



Community &
Voluntary Services
cheshire east



Cheshire East Food Alliance

Meeting #5 – 30 January 2025

Agenda

Wider Food insecurity context

Overarching themes, focus and progress

What's happening across the Alliance...

Breakout session

Close

Wider Food insecurity context

Breakfast clubs early adopter guidance for schools and trusts in England

Marcus Rashford's holiday scheme for kids wins reprieve from spending cuts

"The existing Holidays Activities and Food offer is hugely valuable in making sure disadvantaged children get a hot meal and social activities during the holidays," a spokesperson said.

"The programme has had a huge impact on hundreds of children, which is why we are committing over £200m for the next year - ensuring children have access to high-quality holiday clubs and food so they can achieve the best possible life chances."

More than 80 campaigners call for urgent Healthy Start improvements

The Food Foundation has co-ordinated a letter asking Education Secretary Bridget Phillipson, Health Secretary Wes Streeting and Work and Pensions Secretary Liz Kendall, to make essential improvements to the Healthy Start scheme as part of the upcoming Child Poverty Strategy.

Auto-enrolment for Free School Meals: Over the past 18 months, Feeding Britain has convened a working group to devise a detailed and workable means of implementing auto-enrolment for free school meals. The working group was established in co-operation with the Department for Education, and we have now submitted our report to the Department. You can read a copy of the report here (<https://feedingbritain.org/wp-content/uploads/2025/01/Feeding-Britain-FSM-registration-working-group-final-report-Nov-2024.pdf>) and the Secretary of State for Education told Parliament this week that the Department is looking closely at this issue.

References: (12), (13), (14) **Healthy infancy and early years**

5. Tackling food insecurity: Healthy Start / FSM

Wider Food insecurity context



**COLLABORATING
SINCE 2003**

A RAPID SITUATIONAL ANALYSIS ON CHILD AND FAMILY POVERTY IN CHESHIRE AND MERSEYSIDE

August 2024

that £22.7 billion a year is unclaimed tariffs.⁵²

Eligible families can also access benefits or schemes towards costs of supporting a child including:

- £500 Sure Start Maternity Grant
- Healthy Start vouchers in the form of digital payment card and free vitamins
- Childcare costs support
- Free school meals and the Holiday Food and Activities Programme
- Support with school transport and uniform costs

Five key areas that need to be addressed:

1. We need a new food strategy

Research indicates that free school meals (FSM) make an important financial relief to families on low incomes, contributing £1,400 pa, a gateway to some other

2. Ultra-processed foods

benefits, and a route for schools to claim a Pupil Premium.⁵³ Across the country some £231 million in FSM is unclaimed each year with some areas such as Sheffield and Lewisham successfully developing auto-enrolment so that eligible parents (and schools) do not lose out.

3. Tackling unhealthy food businesses

4. Healthy infancy and early years

5. Tackling food insecurity: Healthy Start / FSM

In addition, an estimated 37,500 pupils living in poverty across C&M are not entitled to a free school meal as set out in the table below.⁵⁴ e

Wider Food insecurity context

HOUSE OF LORDS

Food, Diet and Obesity Committee

Report of Session 2024–25

Recipe for health: a plan to fix our broken food system

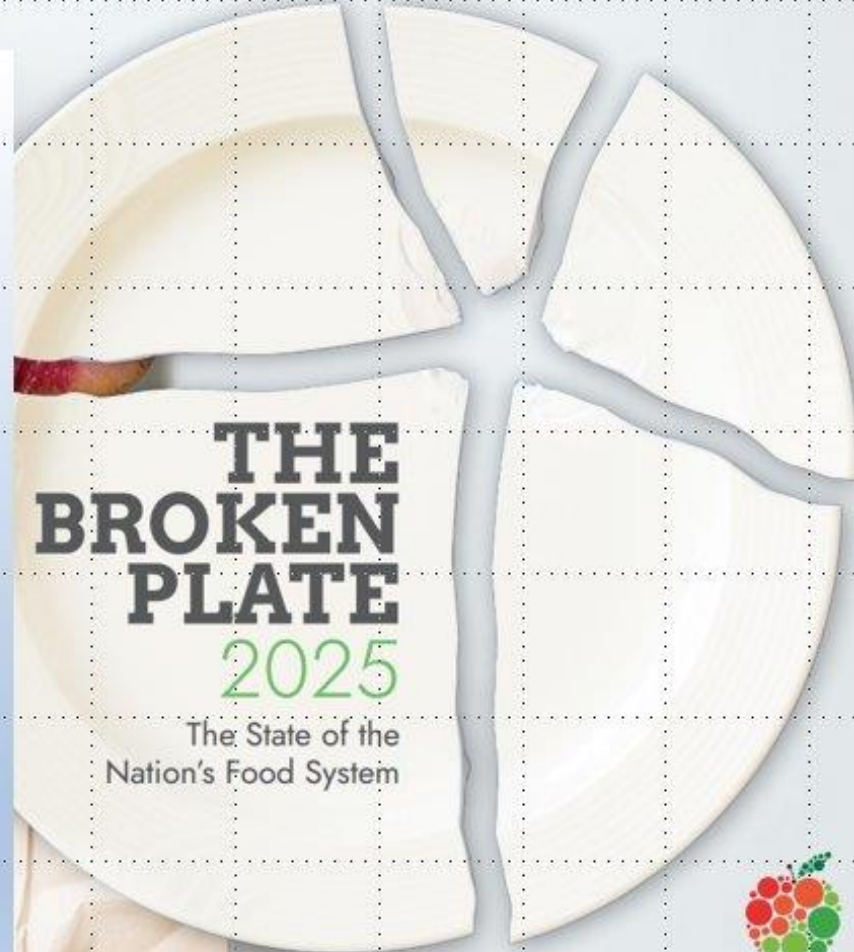
Five key areas that need to be addressed:

1. We need a new food strategy
2. Ultra-processed foods
3. Taxing unhealthy food businesses
4. Healthy infancy and early years
5. Tackling food insecurity: Healthy Start / FSM

Wider Food insecurity context

Healthy food costs more than double less healthy options:

- 1,000 calories of healthy food such as fruit and veg costs £8.80, compared to £4.30 for the equivalent amount of less healthy food, such as ready meals and processed meats
- last two years, the price of healthy foods risen by 21%, while unhealthy options increased by 11%
- poorest families need to spend 45% of their disposable income on food to be able to afford to eat the government recommended healthy diet, rising to 70% for those with children.



Wider Food insecurity context

The image is a screenshot of the BBC News website. At the top, there is a navigation bar with the BBC logo, a 'For you' button, a notification bell, and links for Home, News, Sport, Weather, iPlayer, and Sounds. Below this is a red banner with the word 'NEWS' in white. Underneath the banner is a secondary navigation bar with links for Home, InDepth, Israel-Gaza war, War in Ukraine, Climate, UK, World, Business, Politics, and Culture. Below that is another navigation bar with links for Family & Education and Young Reporter. The main content area features a large headline: 'We don't just teach - we clothe the kids, feed them and brush their teeth'. Below the headline is a list of three bullet points: 'Almost half (45%) of senior teachers say their school has provided financial support for families in the last 12 months', 'Two thirds (66%) of senior teachers say their school provided food for pupils to eat outside school hours in the last 12 months', and 'Approximately one in seven teachers (15%) say they have spent their own money to provide food to struggling families'.

BBC For you Home News Sport Weather iPlayer Sounds

NEWS

Home | InDepth | Israel-Gaza war | War in Ukraine | Climate | UK | World | Business | Politics | Culture

Family & Education | Young Reporter

'We don't just teach - we clothe the kids, feed them and brush their teeth'

- Almost half (45%) of senior teachers say their school has provided financial support for families in the last 12 months
- Two thirds (66%) of senior teachers say their school provided food for pupils to eat outside school hours in the last 12 months
- Approximately one in seven teachers (15%) say they have spent their own money to provide food to struggling families

Wider Food insecurity context

UK Poverty 2025: the essential guide for understanding poverty

Around **14.3 million people** were in poverty



4.3 million children

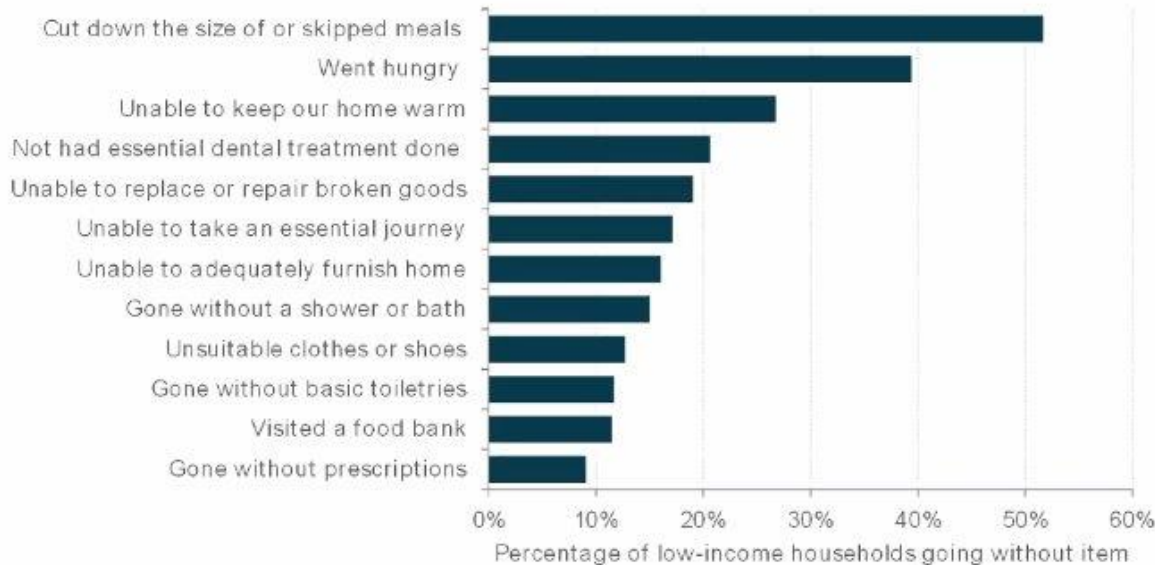


8.1 million working-age adults



1.9 million pensioners

There are a wide range of hardships lower income households are suffering with



Wider Food insecurity context

 **GOV.UK**

[Home](#)

Press release

£15 million to help charities get spare produce to those in need

Around 330,000 tonnes of edible food is wasted or fed to animals each year before leaving farms.

To strengthen the links between farms and charities and help solve the problem of farm food waste, a new scheme will see grants starting from £20,000 made available to the not-for-profit food redistribution sector in England. Throughout the year but especially over Christmas, the season of goodwill, this will help organisations like homeless shelters, food banks and charities fight hunger.

Overarching themes, focus and progress:

Providing long-term support to reduce the dependence on food banks

Pathways from Poverty co-location pilot: CORE Pantry + Citizens Advice (Feeding Britain funding)

Increasing community engagement with food and food knowledge

Cooking and Food Education pilot (A&H Pilkington Trust funding)

Addressing Childhood Hunger (School food)

Healthy Start Community Champions pilot (Flourish Fund + Great Places funding)

Supporting community food groups

Helped secure support for groups / funding for pilots / Country Food Trust – opportunity / Breakout task

Alliance updates...

What community food support exists?

- Data collected from Cheshire East Community food projects (Aug / Sept 2023) (* March 24) (** December 2024) (***) Spring 2025)

Community food support – by type	2023 survey	2022 survey
Emergency support (e.g. foodbanks)	16	20
Affordable food support (e.g. social supermarkets)	17**/ 21***	6
Cafes and community meals	16	6
Growing projects (e.g. allotments, gardens)	3	-
Cooking projects	3	-
Meal or food delivery service	4*	-

Changes to / growth in projects...

- [Well Fed](#) Meal Box Delivery services (March 2024) + Mobile Shop (2025) – Colshaw Farm, Wilmslow
- The Bread and Butter Thing – Broken Cross Primary School, Macc (Jul 24)
- Cre8 Macclesfield – pivoted from surplus Grocery to Pantry (October 2024)
- Community Fridge(s) – Crewe + Sutton (December 2024)
- Very Green Grocery – Crewe Town Centre (Spring 2025)
- Hope Central: social supermarket – Handforth (Spring 2025)
- Hope Church: social supermarket – Crewe South (Autumn 2025).

- Other potential opportunities:
 - Community Fridge Funding - opening May 2025

What's going on / opportunities?

- Community Fridge
- Very Green Grocery
- Support For You in Crewe (St Pauls)
- [Food Waste week](#)
- Funded pilots
- Food re-distribution fund
- Country Food Trust – food opportunity
- Feeding Britain Holiday Club funding
- Breakout session.

Countryside Alliance Trust

Seeking community food projects interested in:

- 1 tonne of frozen venison mince (250g/500g packs)
- other raw meat formats (e.g., sausages, burgers, pheasant),
- purchasing deals with abattoirs.

Feeding Britain Holiday Club Funding - Easter and May half-term

- Provide additional places for children living in poverty but not eligible for Holiday Activities and Food Programme or Free School Meals
- HCs must offer enriching activities and provide meals that meet the School Foods Standards
- Can apply for funding for either or both holiday periods
- £10 available per place per day (i.e. a place for 1 child for 1 day).
- No upper limit on the amount of funding
- The application process includes a check of safeguarding policies and procedures.
- **Deadline is Sunday 16th February**
- Second funding round for the Summer and October half-term holidays.

Breakout session - Food sharing WhatsApp group

The concept or idea:

1. Used to communicate when projects have food or information to share e.g. excess surplus or discounts / offers in supermarkets etc
2. Support coordination between groups in relation to picking up and dropping off food, and support with transport / logistics
3. Set up by CVSCE (moderated?) - but will be self-run, with organisations posting, responding within the group
4. Guidelines for use will be developed
5. Not compulsory to join
6. Benefits: supports more families, reduces inequalities / imbalances, improves cooperation / co-ordination & reduces food waste

Designing a Food sharing WhatsApp group – using systems theory

