at times.

**The payment by results funding mechanism focused efforts on project delivery but did not directly fund the costs associated with developing initiatives as they went along.**

The GFM offer was in effect a ‘pilot project’ which was adapted during delivery. This presented a challenge at times as it became clear that some courses required a significant amount of refinement which was not funded under the payment mechanism.

**Legacy**

**Good Food Matters will continue to support vulnerable residents**
The organisation will continue to work with food banks and is further developing its business model with support from Croydon Council.

HEALTHY FOOD BUSINESS TRAINING COURSES

Reach
Training courses were free to Croydon residents
In total 30 people completed a course.

Outcomes
Participants committed to embedding healthy eating and sustainability into their business models.
Participants developed healthy product lines using Eat Well guidance. These ranged from gluten free and reduced sugar options to increasing product ranges to include vegetarian/vegan options.

The delivery target of establishing 15 new healthy food businesses was met.
Ten test trading grants of up to £500 were also awarded. Fourteen participants received post-course mentoring (172 hours in total). Qualitative findings suggest that individuals who had at least begun to plan their new food business prior to the course got the most out of it, both in terms of being ready to test trade and also effectively using post-course mentoring.

The majority of new businesses traded as pop-ups or market stalls across the borough.
Croydon Council supported this by offering market pitches at a discounted rate. A group of traders have worked with the Council to set up a new twice-weekly food market in Croydon College.

Wider benefits
People who took part in the course made positive changes to their diets. They increased their fruit and vegetable consumption and reported a willingness to try new healthy food.

Learning
New traders had difficulty in finding suitable premises to trade from.
Croydon lacked available business premises for pop-up trading.

Traders reported variable geographic demand for healthy food across the borough.
This was seen as a limitation to trading in certain areas.

Legacy
A network of healthy food business traders has been created in Croydon.
Traders are working collaboratively to support each other and find trading venues in Croydon. The GCDA is supporting this through the creation of a managed Food Business Network which will connect up all businesses which it has worked with.
THE CROYDON FOOD PARTNERSHIP BOARD

Reach

A Food Partnership Board has been established. Food Flagship funding was used to establish the Board up to the point of carrying out the first meeting. The FFPM has continued to support the FPB beyond this by chairing subsequent meetings and supporting project delivery.

Outcomes

The Food Partnership Board has focussed on projects. The FPB devised a project to renovate 2 industrial greenhouses in Croydon (The Glasshouses Project) that are currently derelict. The FPB worked in partnership with the owner company, supported by the FFPM, to secure an agreement that food growing could be reinstated in these glasshouses which were previously used to grow plants for council parks and gardens. Crowdfunding has been secured to develop the site which is currently awaiting final agreement from the owners. The ultimate aim of the Glasshouses is to become a community food growing space that could also support volunteers into employment.

Networking

Networking activities amongst members and with external partners enabled the charity Fareshare, an organisation that provides free cereals to schools, to link up with nursery and primary schools in Croydon. The FPB has links with local food retailers and restaurants who would be interested in selling local produce in the glasshouses.

Learning

There is no strategic oversight of the FPB within the Council. The original model for the FPB was to have a delivery arm overseen by a strategic group which would set priorities for the delivery group. Without this the delivery group lacked focus which was offset by concentrating on the Glass Houses project. Whilst this will bring benefit to the Croydon food environment it does not address the aim of the FBP, as described in the Terms of Reference, of covering “a wide breadth of issues from obesity and diet related ill-health to food poverty and waste, climate change and biodiversity loss to declining prosperity and social dislocation.”

Legacy

The FPB will continue to meet for the foreseeable future and hopes to secure the Glasshouses project. The FFPM will continue to facilitate this group by providing meeting support.

ADDITIONAL BENEFITS OF THE FOOD FLAGSHIP PROGRAMME IN CROYDON

Additional food work took place as a result of partnership working within the Council and between the GLA and other food organisations. Over the FF project lifetime the FFPM made connections with many council departments and external organisations to raise awareness of the Croydon Food Flagship programme and explore further opportunities. This had led to:

- The creation of street food market outside Croydon College. Traders who attended the GCDA food business course are given discounted pitches.
The establishment of Sunday Trading at Surrey Street market which was launched with a food festival.

Successful delivery of a sugar campaign comprising workshops and awareness raising activities.

The establishment of a Croydon council gardening club and roof top garden at one of the council’s office sites.

A commitment from a council café to serve a healthy food offer. This café is in the main council offices and serves hundreds of customers daily.

Eat Well Croydon has been recommissioned to continue to support the Food Flagship programme legacy.

The CSFIO worked with several individuals/organisations that wished to support school food education, provision and/or food growing. This resulted in substantial additional resource given to Croydon schools. Key achievements were:

- Collaborative working with the GLA and the Whole Kids foundation resulted in 11 Croydon schools receiving ‘school garden grants’ worth up to £3,000 each. The grants were used to support a variety of food growing projects in selected schools benefitting over a thousand pupils.

- Croydon Pupil Referral Units (PRUs) were identified as having no formal arrangements for their school meals. The CSFIO worked with the council schools catering team and a local primary school to address this. The primary school increased its school food production and supplied school lunches to one PRU as a pilot which benefited 48 pupils.

- The CSFIO provided extensive support to the Croydon Early Years Team to plan healthy eating training for Early Years Professionals (previously this was not available). Direct support was given to 18 Early Years settings through training days and 1 to 1 support.

- The CSFIO worked collaboratively with Croydon Employment Pathways Officer to develop links with local businesses and support their partnerships with Croydon schools. A menu of support is available for local businesses/employers to choose from and select the support/social commitment they will offer to 1 or more schools. A food/physical activity section has now been added to that offer enabling employers to sponsor a school garden, sponsor cookery kits or fund breakfast for vulnerable pupils.

The Food Flagship Programme Manager and Croydon School Food Improvement Officer were great assets to the programme

No specific funding was assigned to this additional food work which was achieved through the efforts of both Flagship officers with support from the GLA.
Section 3: Lambeth Food Flagship Programme Evaluation Summary

The Lambeth Food Flagship vision was “For all Lambeth residents to develop a love of healthy and sustainable food. Everyone will have the knowledge, passion and skills to grow, buy, cook and enjoy food with their family, friends and community. We will build on our famous markets, schools, community gardens and small food businesses to make Lambeth the go-to destination in London for diverse, healthy and exciting food.”

The ambitions set for the period of the Food Flagship programme were:

In 2 years:

- All schools are supported to implement the School Food Plan, tailored to their individual needs.
- Social cohesion is boosted through building networks and connections between all the exciting food related projects in Lambeth’s schools, children’s centres, parks and estates to increase engagement in food growing, cooking and education as part of a systemic shift towards prevention
- Every town centre has a diverse range of local healthy food businesses which are accessible and affordable to all

INDICATORS RELATING TO THE LAMBETH FOOD FLAGSHIP OUTCOMES

There is recognition that due to the positioning of the Flagship work to support existing local action, it is difficult to identify the contribution of the Flagship to the Programme outcomes. However, in line with good practice, it is important to monitor the local health status. Although changes in these indicators cannot be attributed to the Flagship, we chose a set of routinely collected data which could act as proxy measures for the overall outcomes of the Programme and can be used to track progress around food beyond the Flagship. The indicators were:

- National Child Measurement Programme (NCMP)
- Adult obesity prevalence
- Oral health
- Fruit and Veg Intake (adults and children)
- Free School Meals Eligibility
- Educational Attainment
- School Meals Uptake
- School Health Education Unit (SHEU) Survey

For many of these indicators, it is not possible to compare figures in 2014 at the start of the Flagship to 2016, the end of the Flagship. The reasons are that the way of assessing the indicator may have changed and so we are not comparing like with like; also some of these are lagging data meaning 2014 published data corresponds to a period prior to this time and the 2016 published data may reflect an earlier period when the Flagship was still being implemented. In some cases data is collected through self-reporting, and for some, any changes seen are not statistically significant. Therefore caution should be
observed when assessing any changes, hence this information provided should be seen as describing snapshots of data rather than making any specific claims.

**Child and Adult Overweight and Obesity** - The latest NCMP data indicates that overweight and obesity rate in reception-aged children aged 4-5 years although still higher than the rate for London (22.0%) and nationally (21.9%) is slowly decreasing and continues on a downward trend. Between 2013/14 and 2015/16 this rate has fallen from 24.6% to 23.4%. Excess weight in Year 6 pupils (aged 10-11 years) shows that although there is some fluctuation in the series there has been a general downward trend. In contrast both London and England show an upward trend. Between 2013/14 and 2015/16 in Lambeth this rate has fallen from 41.8% to 39.4%. For 2013-2015 Excess weights in Adults, Lambeth (51.1%) is ranked 29th out of 32 local authorities in London and is significantly lower than London average (58.8%) and England (64.8%).

**Fruit and Vegetable Consumption** - The percentage of 15 year olds that consume 5 or more portions of fruit and vegetables in Lambeth (54%) is statistically similar to the London average and England. Likewise, the average daily portions of fruit and veg is statistically similar to London and nationally. The proportion of the adult population in Lambeth meeting the recommended '5-a-day' has increased compared to the previous year compared to both London and England where there is a decline from the previous year. Also figures show that compared to 2014 (46.8%), in 2015 for Lambeth there is an increase in the proportion of the average daily portions of fruit and veg consumed (48.7%).

**Free School Meal Uptake and Educational Achievement** - Universal Infant Free School Meal, (Reception, Year 1 and 2) is high for Lambeth with 92% uptake in 2015 and 93% in 2016. For FSM, uptake is higher than London and England.

Between 2011 and 2015, Lambeth's pupil's achievement in both KS1 attainment (% Level 2B+) and KS2 attainment in Reading, Writing, Maths combined (Level 4+) have consistently improved over the last five years. In KS1 there has been 12% increase and 8% increase in KS2. In 2016, the proportion of Lambeth's children achieving both 'expected standard' and those who are 'working at greater depths' was higher than England in Reading, Writing and Maths. In Key stage 1, 3 in 4 pupils achieved the new standard in reading, mathematics and writing. At the end of key stage 1, fewer pupils reach the expected standard in writing than in other subjects.

**ACHIEVEMENTS OF THE COMMISSIONED LAMBETH FOOD FLAGSHIPS PROJECTS**

1. **Work with Schools - Embedding the School Food Plan**
   Four Lead School agreed to support 15 Lambeth schools each in their cluster to engage with the Lambeth Food Flagship. All other schools in Lambeth that were not supported by a Lead School were approached either directly by the Lambeth Food Flagship Schools Support Officer or via their cluster managers.
   The Aims and Objectives agreed with each Lead Schools included the following:

   **Aims**
   
   - To implement the School Food Plan and its associated activities
To support all schools in Lambeth to implement the School Food Plan and its associated activities

Objectives

- To improve the provision and quality of foods within schools and the community
- To reduce the impact of food poverty by increasing the uptake of Free Schools Meals and providing nutritious meals during the school holidays periods in specific geographical areas of the Borough
- To increase our residents’ understanding of how food impacts on our health and well-being
- To develop children’s cooking skills
- To foster a love of good food in a social and positive environment

Achievements

- About 90% of Lambeth schools engaged (72) in the programme, through four Lead Schools and the support of the dedicated Food Flagship School Officer.
- A combination of findings from surveys, children, parents, schools and other stakeholders indicate high levels of engagement across the different elements of the school food plan.
- The School Plan Headteachers’ checklist collected at baseline in 2015, and the ones collected subsequently in 2016, showed that there was an overall improvement on the majority of Checklist areas. There was positive improvement for all elements that link directly to the quality of food, the dining experience, involving the community and the other key components of the School Plan,
- In Lambeth, the majority of Primary Schools and all State Nurseries in Lambeth are now engaged with some form of food planting and growing through the Natural Thinkers programme. There is a strong perception amongst parents and school staff that children really enjoy learning about healthy eating, and which has given them improved levels of confidence and skills.
- In relation to the Healthy Schools London award, for Lambeth during the two years of the Flagship years, an additional 49 schools registered, additional 17 achieved bronze status and an additional 4 achieved silver status.
- Universal Infant Free School Meal, (Reception, Year 1 and 2) is high for Lambeth with 92% uptake in 2015 and 93% in 2016. For Free School Meals, uptake is higher than London and England.
- Most schools were already engaged in a plethora of healthy food activities as well as other related and local health and well-being activities and programmes such as the Lambeth Healthy Weight programme and the London Healthy Schools’ programme. However, this additional focus from the Flagship work and the School Food Plan, meant that Lambeth schools were even more involved and paid additional attention to the reporting of this area of work
2. Alexandra Rose Vouchers

Aims
The aim of the Lambeth Alexandra Rose Voucher (ARV) scheme was to “increase the level of fruit and vegetable consumption by families living on low incomes”.

Achievements
- 162 families benefited across a 16 month period (August 2015 to November 2016),
- 30,514 vouchers had been reimbursed to the end of December 2016 (£30,514), with the total number of vouchers issued 32,915 (£32,915)
- Feedback from families suggest
  - Increased levels of fruit and vegetable consumption by the end of the project as compared with baseline levels
  - Increased levels of fruit and vegetable sales for traders with the project compared to base line levels by circa £30,500 over a 16 month period (average £6,100 per trader or £95 per week
  - Increased levels of fruit and vegetable consumption as a proportion of the total food consumed as compared with baseline levels.

3. Gipsy Hill Food “Village Hub”

Aims
The aim of the Gipsy Hill Food “Village Hub” project was to test out a residents’ led localised whole systems approach to food in a geographical area by:

- Empowering local people through knowledge, skills and networking opportunity
- Providing opportunities such as employment in order to ensure sustainability beyond the project
- Supporting and building of local assets and cohesion by facilitating stronger connections between the different communities themselves and relevant local organisations and services.

Objectives
The Gipsy Hill Food “Village Hub” project had the following objectives:

- To raise awareness of local residents and organisations of food issues and the vision of the Food Flagship Borough
- To empower the local community to take responsibility for food related issues in their area through community engagement and capacity building
- To use food to develop and foster strong connectivity between residents, local organisations and borough services

Achievements
- Over, 14,000 households were given the opportunity to engage in identifying and providing solutions to food issues in their ward. This was done through surveys, meetings, workshops and interviews. Specific additional efforts were made for the involvement of groups that were less likely to engage. Residents and
Community groups were asked to submit proposals for projects based on the food issues and suggestions of residents and stakeholders.

- The project enabled residents and existing organisations to develop ideas and to implement them (idea testing good platform); develop networks and cooperation; support (pre-project implementation); concept; investment in pump-priming ideas; training and development and awareness raising opportunities.

- In some cases the projects created short-term employment opportunities and for others to use the opportunity to ‘test’ their business ideas and to learn from the experience for future use. The projects also created a sense of an increase in community volunteering.

- Relationship building and understanding across many different stakeholder organisations improved and created momentum, particularly across the initial phases of the Gipsy Hill “Village Hub” implementation. The support received was welcomed and beneficial and also provided accredited and non-accredited learning opportunities.

- Several of the pieces of work delivered during the project are continuing and attracting additional funding and developing further links with other local organisations. The following projects were funded and delivered by residents and local community organisations:
  
  - Accredited Nutrition Training – This project was commissioned separately by the Flagship Team to ensure that the healthy eating messages being delivered by the different projects were consistent and evidence based. The project provided accredited training.
  
  - Aquaponics Project – A Youth Group has undergone registration to become an Aquaponics group aimed at raising awareness of the use of Aquaponics which is a system where plants and fish use each other to co-exist. Fish waste creates a nutrient-rich water source for plants, which in turn absorb the nutrients creating clean, recycled water for the fish, and is considered an innovative alternative way of growing food. The project created an aquaponics system at the Community Centre and training provided in its use.
  
  - Community Growing Project Hamilton Road – The project was developed from an idea put forward by an elderly disabled and socially isolated resident who attended one of the many consultation events and who wanted to create a community garden near her house. The project involved the creation of a growing space forming a hub of local social inclusion, community engagement and volunteering.
  
  - Communications Project – Delivered by Lambeth community food growing organisation, Incredible Edible Lambeth the project supported many of the other pilot projects around various methods of communicating using different mediums, the importance of networking and engagement, and sustaining awareness. The aim of the project was also to encourage evidencing and recording stories about food.
  
  - Eat Well Spend Less Course – Delivered by a Foodbank targeting vulnerable children and adults on the food poverty line using a course developed by the Trussell Trust and aimed at equipping people with the basic skills and tools to cook healthier meals on a budget. The project benefited by training volunteers in food hygiene and accredited nutrition, and through the provision of workshop sessions.
• **Holiday Hunger and Over 50s Project** – The project delivered by a Youth and Community Centre, aimed to provide a regular healthy eating and lifestyle workshop programme for young people between 8 and 16 years old during the summer school holiday, combined with engaging this cohort in the organisation’s gardening project. A second targeted programme was aimed at the over 50s. The project also benefited from the accredited training in healthy eating and nutrition support.

• **Mapping, Fruit Harvesting and Tree Planting** – Delivered by the Open Orchard Project. The project aimed to engage the local community in mapping fruit trees across the ward, undertake harvesting activities to produce pickles and preserves, and to participate in the planting of fruit trees. The project supported the employment of two short-term part-time staff as part of the delivery of the various activities.

• **Market (Gipsy Hill Market Project)** – The project sought to develop a fresh food produce market within Gipsy Hill and to support a fledging enterprise with the aim of increasing residents’ access to fresh produce.

• **Open Door Project** - an existing initiative delivered by a local church targeting isolated and vulnerable people considered to be on the food poverty line supporting access to professional advice and guidance e.g. debt, housing etc. The project benefited from investment in order to purchase much needed kitchen equipment, employment of a part-time cook and enhanced service provision. The employed cook received accredited training in healthy eating and nutrition. A key thrust of the project is to provide a healthy and nutritious meal and to engage participants in discussion around eating healthy and awareness of the benefits to their well-being.

• **Surplus (Excess) Food Distribution** – The project based at one of the estates involved the recruitment of a project co-ordinator and a team of estate volunteers. This event based initiative raised awareness of and use of excess fruit (primarily apples), the distribution of produce to vulnerable families and the development of networks.

• **Young Apprentice Recruitment Project** – A young person aged from within the local Gipsy Ward, is being trained by Lambeth Council in a variety of business skills and management skills working with Public Health and Housing.

4. **4. Capacity Building Support to the Lambeth Food Partnership**

**Aims**

The resource allocation from the Flagship was to further develop the Lambeth Food Partnership to achieve the following:

- LFP to become an organisation whose membership is representative of the Lambeth Community
- LFP to establish and have in place a robust governance structure and reporting arrangements
- LFP to develop clear strategic direction and plan of action
- LFP to develop its board of directors, including relevant training that will support the Board to deliver on the organisation’s vision and objectives
• LFP to produce strong evidence of engagement between the board of directors and its wider membership
• The LFP to take forward the values and work initiated by the Lambeth Food Flagship programme.

Achievements

➢ The funding from the Food Flagship Programme was used for a Coordinator and to co-fund two leadership training courses attended training. Participants benefited from networking with other like-minded people and gleaning ideas for potential project delivery. An Away Day for Directors of the Board has been held. The Lambeth Food Partnership board now feel the LFP is in a good and relatively healthy position with:
  o A newly appointed and formalised Chair
  o A Coordinator who is committed and respected
  o New Board of Directors adding to the diversity
  o A clear sense of direction
  o A clearer sense of purpose that is complementary to other organisations
  o A roadmap, tactics and modest resources for making progress
  o Movement towards a more robust governance

5. Lambeth Natural Thinkers Programme

Aims

The Lambeth ‘Natural Thinkers’ is a Lambeth-wide programme which focuses on setting the foundations for children and their families to get involved with nature, with healthy food being the main component. It is one of the five core funded projects that are integral to the wider Lambeth Food Flagship programme in the Borough. The Lambeth ‘Natural Thinkers’ programme focuses on the development and extension of a Lambeth-based sowing; growing; cooking and eating initiative. The programme is coordinated and delivered with other interventions that are already taking place in Schools and is based on the delivery of 10 ‘Commitments’ areas.

Achievements

The majority of Primary Schools and all State Nurseries in Lambeth are now engaged in the Natural Thinkers programme. The training in particular has enthused Practitioners, giving them practical ideas to take back to their schools and share with other teachers, pupils and parents. There is a strong perception amongst Practitioners that pupils really enjoy the learning, and that it offers them multiple benefits including: being more engaged with nature; better awareness about healthy eating, plus improved levels of confidence and communication skills. The Programme also appears to be having a positive influence on parents. Most of the Schools and Nurseries are likely to continue developing it in their respective settings. Specifically the Lambeth Natural Thinkers Programme achieved:

• Benefits to Pupils - Practitioner perceptions are that the Natural Thinkers Programme offers the pupils multiple benefits, both primary (more engaged with nature; better awareness about healthy eating, and more motivated and
enthusiastic in lessons), and secondary (more active outside lessons; more confident; improved communication, speech, language and listening skills, and more engaged with other pupils), with almost three quarters of those who fed back giving practical examples of pupils or comments on how pupils have benefited.

- Significant Scale and Successful Track Record with over 70% of Primary Schools and all of the State Nurseries involved in the Natural Thinkers programme, its reach and influence across Lambeth is extensive. It is extremely well regarded by School Practitioners, with majority of the feedback indicating rating it as ‘good’ or ‘very good’, Practitioners involved in the programme are proactively ‘talking it up’ within their Schools and social networks. This level of engagement and support provides a strong platform to build on.

6. **Healthy Eating Social Marketing with Young People – Lambeth “Feel 100%” Campaign**

**Aims**
The aim of this project was to work with young people in Lambeth aged 11 – 18 years old to understand the barriers and opportunities to promoting healthy eating and a positive attitude towards healthy food. The intended outcomes were that:

- Young people are involved the co-production of a social marketing campaign and harness the health & wellbeing, skills development and other potential benefits of being involved.
- Young People’s insight around healthy eating and food is obtained which can inform the development of relevant sustainable local messages, campaigns and policies that can continue to operate in Lambeth during and beyond the Flagship programme.
- Young people in Lambeth adopt healthy eating practices and are inspired to embrace a positive food culture in the borough

**Achievements**
The following was achieved:

- Over 300 young people were involved in the development of the campaign, through attending workshops, training, conducting surveys, using twitter and feeding back on messages they felt resonated with them.
- Young Lambeth Coop helped facilitate the developmental stages, and through doing this improved their knowledge and capacity around healthy eating and health.
- The campaign was featured on London Live television station and was launched by Levi Roots
- An engaging campaign website with information and tips on the benefits of eating healthily and how to do so was developed
- There were 3,827 clicks to the campaign website from social ads in two weeks – showing that the young people have shown interest in changing their behaviour and finding more about healthy eating. There were a further 2,303 clicks to the campaign website from parents of the target age group.
- During the first burst of social advertising around 30,819 young people in Lambeth and a further 23,790 parents were reached
During the second burst of social advertising around 20,148 young people across Lambeth and a further 17,456 parents were reached.

A total of 50,967 Lambeth Young People and 41,246 Lambeth Parents were reached through this campaign.

Campaign recipe cards tailored to young people in Lambeth were hosted on campaign website, so that the young people have downloading these cards could do their own cooking.

There were 2,087 clicks to a selection of downloadable recipe cards from young people over 20 days – showing that the young people in Lambeth are taking action on cooking and eating healthier food. There were also 2,236 clicks to downloadable recipe cards from parents of the target audience, across a 20 day period – this is positive to see and shows that parents are acting on changing their behaviour when it comes to providing healthy meals for their children.

A campaigns Toolkit was developed as part of sustainability and legacy, this is available to be distributed to stakeholder organisations to run events and activities with the young people. It features all of the campaign messaging, creative and activities to help young people be healthier and enjoy healthy food.

The social media assets have been made available and can the campaign can continue to be run by appropriate host, e.g. Lambeth council, Young Lambeth Coop.

**LEARNING FROM THE LAMBETH FOOD FLAGSHIP**

It is difficult to hone down all of the learning from such a diverse programme of interventions and stakeholders.

In relation to the 2 year expectations, all Lambeth schools were offered support to implement the School Food Plan. As tailoring to individual school needs was required, each school engaged and responded in a slightly different way making it difficult to make a quantitative assessment. However feedback from a range of sources from parents, schools and stakeholders suggests there was significant achievement in the embedding of the School Food Plan in Lambeth Schools.

Social cohesion has been boosted through establishing and building on networks within and between individuals, communities, schools and local initiatives and services. There are examples of good practice of how this was achieved, but also some learning on barriers and facilitators to forging good relationships at different levels.

The expectation that every town centre has a diverse range of local healthy food businesses which are accessible and affordable to all was highly ambitious given the timeframe. However the work in Gipsy Hill demonstrates how local communities can influence and generate business and enterprise that meet local needs.

On balance the programme can be deemed to have been successful, although this came at a price, with local stakeholders requiring to put in more than was expected to achieve the best possible outcomes. Learning has been themed in relation to the Programme implementation, impact and legacy.
Food Flagship Programme Implementation

The following facilitated programme implementation

1. **Alignment with other Strategic priorities** in the borough and **building on mainstream** work – this was important to ensure the short term Programme was able to have as great an impact as possible within the limited timescale. Also this approach offers the opportunity to increase the chances of benefits being sustained beyond the Programme.

2. **Senior Commitment** – the level of commitment across the partnership for the Flagship has been emphatic and evident right from the bidding phase which enabled such a diverse array of initiatives to be supported. Throughout the course of the Flagship senior support has been received from the Youth Mayor, two adult Mayors of Lambeth, council lead, councillors, council directors, CCG chair, CCG directors and clinical leads, Guy’s and St Thomas’ NHS Trust director, Lambeth Food Partnership chair, Headteachers, chairs of Residents Associations and leaders of community and voluntary organisations. As part of the Flagship Lambeth has also been privileged to welcome the former London Mayor, HRH Princess Alexandra and celebrity chef Levi Roots and local MP Helen Hayes.

3. Having a **dedicated programme delivery team** in place – it would have been extremely challenging to take this Programme forward if there was no delivery team in place. The team members were able to focus on the key deliverables and GLA requirements. The team had a good skill mix and were passionate about food issues and the health and wellbeing of children and communities.

4. **Management and Professional support to the Flagship team** – the team received professional advice and support from Public Health to enable them to deliver the work in an evidence based, consistent and more sustainable manner. Line management support from a different council directorate offered the opportunity to develop relationships quickly with other parts of the council.

5. Allow for **Innovation**, having a clear **Rationale** for the innovation and fostering an **Evaluative** culture – there was a strong desire to ensure there was a level of innovation in the delivery of the Programme. Locally this was preceded by a good rationale and a bid to drive an evaluative culture within the delivery to enable lessons to be learned. This has enabled a vast amount of intelligence to be gathered relevant not just to the work around food but other local issues.

The following presented a degree of challenge to programme implementation

6. **A significant project lead-in time during which project plans were renegotiated.** This reduced the time available to establish projects and achieve outputs. Time pressures had a negative impact on the quality of delivery and some relationships with partners.

7. Programme monitoring requirements and data collection were a challenge for some community projects. Sometimes key performance indicators did not capture relevant project successes.
8. Payment by results did not allow for the level of innovation that could have been achieved.

9. The demands of seven major projects in such a short period and all requiring set up or scaling up, working with numerous stakeholders, keeping on track and satisfying reporting requirements were enormous. Most were delivered on time, often with targets being met or exceeded, which is a great testimony to all involved.

Impact of the Lambeth Food Flagship

10. **Skill transfer and Empowerment**: There has been demonstration of people feeling empowered to address food issues. The immediate impact has already been seen through behaviour change, the running of projects by residents, receipt of accredited nutrition training and photography training.

11. **Sustained and Maintained Initiatives** – The Flagship has helped to sustain important local assets for example the Natural Thinkers programme and the Lambeth Food Partnership.

12. **School Food Plan** – As the Flagship was aligned with the Lambeth Health and Wellbeing Schools Programme and the Lambeth Children's Healthy Weight Programme (including Schools Healthy Weight Promotion initiative), the multiplicity of consistent messages around healthy eating may have amplified the opportunities for schools to take on the different elements within the School Food Plan.

13. **Social Cohesion** – The work in Gipsy Hill brought a range of residents together in various ways. Connections with other residents, local community organisations and local services have been observed.

14. **Reaching more diverse people** – the combination of projects involved resulted in the Food Flagship reaching and potentially influencing high numbers of stakeholders and Lambeth residents, representing a good return on investment for the £508,466 awarded by the GLA.

15. **Partnership working and collaboration** – the partnership working between Public Health and the Food Flagship Team was a major strength of the Programme giving it a strategic as well as a delivery focus and making sure there was an evidence based approach and links into mainstream plans and developments. Other stakeholders were also involved in the delivery e.g. Communications, Housing, Employment and Enterprise, the NHS, national and local voluntary organisations. Learning from the different projects and the stakeholder analysis highlights the need to focus on relationships and the challenges of achieving genuine collaborative approaches across such a wide ranging and complex multi-agency area.
16. Public awareness – the Social Marketing project for young people is a new way of working and of engaging young people on a much bigger scale than anticipated.

17. Long term Impact – it is too early to assess the long term impact of the Food Flagship. There are amazing stories of personal behavioural change and organisational achievement with examples of excellent practice in schools and in communities. It would be unrealistic to expect systematic change across this number of fronts within two years or less. Attributing change purely to the Food Flagship interventions is extremely difficult. Although there was an outcome relating to adult diabetes prevention in reality there was more focus on children. However, establishing a new data warehouse system as part of the Programme is intended to help track impact across the whole population beyond 2016.

Legacy of the Lambeth Food Flagship

18. Continued engagement and commitment – Partnership working can continue to be encouraged through the Lambeth Healthy Weight and Food group. Support for schools should be taken forward through the Lambeth Strategic Schools Health and Wellbeing group, it is important that there is dedicated practical resource to support schools to promote health and wellbeing.

19. Sharing of Learning - Dissemination of the learning has already begun with a poster being presented at the Public Health England Conference (2016) and oral presentations at regional evidence meetings. Evidence from this work contributes both to the local and national evidence base. It is important to be aware that the sharing learning may have resource implications and this should be factored in as part of the legacy.

20. Sustainability – It is clear that some elements will continue in schools and in community settings. The main legacy and sustainability of the work is being carried forward through the priorities of the Lambeth Health and Wellbeing Strategy and the Borough Plan. Potentially the Lambeth Food Partnership has an important role to play. Focussing on food as one of two topics to test out implementation of the refreshed Health and Wellbeing Strategy will help to keep up the momentum. At operational level, several initiatives have been kick started, children, families, schools and communities have felt more empowered and some have developed accredited nutrition skills. It is with great pride that the Flagship has been able to support a young apprentice from Gipsy Hill to work in the council. There are also further opportunities to be explored for embedding the learning, making more and better use of collaborative partnerships and linking with other neighbourhood programmes.

21. Surveillance and Long Term monitoring – the Public Health team, leading on the evaluation of the Flagship Programme has been able to harness the vast amount of valuable intelligence around food issues, schools and communities. A data warehouse has been developed to capture the information in a systematic way, which will help future monitoring of any longer term impact of the Flagship Programme. In addition the warehouse will act as repository of information
collected over the period, which supports taking forward the legacy of the work both in Lambeth and across London and potentially nationally.

22. **Positive local progress for health and education** - It is encouraging to see positive progress around key health and education indicators for Lambeth. The overall reducing trend in childhood obesity particularly at Year 6 bucking some of the national trends, the very high uptake of universal infant free school meals (93%) and educational achievements that are much higher the national and regional averages is worth celebrating.
Section 4: Assessment of GLA Programme Level Support

Aim
This assessed the extent to which GLA programme support helped Food Flagship delivery and development within both Flagship boroughs. It describes:

- The degree to which Food Flagship status has attracted additional resource into both boroughs
- How programme level activities have supported this
- Challenges encountered along the way
- Wider benefits accrued to project delivery organisations
- The impact of local Food Flagship programmes on borough policies and/or strategic priorities.

This assessment also explores whether application for Food Flagship status or attendance at Food Flagship information sharing events has influenced food related policy and/or practice within other London boroughs.

Methods
The evaluation followed a mixed methods approach using qualitative data (interviews), quantitative data (survey) and document review. A list of interviewees is given in Appendix I.

Borough survey
A survey was sent to ‘food’ leads in all London boroughs asking about the extent of their engagement with the Food Flagship programme and whether this has influenced food-related activity within their boroughs. A list of survey questions is given in Appendix IV. A total of 28 boroughs at least partially completed the survey, half of which had applied to become a Food Flagship borough in 2014.

Findings

Additional resource
Both Food Flagship boroughs attracted a significant amount of extra resource which helped enhance the reach of local programme.
Support for school food growing across both boroughs

**Whole Kids Foundation School Garden Grants**

Whole Kids Foundation is a charitable organisation that supports food growing in schools by giving out school garden grants. The School Garden Grants programme is already well established in the US and Canada, and Whole Kids Foundation wished to pilot the scheme in the UK. Given that the two Food Flagship boroughs were established and meant the boroughs were well connected with their schools, they offered a unique opportunity and therefore were selected for the pilot.

In year 1 (2015/16) of the scheme total grants of up to £3,000 were given to 21 nursery, primary, secondary or special schools across both flagship boroughs. These were used to fund a variety of schemes. These included construction of food growing spaces, funding for school gardeners and purchase of seeds and equipment. Match funding from the local authorities was provided to some schools to enable them to develop substantial schemes. For example one school built a biodome in which they grew food hydroponically.

An evaluation of the SGG programme demonstrated that it had involved 2,765 students, 159 parents/carers, 50 additional volunteers and 204 teachers. Participating schools recognised this wide engagement as a key achievement and highlighted how school food growing has helped students have a greater understanding of where their food comes from.

The SGG scheme was heavily oversubscribed and, based on the successes of this first round, is now running again in both flagship boroughs.
Food Growing Schools for London
Food Growing Schools for London (FGSL) is a partnership of food growing third sector organisations. Project officers work with schools to help them develop food growing and food education. A FGSL project officer was already working within both Flagship boroughs but he was able to increase his support to schools as a direct result of the Flagships. This worked particularly well in Croydon where the Croydon School Food Improvement Officer was able to make introductions to schools and help with the logistics of setting up workshops.

This has delivered the following additional benefits in Croydon:
- A programme of workshops which has run throughout the Food Flagship period.
- An additional 15 schools received a 1:1 session giving advice on developing a food growing school project including some Garden Organic resources.
- Support for a schools food market
- Development of a Croydon schools food growing network.

Although the project officer gave less support to Lambeth he was able to build on the relationships that he had already made and reported that there was a high in-going level of food growing in Lambeth schools prior to it becoming a Food Flagship borough.

Support for food education in Croydon
The following additional support/resource was given to Croydon schools:
- Jamie Oliver’s Kitchen Garden Project. Corporate funded memberships were offered to a targeted selection of schools (with the highest levels of obesity at Y6). Schools received 1 year of funded membership with access to support and materials to improve cooking and food education in school. Thirteen schools engaged and signed up to receive the membership.
- The National Farmers Union and Chefs Adopt a School created a package of support for Y5 pupils in local schools. Pupils went on a farm visit (to a food production farm outside of London), received assemblies in school and had cooking sessions with a chef. Two local schools received these packages of support and 90 children attended farm visits.
- Lidl bus Scotland delivered a healthy lifestyles package to 5 schools in the New Addington & Fieldway area including smoothie making workshops, physical activity sessions and take-away resources for pupils involved. A total of 555 school children attended.
- Trees for Cities match funded the Flagship schools edible playgrounds (between 40-50% of total spend).

Lambeth Edible Route
The Incredible Edible movement supports community improvement through food growing. A network of Incredible Edible (IE) groups exist throughout the UK, including Incredible Edible Lambeth. As a direct result of becoming a Food Flagship borough £10,000 of funding from Garden Organic was given to IE Lambeth to develop an Edible Green route in the Clapham Common area of Lambeth. An additional £750 was offered by Garden Organic to 3 schools along the route which they used to improve their school food growing areas. Expertise was also provided in person by Pam Warhurst (the founder of the IE movement).
Funding and support has enabled IE Lambeth to create the Edible Route through working with schools, businesses, local health services and community food growing activists and running community events. A physical map has also been produced (see Appendix V). Although early days the route has:

- Created connections between organisations on the route and energised community food growing
- Facilitated 3 schools on the route to make connections with the local community
- Engaged a local business improvement district – they grew sunflowers on the route
- Helped forge closer links between IE Lambeth and the IE network.

IE Lambeth plan to continue supporting the route beyond the lifetime of the Food Flagship programme.

**Additional benefits**

Food Flagship status enabled senior Public Health leaders in both boroughs to secure resource for public health activities/posts which, due to financial constraints, would otherwise go unfunded. In Lambeth the biannual School Health Education Unit survey was at risk, but the DPH was able to use Food Flags as a lever to secure funding for this. In Croydon recruitment to the post of Healthy Schools Officer was initially put on hold, but this decision was reversed as a result of senior Council leaders recognising the contribution of this post to the Croydon Food Flagship programme.

Resources were also directed into the Food Team within the GLA to support the Food Flagship programme. The GLA Health Team funded a part-time public health consultant and the School Food Plan Office seconded a civil service ‘fast streamer’ to the programme. These individuals led on communications, investigating support for future funding, developing ideas for increasing the reach of the Food Flagships into the health sector in both boroughs and supporting the procurement of the Croydon evaluation and programme level assessment.

**Flagships as test beds**

The Food Flagship programme provided opportunities for organisations to deliver services on a large scale and try out new ways of working. Many have used the learning from this experience to further refine their offer.

**The Alexander Rose Voucher Scheme**

Becoming a Food Flagship project has helped to raise the profile of this scheme. It has been commissioned to work in other areas within and outside of London and has used learning from the Food Flagships to shape its offer. It has developed a thorough toolkit to support local projects to scale up to deliver. This includes the formation of a project steering group with representation from all delivery partners and more clearly defined roles and accountabilities for individuals involved, supported by comprehensive training events. Wherever possible the scheme will seek to actively involve elected Council members to be accountable for outcomes as learning from the Food Flagships demonstrated that these provide continuity in leadership to projects.

**Garden Organic**

Garden Organic developed the role of Food Buddies as part of the Croydon Garden Organic project. These were volunteers, many of whom were local community activists and/or committed food growers, who interfaced with the public at community events.
Their role was to give members of the public ideas for simple home food growing and to suggest healthy recipes for their produce (making a practical link from ‘farm to fork’). Over the lifetime of the project Food Buddies had over 1,200 conversations in the wider community and Garden Organic have now used this model in another inner London borough. They have also refined the Food Buddy role to include cooking demonstrations and they support this by providing training to volunteers in cooking and food hygiene.

**Greenwich Co-operative Development Agency**
The GCDA has been commissioned to deliver the Healthy New Food Business course in Greenwich. It has used learning from their Croydon experience to further shape this course by offering additional expertise from the GCDA legal and marketing teams. It has also refined its approach to selection by encouraging applicants to attend a one day GCDA food business course initially so that they can get an idea of what is involved. Running the Croydon course influenced GCDA to bid for skills development money in Greenwich because they had a proven track record of success.

**Good Food Matters Community Learning Centre**
In their own words Good Food Matters (GFM) went through a “baptism of fire” in delivering Croydon flagship projects. Over 400 people attended cooking or food growing courses or community engagement events and support was given to 8 schools and 3 community food growing areas. Good Food Matters learnt extensively from this and has developed a fledgling business model where it will deliver chargeable courses as well as continuing to provide courses for low income individuals which will be grant funded. Good Food Matters will be supported by Croydon Council to develop this model.

**The impact of local Food Flagship programmes on borough policies/priorities**
Council leaders and departmental directors were asked whether the Food Flagship programme had influenced strategic thinking with each borough. In general senior people in both boroughs highlighted that experiential learning from the Food Flagships had reinforced existing strategic thinking and provided examples of how priorities can be addressed in the future. The need for evaluation findings meant that this learning has not yet been incorporated into borough policies, although stakeholders cited examples of strategies that showcased the Food Flagship programme as an exemplar of action that can be taken to improve outcomes.

Examples where the Food Flagship programme has influenced wider borough working are given below.

**Lambeth**
- Is committing to signing up to the Local Government Declaration on Sugar Reduction and Healthier Food\(^5\)
- The Food Flagship was not seen as a standalone and a synergy existed between the programme and existing local interventions to address child obesity, improve the wider food system and health and wellbeing. Examples include making links

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\(^5\) The Local Government Declaration on Sugar Reduction and Healthier Food is an initiative promoted by Sustain to help London local authorities tackle the proliferation and marketing of unhealthy food and drinks - https://www.sustainweb.org/londonfoodlink/declaration/
with the Lambeth Healthy Weight Programme, the Healthy Schools Programme, food poverty programmes, community healthy eating and food growing programmes and a host of other local food related activities borough taking place borough wide. The Flagship was used as a lever to increase engagement with existing mainstream programmes. For example residents involved in the Gypsy Hill project were referred to other Food Flagship projects.

- The refresh of the Health and Wellbeing Strategy has incorporated some of the learning, and food issues have been prioritised as one of two priority areas of work to test out Health and Wellbeing in All Policies.
- The learning from the Food Flagship programme will inform the development of Lambeth Early Action Partnership projects.
- Public Health has taken on strategic responsibility for the forthcoming Lambeth Food Strategy which will be shaped around the Good Food for London indicators. The learning from the Food Flagship programme will be incorporated into this.
- Directors highlighted that they had a better understanding of the role the food system plays in addressing cross-cutting strategic priorities.
- Food Flagship status encouraged leaders to get excited and involved, front up events, make commitments and explore for themselves what’s happening on the ground in their fields/areas and make them think about how they can help keep it going.

**Croydon**

Prior to becoming a Food Flagship borough Croydon Council made a commitment to improving local food environments in it’s ‘We are Croydon this is our vision’ document.

*Residents of all ages and backgrounds will come together to grow food and learn about food production on allotments and urban farms. “Working the land” will be seen as a popular form of exercise for many in the future. Local food markets and retailers will be linked into these projects to ensure that supply chains are shortened and the amount of miles our food travels is drastically reduced. [pp. 48]*

The following quote is from the Croydon Joint Health and Wellbeing Strategy, 2013-18 highlighting the council’s approach to reducing childhood obesity:

*Foresight’s work indicates that a whole system approach is critical – from production and promotion of healthy diets to redesigning the built environment to promote walking, together with wider cultural changes to shift values around food and physical activity. [pp. 24]*

Senior stakeholders viewed the Croydon Food Flagship programme as a delivery model to achieve these pre-existing council aims of reducing obesity and improving urban realms. This was recognised in the recently developed Croydon Community Strategy which describes the Croydon Food Flagship programme as a mechanism to achieve Priority 5: Secure a good start in life, improve health outcomes and healthy life expectancy.

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Croydon is also a food flagship borough and this project is helping improve health, cooking skills and food standards through school-based and community projects. [Croydon Community Strategy pp.33]

The Director of District Centres and Regeneration highlighted how the Croydon Food Flagship programme had influenced his thinking around the role of food systems in relation to Croydon’s parks and community spaces: “At the moment we are looking at our park service and thinking about how it may be reconfigured. It’s about moving away from the traditional ways we have done things. What we have seen in the Food Flagships has got us thinking. Maybe developing a sustainable business model managing food growing in parks and community spaces.”

The Director of Public Health has committed to continuing to fund the CSFIO post whose remit will included school food improvement and physical activity in schools. Public Health will also fund a further post that will focus on community food strategic development. Three more schools in Croydon have been chosen as new Flagship Schools and will be given £10,000 each over the next 2 years to fully implement the CSFP. The current flagship schools will continue to be supported so that they can further embed changes and also carry on supporting other schools.

Croydon has also committed to signing the Local Authority Declaration on Sugar Reduction and Healthier Food and is working towards Sustainable Food City status.

Factors that enhanced the Food Flagship offer in both boroughs

- The dynamism of the Chair of the London Food Board who used extensive networks to encourage national organisations to commit resources to Flagship boroughs (see the Incredible Edible Lambeth example).
- Established relationships between the GLA Food Team and partner organisations also facilitated this channeling of resource.
- The vision of the Food Flagship programme enabled external partnership organisations to create a shared agenda between themselves and Flagship boroughs.
- The establishment of Food Flagship Officer posts in both boroughs created link individuals who could develop relationships with external organisations and support them in directing funding and providing logistical support. This worked best when the Officers were given the freedom to think creatively on how proposed resource could best be used.
- The high profile of the Food Flagships programme encouraged other organisations to get involved (see School Garden grants example). Food Flagship status was also important to both boroughs as it raised their profile amongst other areas and internationally. For example delegations from the governments of Chile and Japan visited the Food Flagship boroughs.
- Food Flagship activity supported the boroughs to improve their Good Food for London report rankings. This in turn helped to engage senior Council leaders who then continued to champion the Flagships. For example Lambeth came top of the rankings in tackling food poverty and this was highlighted by Lambeth stakeholders

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9The annual Good Food for London report (produced by Sustain) takes a look at how London boroughs compare on their support for good food - https://www.sustainweb.org/londonfoodlink/goodfoodforlondon/
as a significant achievement. In 2016 Croydon received an award for one of the most improved boroughs in London on food.

Challenges

- The majority of funding for both borough programmes was assigned to project delivery and the achievement of pre-specified delivery (throughput) targets. Activity in both boroughs was focused on this and it took up a considerable amount of capacity. In the first year of the Food Flagships project officers were concerned with supporting funded projects to get underway. This required considerable resource, both in their time and also that of other council officers and leads. This limited what could be done outside of supporting funded project delivery.

- This pressure on capacity lessened off in Croydon in the second year and the Food Flagship programme manager and CSFIO made considerable progress in bringing additional resource to the programme. It was a challenge to develop additional activity within the time left available and the continued need to support funded projects. That said both the FFPM and the CSFIO were able to attract considerable enthusiasm, good will and commitment to the Food Flagship programme from Council leaders, officers and third parties which enabled a lot to be done (see Croydon evaluation summary).

- A different approach was adopted by Lambeth in which commitment to extensive project delivery meant that there was little additional capacity to absorb additional work, which did not have clear strategic fit. Lambeth incorporated extra resource that aligned with overall strategic priorities which caused some frustration to external partners when offers were rejected or refined for individual projects.

- Stakeholders pointed out that there was a limit to what could be achieved on a borough level to improve local food systems. For example many reported that it is unrealistic to influence retail at a local level and this needs to be done at least on a pan-London scale. This was evidenced by the fact that some activity did not produce any outcomes. For example in Croydon Food Flagships were not able to influence the food retail offer in a new food retail outlet. Some senior leaders believed that only consumers could change retail practice whilst others acknowledged that it was unlikely to happen without legislative change.

- The Food Flagship programmes were seen primarily as public health programmes in both boroughs. This may have had the unintended consequence of limiting accountability for outcomes to Public Health or the Food Flagship borough teams. Whilst individual projects were very successful this may not be the best approach to change food systems which require cross departmental strategic alignment.

- Senior leaders highlighted that whilst the funding was incredibly important to seed projects it was not of a sufficient scale to effect whole systems transformation of local food environments.

Engagement with other boroughs

The Food Flagship programme stimulated interest and engagement amongst other London boroughs.

“The evidence of success is with the level of engagement with boroughs. It attracted attention, unlike anything I had experienced in the GLA. And the boroughs were really engaged. Part of the success of the programme is that some of the boroughs who didn’t
win have gone on to do great food work, because they had to do a lot of partnership work because of the bid.” [GLA lead]

Twelve of the 28 boroughs responding to the borough survey had applied to become a Food Flagship borough. Of these 8 (75%) agreed or strongly agreed that the application process was a useful exercise in mapping food related activity within local authorities. The table below lists other benefits of the application process.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Number of boroughs responding YES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhanced cross departmental working</td>
<td>7</td>
</tr>
<tr>
<td>Engaged senior leaders on issues related to food and local food environments</td>
<td>8</td>
</tr>
<tr>
<td>Engaged external partners on issues related to food and local food environments</td>
<td>5</td>
</tr>
</tbody>
</table>

Boroughs could also comment on the application process. Four out of 8 comments highlighted beneficial outcomes:

**Good: It brought previously disparate Council Teams together to work on strengthening the healthy food offer available in the borough. Several of the ideas presented in our bid were still able to be achieved, albeit on a slightly smaller scale, as a result of not having access to the additional funding. This included the implementation of wide reaching cooking and growing programmes.**

**Bringing together some people who had not worked together previously**

**Led to a restructure of our food strategy action plan.**

**We developed a food partnership and decided to do our own version of the flagship.**

Many stakeholders highlighted that the Food Flagships had re-energised the London Food Board Boroughs Group. Borough leads reported that Food Flagship updates (7 respondents), knowledge sharing (9 respondents) and networking opportunities (6 respondents) had informed and/or supported food related work in their boroughs.

Many borough leads reported food related work within boroughs since the start of the Food Flagship programme.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of boroughs responding YES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity</td>
<td>Score</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Enhanced/refreshed an existing food strategy</td>
<td>3</td>
</tr>
<tr>
<td>Commissioned food based community projects</td>
<td>6</td>
</tr>
<tr>
<td>Supported the implementation of the National School Food Plan</td>
<td>9</td>
</tr>
<tr>
<td>Developed an internal borough group with responsibility for food issues</td>
<td>5</td>
</tr>
<tr>
<td>Set up an external food group with membership from local food businesses and/or third sector partners</td>
<td>4</td>
</tr>
</tbody>
</table>

Food Flagship programme managers also reported that they have shared learning with other boroughs. The Croydon FFPM has been asked by Kingston and Harrow boroughs to give advice on issues such as developing a Food Partnership Board and addressing food poverty.
Section 5: Discussion

Borough evaluations demonstrate that many food projects were set up through the Food Flagship Programme reaching hundreds of residents and potentially thousands of school children in both flagship boroughs. Projects involved all age groups and in some cases reached individuals with identified needs and/or disadvantaged communities. There was good evidence of community engagement, notably in the Gypsy Hill and Incredible Edible projects in Lambeth and the Garden Organic and Good Food Matters projects in Croydon. The Lambeth social media campaign received many thousands of website visits.

A huge amount was achieved in schools through the implementation of local school food plans and food growing activities. Evidence from the Croydon evaluation shows that intensive efforts to change school food environments can yield whole school benefits across health, educational and wellbeing domains. This was especially true of primary schools and this is significant as dietary habits acquired in childhood persist through to adulthood. Findings from both boroughs indicate that schools want to improve children and young people’s food literacy and will engage with local authorities to do so given an appropriate level of support. The School Food Improvement Officer posts in both boroughs were vital in providing this support.

For community projects many outputs and outcomes were achieved both for individuals and at a community level. For example in Croydon, evaluation findings demonstrated that individuals taking part in one of the numerous cookery and food growing projects on offer had made healthy changes to their diets. The Alexander Rose Voucher scheme in Lambeth demonstrated that voucher beneficiaries had increased their fruit and vegetable consumption. An important evaluation finding is that taking part in Food Flagship projects improved wellbeing and a sense of community belonging for many. Participation also created further educational opportunities and routes into employment.

At the community level changes were made to local food systems. In Croydon new healthy food businesses were set up along with new trading opportunities. In Lambeth market traders selling healthy produce were supported by Alexandra Rose Vouchers and a new resident led market in the Gipsy Hill ward. Community food growing spaces were established and developed in both boroughs, albeit on a small scale. Perhaps more importantly was the finding that community networks were energised as a result of the Food Flagships. In Lambeth the Food Partnership Board was strengthened and in Croydon a Food Board was established where there had not been one. In Croydon a burgeoning food growing scene was enhanced and connections were made across Food Flagship projects. The Lambeth Natural Thinkers Programme offered training to schools and equipped parents and children with growing skills and appreciation of the outdoors. Empirical evidence shows that community gardens, in and of themselves, cannot produce yields significant enough to feed large populations. However they do provide important employment and training opportunities and have considerable potential to be expanded, given the right policy support. Evaluation findings suggest that policy makers in both boroughs were receptive to embedding learning from the

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Food Flagships into local plans supporting regeneration, sustainability and neighbourhood development.

A substantial amount of additional food-related work was carried out, especially in Croydon, despite it not being directly funded. This required partnership working across council directorates and many people, both within councils and the GLA, gave up time and resource to achieve this. The Food Flagship Programme Managers were essential to making this happen. The GLA directed resources via the FFPMs to both boroughs. In Croydon the FFPM was able to source and explore potential opportunities with council colleagues and external agencies. She created substantial extra value to the Food Flagship programme through influencing others to consider and where possible improve aspects of the food system relating to their areas of work. She also enhanced the work of the Food Partnership Board through continuing to act as chair and using her networks to support the Glass Houses project. In Lambeth the strategic role was taken on by Public Health, whilst the FFPM had less of a strategic role but was a vital link between the Lambeth projects and the GLA and was able to support additional programme development when required.

The amount of additional food work that could be achieved was limited by capacity and senior buy-in for this. Perhaps more could have been achieved in this area if one or more of the long-term outcomes specified by project funders at the start required evidence of improvements to local food environments/systems. This may have fostered more strategic cross-departmental working and accountability for project outcomes. The high profile of the Food Flagship brand was a driver to ensuring local programmes were successful. However both boroughs committed to a lot of project delivery and this had the unintended consequence of impacting on other borough work at times.

A big success is the extent to which Food Flagships have engaged other boroughs and energised The London Food Board Boroughs Group. This has resulted in a strengthened pan-London food growing network and there is interest from other boroughs to use the learning from the Food Flagships to develop food strategies and plans.
Appendix I: A summary of the Lambeth Food Flagship Programme evaluation methodology

Below is a brief summary of the evaluation of the Lambeth Food Flagship as a whole. Please refer to the Lambeth Food Flagship evaluation report for a more detailed description of the evaluation methodology for each of the individual projects and the borough as a whole.

**Lambeth Food Flagship Evaluation Objectives and Methodology**

A number of proxy measures and indicators relating either directly or indirectly (proxy measures) to these outcomes were identified to assess the contribution towards the outcomes of the Food Flagship over the two years. A mixed methods approach has been used triangulating quantitative and qualitative sources of data.

Each individual project within the Lambeth Food Flagship Programme was evaluated against aims and objectives; with a set of conclusions and recommendations offered. In addition, the impact of the status of Food Flagship Borough was considered, reflecting on any system influence or change.

It has been recognised that it would be unrealistic to attribute any changes to educational achievement, childhood obesity and diabetes prevention outcomes to the two years of the Lambeth Food Flagship Borough. This evaluation therefore relied a fair bit on the perspectives of stakeholders.

The purpose of the Lambeth evaluation was to take a robust as possible mixed method approach. The outcomes expected from the evaluation were to:

- Understand ‘what worked’ in the delivery process of the Lambeth Food Flagship programme
- Gain insight and understanding of what the impacts are on Lambeth as a borough and as a result of being a Food Flagship Borough
- Build local, national and international evidence base linked to the programme of interventions and that will contribute to learning and development
- Active contribution and sharing of good practice both locally and nationally.

There was a commitment to devising an evaluation framework for both the Lambeth Food Flagship Programme as a whole and for its component parts. Areas for consideration included:

- Suitability of methodologies to the different types of interventions being delivered as part of the overall Food Flagship programme
- Appropriate review and monitoring arrangements including consideration on how to evaluate and monitor inequalities and inequity
- Data collection phase and user involvement
- Exploring and scoping the process of implementation and impact assessment of the different interventions
- Assessing scalability of interventions
- Developing and implementing evaluation of system change.
In Lambeth, a number of proxy measures and indicators were identified for the Lambeth Food Flagship work. These indicators have been used as part of the process to assess the impact of having the status of ‘Food Flagship Borough’ on Lambeth over the two year period.

The proxy measures included:

- National Child Measurement Programme (NCMP)
- Children and Adults Fruit and Vegetable Consumption
- Those claiming Free School Meals
- Universal Free School Meal Uptake
- London Healthy Schools Status
- Oral health measure
- Educational Attainment (KS1 and KS2)
- Adult excess weight
- Schools Health Education Unit (SHEU) data for primary and secondary schools.
Appendix II: A summary of the Croydon Food Flagship Programme evaluation methodology

Please refer to the Borough evaluation reports for a more detailed description of the evaluation methodology.

The Croydon School Food Plan
The evaluation assessed the reach of the CSFP across Croydon using training event uptake data, project monitoring data and school survey data asking about school food policy and provision, and food education. The evaluation also investigated the impact that becoming a Flagship School had on students and their wider families via surveys and qualitative interviews with Flagship staff, students, parents and school/cooks caterers.

Methods

School Survey
A questionnaire was distributed online and/or by hard copy to all schools in Croydon asking about any changes schools had made to their school food provision, policy and/or environment over the 2015/16 academic year. It also explored the reasons for these changes and whether schools had used any Croydon School Food Plan resources to carry them out. Thirty-one (25%) of schools responded; 24 (26%) primary, 4 (18%) secondary schools and 3 (30%) special schools/pupil referral units.

Pupil Survey
Pupils from flagship and comparison schools were surveyed about their nutritional knowledge, food growing and cooking behaviours, food choices and concentration at school. There were 4 comparison primary schools and one comparison secondary school. A pragmatic approach to sourcing the comparison schools was adopted in which the CSFIO used school contacts to invite schools to participate. This was the best approach within the resources available. Schools have many calls on their time and it was felt that this would be the best route to ensure participation.

The following school years were asked to complete the survey in all participating flagship and comparison schools:

- Primary – year 5 pupils
- Secondary – year 9 and 11 pupils.

These years were chosen because they completed the Croydon Children and Young People’s Health and Wellbeing Survey in the previous academic year allowing comparison between the 2 surveys for selected questions\(^{11}\).

Pupil survey response rates

<table>
<thead>
<tr>
<th>School Type</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flagship primary schools</td>
<td>103</td>
</tr>
</tbody>
</table>

\(^{11}\) The Croydon Children and Young People's Health and Wellbeing Survey findings could not be used as pre-intervention findings as it was carried out during and not before the CSFP implementation phase.
Comparison primary schools | 238  
Flagship secondary school | 68  
Comparison secondary school | 81

Half of flagship **primary** school respondents (52%) reported that they were White British, compared to 30% of non-flagship school pupils. The second single biggest ethnic group reported by the flagship school respondents was Black Caribbean and for non-flagship schools it was “other”. There was a higher proportion of girls than boy respondents in the non-flagship schools and this was because one comparator school was a single sex, all-girls school. The gender split in the flagship school respondents was slightly towards more girls.

There was approximately the same gender split between the **secondary** schools with a slightly higher proportion of female respondents in both. The highest proportion of **Flagship secondary** school students described themselves as White British (75%); the 2 highest reported ethnic groups for the **non-flagship secondary** school were Black Caribbean (37%) and Black African (20%).

**Parent/carer survey**
Parents/carers were surveyed about their perception of their child’s school in relation to school food provision, the promotion of healthy eating and the wider impact on family food choices. Any parent/carer whose child attended a Croydon school in 2015/16 was eligible to complete this questionnaire.

A link to an online version of the questionnaire was posted in the Croydon Council weekly newsletter in October 2016. 91 questionnaires were filled in this way representing 33 primary (55 responses) and 10 secondary (36 responses) schools across the borough. All participating schools were asked to distribute the questionnaire to parents/carers either via an online link or hard copy.

The overall response rate for the parent/carer survey was **563**.

**Qualitative Data**
Qualitative data was also obtained from a range of stakeholders from Flagship Schools including students, parents, teachers, caterers, school cooks, school gardeners and head teachers.

**The Community Food Projects**

**Process evaluations of all community projects**
The main aim of the process evaluation of funded projects was to gain a detailed picture of the types of activities that were implemented to address the following research questions:

- What mechanisms support the implementation of community projects including:
  - What are the challenges and success factors?
  - How well has delivery worked in practice?

One-to-one stakeholder interviews, either face-to-face or telephone, were carried out and monitoring/activity data was also used to map activities within each intervention
and identify project delivery mechanisms. Stakeholders included FF project officers, elected Council members, council directorate leads, public health consultants, project leads and course trainers.

**Impact evaluation of community projects**

All impact evaluations were non-experimental in design. Due to the fact that this evaluation was commissioned after the start of the Croydon FF programme and not all projects had collected baseline data, a mixed methods approach of case studies, focus groups and interviews with current and ex-project participants was used alongside a ‘distance-travelled’ questionnaire survey.

**Food Flagship follow up survey**

This was sent either via hard copy or email to all people who had taken part in a FF community project up to the end of the data collection period (30/11/2016). It was a closed questionnaire survey with the Food Flagship investigating the food-related12 behaviour, knowledge and attitudes of project participants. It also asked about wider impacts including wellbeing, community connectedness and skills acquisition. Respondents were asked whether they had taken up other work or volunteering opportunities since taking part in a Food Flagship project. Overall **88 responses** were received.

Qualitative methods were used to explore the experiences and impacts of participation on FF project beneficiaries. Focus groups or one to one interviews were carried out lasting between 45 to 90 minutes. The number of project beneficiaries who took part in the qualitative component of the community projects impact assessment is shown below.

<table>
<thead>
<tr>
<th>Community Project</th>
<th>Number of project beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good Food Matters</td>
<td>19</td>
</tr>
<tr>
<td>Community Gardening</td>
<td>10</td>
</tr>
<tr>
<td>Healthy New Food Businesses</td>
<td>5</td>
</tr>
</tbody>
</table>

**Assessing the wider reach of the Croydon Food Flagship programme**

This explored the extent to which becoming a Food Flagships borough has been associated with changes in borough-level policies, priorities, resources and activities.

This was investigated through qualitative interviews with Council leads – directorate leads; councillors with responsibility for health; CFSIO and FF manager; project leads; heads Flagship schools. Interviews explored:

- What do stakeholders believe the legacy of the projects to be? Either for future project delivery or through influencing borough priorities.
- Have there been any additional benefits to the borough as a result of it becoming a Food Flagship borough?

12 Relating to food growing, food shopping, cooking and consumption.
Data Analysis

All data were inputted into an Excel spreadsheet and basic frequencies and descriptive tests were carried out. Participant numbers for the community projects were small and further statistical testing was not deemed appropriate, so statistical significance is not stated. Transcripts of focus groups and interviews were thematically analysed by one researcher.

Evaluation strengths and limitations

This was a pragmatic evaluation that was commissioned after all projects had been planned and started. That said a robust process was followed in which project logic models were applied retrospectively and relevant activities, outputs and short-term outcomes were identified collaboratively with an evaluation core project group. Wherever possible age appropriated, validated questions were included in the surveys. Although it was not possible to collect baseline data using a counterfactual group within the CSFP evaluation did allow for comparisons between Flagship and non-Flagship schools. The response rate for the pupil and parent/carer surveys was high. The mixed methods approach enabled in-depth process and impact data to be collected which was especially important given the experimental nature of some of the projects.

There were limitations including:
1. This evaluation could not collect baseline data and has relied on qualitative data and 'distance-travelled' questionnaire data to assess impact. This is a weak study design.
2. Schools that are actively focusing on their school food provision, policy and/or environment may have been more likely to take part in the surveys which could represent a response bias.
3. Evaluation resources and timelines only allowed for a certain level of data collection.
4. Delivery organisations were not required to support this evaluation as a condition of funding. Although they were all really helpful it was a challenge to some because they had to provide resource to support this. This meant that operationally parts of the evaluation took longer than expected.
5. It was difficult to engage with community project beneficiaries. This is not unexpected but resulted in a low response rate for the FF follow up survey. Therefore findings may not be generalisable to all project beneficiaries.
Appendix III: Programme level assessment interviews

GLA
Chair London Food Board
Senior Policy Officer, Food Team
Policy Officer, Food Team,
Head of Health,
GLA HSL policy officers
Director of the Charitable Portfolio, Mayor’s Fund

Croydon
Councillor with lead responsibility for Food Flagships
Directors of Regeneration and Development;
Head of School Standards
Director of People
Current and ex Directors of Public Health
Consultant in Public Health with responsibility for Food Flagships
Food Flagship Programme manager
School Food Plan Improvement Officer
Clinical Commissioning Group lead

Lambeth
Council Leader
Councillor with lead responsibility for Food Flagships
Director of Public Health
Director of Education and Learning
Consultant in Public Health with responsibility for Food Flagships
Food Flagship Programme manager
School Food Plan Improvement Officer

Partner Organisations
Regional Manager – Garden Organic
CEO – Greenwich Co-operative Development Agency
Incredible Edible Lambeth lead
Incredible Edible CEO
Project manager and regional manager - Trees for Cities
Project officer – Food Growing Schools for London
CEO – Alexander Rose Voucher Scheme
Appendix IV: Borough Survey Questions

1. Did your borough apply to become a Food Flagship borough? (yes/no – if no survey jumps to Q4)

2. How strongly do you agree/disagree with the following statement:
   Developing the Food Flagship application was a useful exercise in mapping food related activity across the Council (Strongly agree, agree, neither agree or disagree, disagree, strongly disagree)

3. Did preparing the application:
   a. enhance cross-departmental working
   b. engage senior leaders on issues relating to food and the local food environment
   c. engage external partners on issues relating to food and the local food environment
      (yes a lot, yes a little, no, don’t know)

4. Where there any other consequences (good or bad) that arose as a direct result of your borough developing a Food Flagship bid? (free text comment box)

5. Since June 2014 has your borough carried out any of the following food related work: (yes, no, had one already, don’t know)
   a. Developed a food strategy
   b. Enhanced/refreshed an existing food strategy
   c. Commissioned food based community projects
   d. Supported the implementation of the National School Food Plan in borough schools
   e. Developed an internal borough group with responsibility for food issues
   f. Set up an external food group with membership from local food businesses and/or third sector partners
   g. Other please specify
      (yes, no, had one already, don’t know)

6. Has any of the following GLA led activity informed and/or supported food related work within your borough: (yes a lot, yes a little, no, don’t know)
   a. Developing an application to become a Food Flagship borough
   b. Attendance at the Food Flagship launch event
   c. Support from the School Food Plan Office
   d. Food Flagship Borough updates given at the London Food Board Boroughs Group
   e. Knowledge sharing through the London Food Board Boroughs Group
   f. Networking through the London Food Board Boroughs Group
   g. Other GLA led activity please specify
      (yes a lot, yes a little, no, don’t know)
Appendix V: The Lambeth Edible Route

**OUR VISION:**
Incredible Edible Lambeth exists to re-localise the food system in the borough so that it nurtures and strengthens our communities. Working with Food Growing Schools London, we want to see all Lambeth schools growing food and being part of this ambition.

**WE BELIEVE THAT:**
- Everyone has a right to healthy affordable food
- Food growing is a great way to create change - to ‘green the grey’ and build community
- Eating local food supports the local economy and creates jobs

**INCREDIBLE EDIBLE CLAPHAM SITES:**
1. Clapham Manor School
2. Heathbrook School
3. Macaulay School
4. Community garden
5. Clapham Family Practice
6. Community garden
7. West Street Market
8. Fried at St Paul’s
9. Community garden
10. Community garden
11. Clapham Common Tube station
12. Bandstand Bistro
13. Sydenham Family Centre
14. The SRA Restaurant
15. The Dairy
16. Metro Gardens
17. Community garden
18. Edible Run St John’s Gardens
19. Growing Underground
20. Royal Trinity Hospice
21. Clapham Fire Station
22. Ace of Clubs
23. The Orangery
24. Potting Down Roofs, St. Martin’s

**FIND OUT MORE:**
Find out how you can be involved at www.incredibleediblelambeth.org, on Facebook, or on Twitter @ediblelambeth and @edibleclapham
Schools can get involved with help from www.foodgrowingschools.org