

Islington Flagship – Innocent Project Proposal

Aims

- To increase access to healthy meals amongst children and families who would otherwise go without. With a particular focus on the early years (too young for school and therefore free school meals) and primary age children during school holidays
- Increase families' cooking skills and awareness and confidence in healthy eating, budgeting, planning and consumer awareness (where to buy what)
- Increase accessibility and affordability ingredients for Islington's Eat Well recipes

Identification and targeting through existing Islington services

- The Islington Resident Support Scheme: financial assistant and additional support. Nearly 6,000 residents accessed the scheme last year with 36% of applicants being single with children (over 2000 families)
- Islington Council Customer Hub, with the Employment and Financial Opportunities Service (Welfare Reform Response, Islington Working for Parents and Income Maximisation Teams)
- Families eligible for disadvantaged two year old childcare places: including using Department of Work and Pensions list to target families
- Work with children's centres and GPs through our First 21 month programme to identify vulnerable families early (on presentation of pregnancy)
- Using social care early intervention data where neglect has been highlighted as a concern for children
- Through professionals in early years settings (98% of 3 and 4 year olds are in early years childcare settings)

Proposed Innocent Projects

Our approach: Use the Islington principle of 'Think Family', ensure sustainability and build on existing services.

Our Focus: All our nursery and primary pupils have free school meals: want to look beyond these age groups and outside of school term time:

- **Strand one:** Working with families of children between two and four years in Islington child care settings and / or those accessing the Resident Support Scheme
- **Strand two:** Working with families of primary age children during the school holidays

STRAND ONE	STRAND TWO
Pilot family cook and eat meals as part of pick up or drop-off in early years childcare settings	Pilot family cook and eat lunch programmes using the <i>Happy Holidays</i> model in adventure playgrounds, schools and community settings
<p align="center">CROSS CUTTING INITIATIVES (Strands one and two)</p> <ul style="list-style-type: none"> • Establish cook and eat meals in community settings for families and older people • Islington Eat Well recipes used in cook and eat meals. • Links between Eat Well recipes, cook and eat meals, local retailers and home cooking. Ensuring availability of affordable ingredients for families to cook meals at home. • Work with Plan Zheroes and others to re-distribute surplus food for use in the cook and eat meals 	

Reach in the first two years of the project

STRAND ONE: Young children and their families

- 1252 three and four year olds in non-school settings in Islington (many on part day places with no meals provided)
- 2690 two year olds in Islington
- 1000 two year olds eligible for 'disadvantaged' places
- 700 places in 81 settings from September 2014

Develop pilot pick-up / drop off project with one children's centre cluster

- Year 1: 60 families
- Year 2: 120 families

Establish cook and eat programme for families and older people

- Year 1: 2 programmes, catering for 20 families a week (40 families)
- Year 2: 4 programmes, catering for 20 families a week (80 families)

Total number of children across the two projects = at least 300 (some families will have more than one child)

STRAND TWO: Holiday eating for children and their families

- 16,740 five-eleven year olds
- 12 adventure playgrounds
- 45 primary schools
- 6-8 families in one cook and eat

Family holiday cook and eat

	Adventure Playgrounds	Schools / Community	Families
Year 1	2	6	56
Year 2	4	12	112
Total			168

Borough-wide roll-out

If evaluation shows the approach to be successful, the roll out across Islington would result in the following reach:

Pick-up / drop off 'cook and eat a meal' with all seven children's centre clusters

- 840 families

'Cook and eat a meal' for families and older people

- 8 programmes, 160 families

Holiday eating for children and their families

- All 12 adventure playgrounds, 20 schools and community settings, 224 families

Total number of families = 1224

Suggested evaluation indicators

- Tracking children's achievement
- Qualitative evaluation with families to measure knowledge, understanding, food preference
- Level of take up of recipes
- Changes in pupil health behaviour measured through the school questionnaire
- Work with retailers to look at patterns of consumer preferences
- Measurements through the Resident Support Scheme – reflecting changing needs of population seeking help; changes in needs of families they are working with