



Community Food Forum - 2nd Feb 2016

Break-Out Session on Outreach

Outreach for Community Activities - Examples provided by Made in Hackney

COMMUNITY ACTIVITY:	Cookery Programmes addressing food poverty and wellbeing	Cookery Programmes funded by Public Health Hackney	Pay by Donation Community Cookery Classes (open to all)
Purpose of Programme	Teaching the basics of cooking affordable, local and healthy food to low income and vulnerable people 6-week Cooking For Life courses (include Introduction To Food Growing)	Teaching the basics of cooking affordable, local and healthy food to low income and vulnerable people using two themes: 1) Cooking for Life for Parents and Children and 2) International Cuisine (mostly adults)	Promoting affordable, local and healthy food to the community that's good for people and environment One-off volunteer-led cookery class (2.5 hours) based on teacher expertise and MIH food policy
Beneficiaries	Low income and vulnerable groups eg. homeless, elderly	General Public with focus on targeted areas eg. housing estates	General Public with focus on low income or vulnerable public
How does Programme work?	Organised directly with partner/beneficiary organisations. (eg. Age UK) Not open to the general public. Funded by Citybridge Trust (City of London Corporation) Free to organisations and participants MIH is responsible for the outreach to beneficiary organisations The beneficiary organisation is responsible for outreach to their members, MIH helps with comms material and strategy	Open to the general public but targeting mostly people from the surrounding area / housing estate Funded by Public Health Hackney Free to participants MIH and Public Health are responsible for the outreach	Open to the general public with a focus on attracting community groups Funded by various, donations, and enterprise activities Free/Pay-By Donation MIH is responsible for the outreach
When does it happen?	Weekdays only Anytime during the day, depending on service users availability	Weekdays only After school for Parents & Children courses and evenings for adults courses	Once a fortnight on Sundays (12.30 to 3pm)
Outreach Strategy	Existing network of partner or local community and charity organisations	Flyering through letter boxes of all flats/houses in targeted area (Estate)	Mailing to all partner organisations (approx 400) to encourage them to communicate to all their service users
	Online Research / Online Directories of local community groups	One-to-one flyering outside schools, around estate, in nearby libraries and pubs	Posters in community public places: libraries, shops, community centres, pubs, charity shops...
	Direct contact through phone, email and visits to new organisations	Direct contact through phone, email and visits/meetings to all local organisations, schools, GP surgeries	General Flyers
	External Outreach & Networking events with local orgs - markets, forums, fairs	External Outreach events - markets, forum, fairs.	External Outreach & Networking events with local orgs - markets, forums, fairs...
	Networking events	Posting & flyering in targeted areas, local shops, launderettes, churches, pubs...	Target former service users
	Made in Hackney Newsletter	Made in Hackney Newsletter	Made in Hackney Newsletter
	Social Media (facebook, twitter) & Website	Social Media (facebook, twitter) & Website	Social Media (facebook, twitter) & Website
	Word of Mouth: Network of staff, volunteers, orgs and participants	Word of Mouth: Network of staff, volunteers, orgs & participants	Word of Mouth: Network of staff, volunteers, orgs & participants
	Mention in Community Class E-Mailing	E-Mailing to previous participants database Through Hackney Council Comms Campaign	
Challenges	Staff capacity (from beneficiary organisations) to do outreach and gather participants	Exhaustive outreach needed when first working in new area/estate	Reaching more targeted public on low-income, and not yet health conscious)
	Space to teach the lesson if participants's mobility/disability is an issue or if big group	Staff capacity to carry out the outreach	Volunteer-led as limited budget
	Hard-to-reach community groups	Limited communications budget	Turn over of new participants (instead of having regulars)
	Location and equipment when class happening at beneficiary organisation's space	Uncertainty of length/renewal of the programme	Some participants not showing up (because it's free)
	Finding appropriate volunteers to work with vulnerable groups eg. recovering drug addicts	Relationship with housing association can be problematic	
	DBS checks for vounteers and staff	Managing volume of participants turning up to classes who haven't booked	