

CFE News



Newsletter Number 2 - February 2010

Social Food Outlets (SFOs) Developments

To improve access to healthy affordable fresh produce, and also promote healthy eating, CFE have developed a network of Fixed and Mobile Social Food Outlets throughout East London. Fixed Social Food Outlets (FSFO) are run by volunteers and are mainly based in Schools (Infant and Primary) and they sell quality fresh fruit and vegetables to the community. The



Mobile Social Food Outlet (MFS) stops at strategic locations throughout local boroughs during weekdays.

As lead Volunteer at William Davies Primary School Social Food Outlet (SFO), Emma Burnikell had an uphill task to maintain her customer base. "In fact sales declined on reopening the SFOs following CFE's decision to suspend all their SFOs in 2008", said Emma.

Emma is no stranger to the SFO, having been lead volunteer at William Davies School SFO since it opened in 2005. Now, since taking up the post of Co-ordinator of CFE's Fixed SFOs in September 2009, Emma has seen sales and customer base increased to new levels at all of CFE's 3 projects.

When asked what has brought about this transformation, Emma said that now that she is working at CFE, she is able to interact more with the warehouse staff and insure she gets the produce that reflects customers' needs. She has also implemented the following measures:

- We have recently provided William Davies primary school with 2 colourful banners advertising our co-op and Woodgrange and Star school's are being printed as you read.
- Merchandised stock at co-ops to be customer friendly
- Successfully re-located Star SFO back to original spot after major building works in the school
- Keeps a healthy relationship with volunteers in order to maintain a pleasurable work environment
- Recruited new volunteers and ensured that they are all fully trained
- Continuing to help improve health inequality by enabling people on low incomes to access health enhancing food at affordable prices, an average co-op serves 30 customers in 45 minutes trading.
- CFE are proud of their ongoing involvement in empowering the local community members through volunteering at co-op's.

CFE's SFOs are located at the following venues

School	Location	Day/Time
William Davies Primary	Stafford Road, Forest Gate E7	Tuesdays 2.45pm-3.30pm
Woodgrange Infant School	Sebert Road, Forest Gate E7	Wednesdays 3.00pm-3.45pm
Star Primary School	Star Lane Canning Town E16	Fridays 3.00pm-3.45pm

Other developments

- CFE will be assisting Students at Forest Gate Community School to deliver an SFO during Fair Trade week.
- CFE is investigating the possibilities of delivering an SFO pilot in one of Newham's Warm Centres.

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Juice for Life (J4L) in schools

A successful application to the Department of Health's Social Enterprise Investment Fund (SEIF) saw CFE receive funding to pilot 3 Juice bars run by students of three London secondary schools - (Eastlea, Forest Gate - Newham and City Academy School - Islington). The aim of the project is to encourage and support 10 students from 3 London schools in business and social enterprise and healthy lifestyles/living.

Last November all three schools took delivery of a brand new Mobile Juice Cart (MJC) along with a blender and juicer each. With full training and support from our J4L co-ordinator Jacqui Scharschmidt, each school has now been able to establish a social enterprise business, selling freshly squeezed juices and smoothies to their students from a self-contained custom built Mobile Juice Cart

(MJC) which includes a freezer and commercial refrigerator.

Forest Gate school began trading on 16 November 2009 with both Eastlea and City Academy commencing trading in January 2010.

In addition to the running a micro juice bar business students will be taught two of CFE's accredited National Training Programme units (NTP) – "Food and health, food choices and trends" and "Working in / managing a food social enterprise".

It is intended that these units will help with not only business enterprise but it is anticipated that these students will become healthy eating champions amongst their peers, giving basic information on healthy lifestyles.

This pilot project is being evaluated by our evaluators Aleff Group. The pilot is scheduled to be completed in June 2010. It is anticipated that at the end of the project Aleff Group will publish a complete evaluation document of the project in August 2010. Aleff have produced an interim evaluation report in January 2010 detailing the progress of the project thus far. This is now available on request.



Healthy Eating in the Workplace (HEW)

Following the development of our new website, we are now promoting our Healthy Eating in the Workplace (HEW) initiative to businesses in East London. The HEW initiative was developed in partnership with East Thames Group in 2006 and aims to promote healthy eating and well being in the workplace.



As well as offering employers the opportunity to promote healthy eating amongst their staff, we have added a new service aimed at employees - fruit & veg bags delivered directly into the workplace.

Employees can choose from one of the following three bags:



Employers can place orders from as little as £6 to £48 for our Everyday Favourites or from £13 to £97 for our Premium Selection. Details are available on our website:

www.c-f-e.org.uk

Everyday favourites: Our Everyday favourite bag has the popular staples with the best root vegetables, green and fresh fruit from around the world.

Asian experience: This bag offers a taste of the Asian continent for everyday use or anyone interested in the cooking and recipes of the region.

Afro-Caribbean Experience: This bag reflects the rich textures and colours of the region and is suitable for everyday use or a unique cooking and taste experience:

Please note: We will vary the contents of each bag every week to reflect seasonal availability and to give you variety.

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