



Community &
Voluntary Services
Cheshire East

Cheshire East Food Alliance meeting #7

National, regional and
local opportunities...



FIT FOR THE FUTURE

10 Year Health Plan
for England



Department
for Environment,
Food & Rural Affairs

Policy paper

**A UK government food strategy for
England, considering the wider UK food
system**

Published 15 July 2025



WHO ARE CVSCE?

Community & Voluntary Services Cheshire East is a Registered Charity and Local Infrastructure Organisation (LIO) whose vision is:

To enable strong empowered organisations that make a difference in our community

What do we do?

As the Local Infrastructure Organisation for Cheshire East, CVSCE acts as a connector, enabler, advisor and advocate for VCFSE organisations.

CVSCE PROJECTS

Alongside our core work, we're proud to lead and support a range of additional projects that strengthen our local communities and the VCFSE sector

[Cheshire & Merseyside Cancer Alliance](#)

Email: lucy.coates@cvsce.org.uk

[Cheshire East Food Alliance](#)

Email: graham.brown@cvsce.org.uk

[East Cheshire NHS Trust Volunteering](#)

Email: sandra.griffiths@cvsce.org.uk

We also offer additional services for organisations at a rate of £35 per hour.

Please contact enquiries@cvsce.org.uk for further information.

[Giving Time](#)

Email: lucy.coates@cvsce.org.uk

[Healthy Young Minds](#)

Email: ange.richardson@cvsce.org.uk

[Refugees Welcome Project](#)

Email: estelle.worthington@cvsce.org.uk

VOLUNTEERING PORTAL

- CVSCE host a volunteering portal where you can advertise your volunteering roles, a self-service platform designed to make recruiting volunteers easier, and it's free for you to use. Simply register your organisation, post roles, and connect with potential volunteers effortlessly.



CVSCE TRAINING

We offer a range of training for groups including eLearning, live sessions, and bespoke courses.

Introductions to:

- Safeguarding
- Professional Boundaries
- Grant Applications
- Trustee Roles and Responsibilities
- Volunteer Management
- Neurodiversity in the Workplace
- Social Media Strategy
- And many more...

Advanced courses:

- Volunteers and the Law
- Advanced Grant Applications

Bespoke courses

Training and workshops can be arranged at a time and venue of your choice and tailored to your team.

VCFSE Essentials (condensed course) – ideal for volunteers

Visit our [eLearning platform](#) contact us at enquiries@cvsce.org.uk to find out more



Running order

1. Recap - Cheshire East Food Alliance – themes and focus
2. ‘Temperature check’ - how are things for your project + exercise
3. Context: local / regional / national opportunities + exercise
4. What’s next / call to actions.

Cheshire East Food Alliance

Overarching themes, focus:

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

Increasing community engagement with food and food knowledge

Childhood Hunger
(Government funded 'nutritional safety net' schemes / School Food context)

Supporting community food projects / initiatives

Temperature check: how are things for your project

What does demand look like, what are your challenges and pain points...

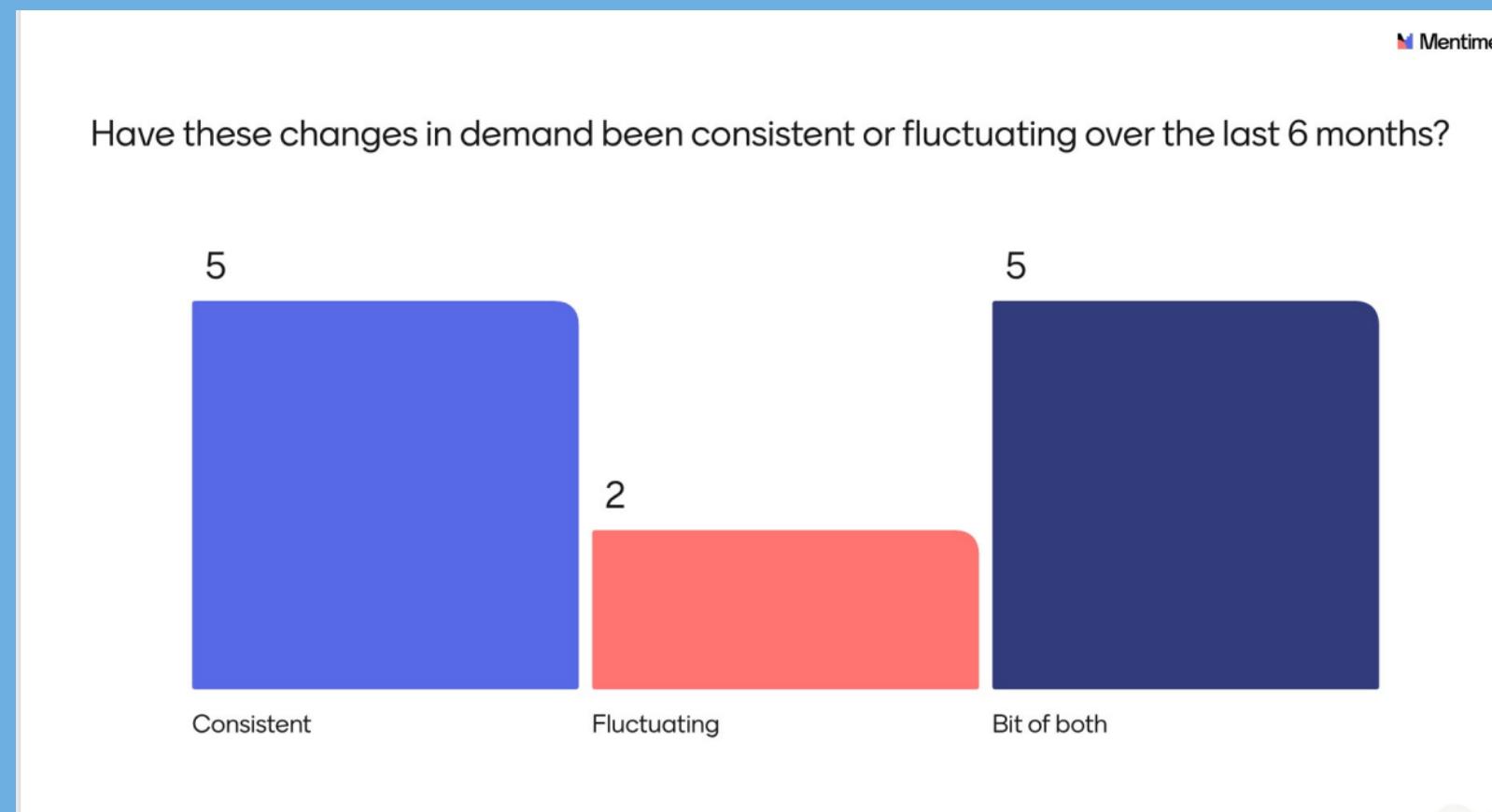
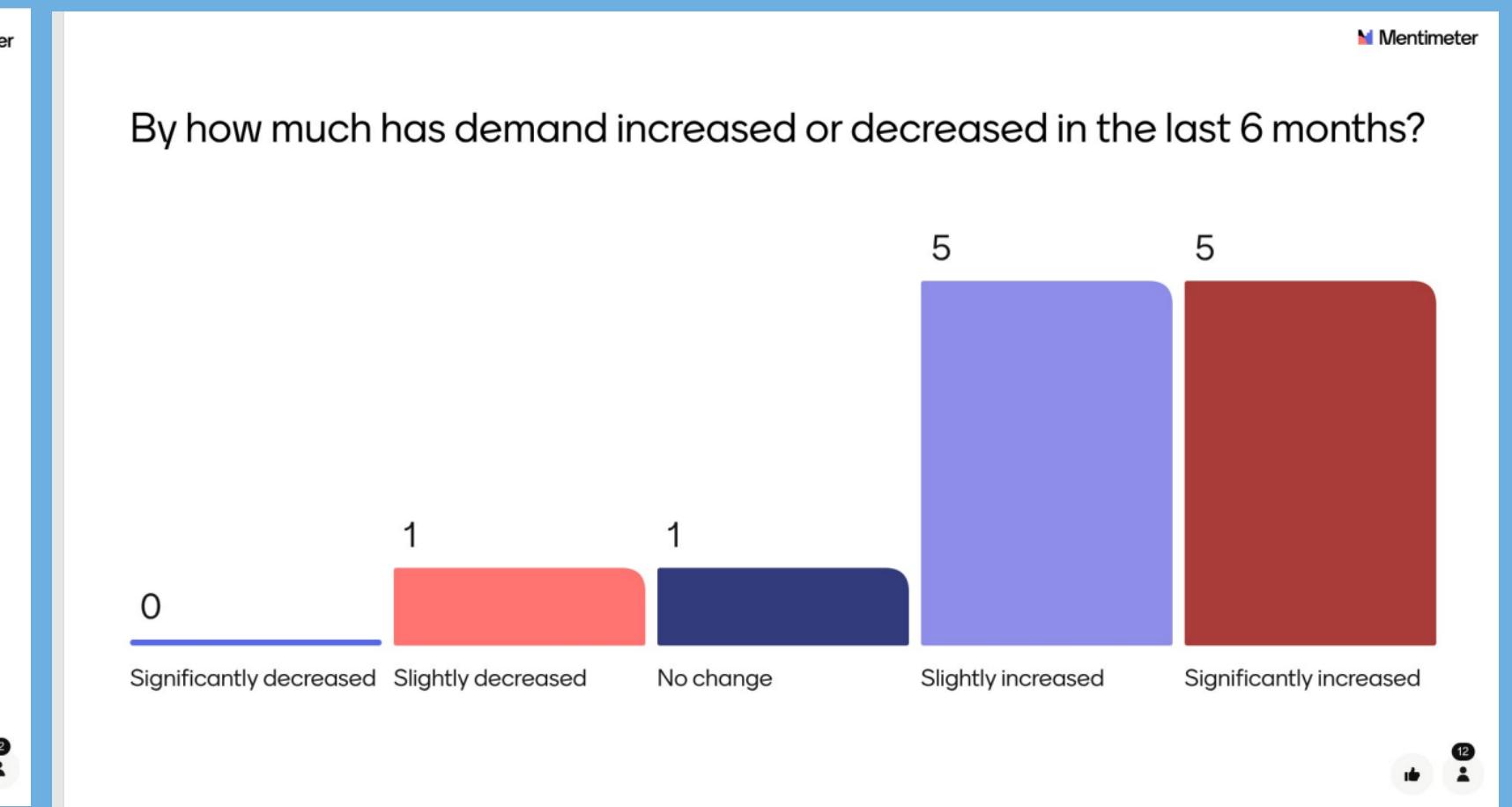
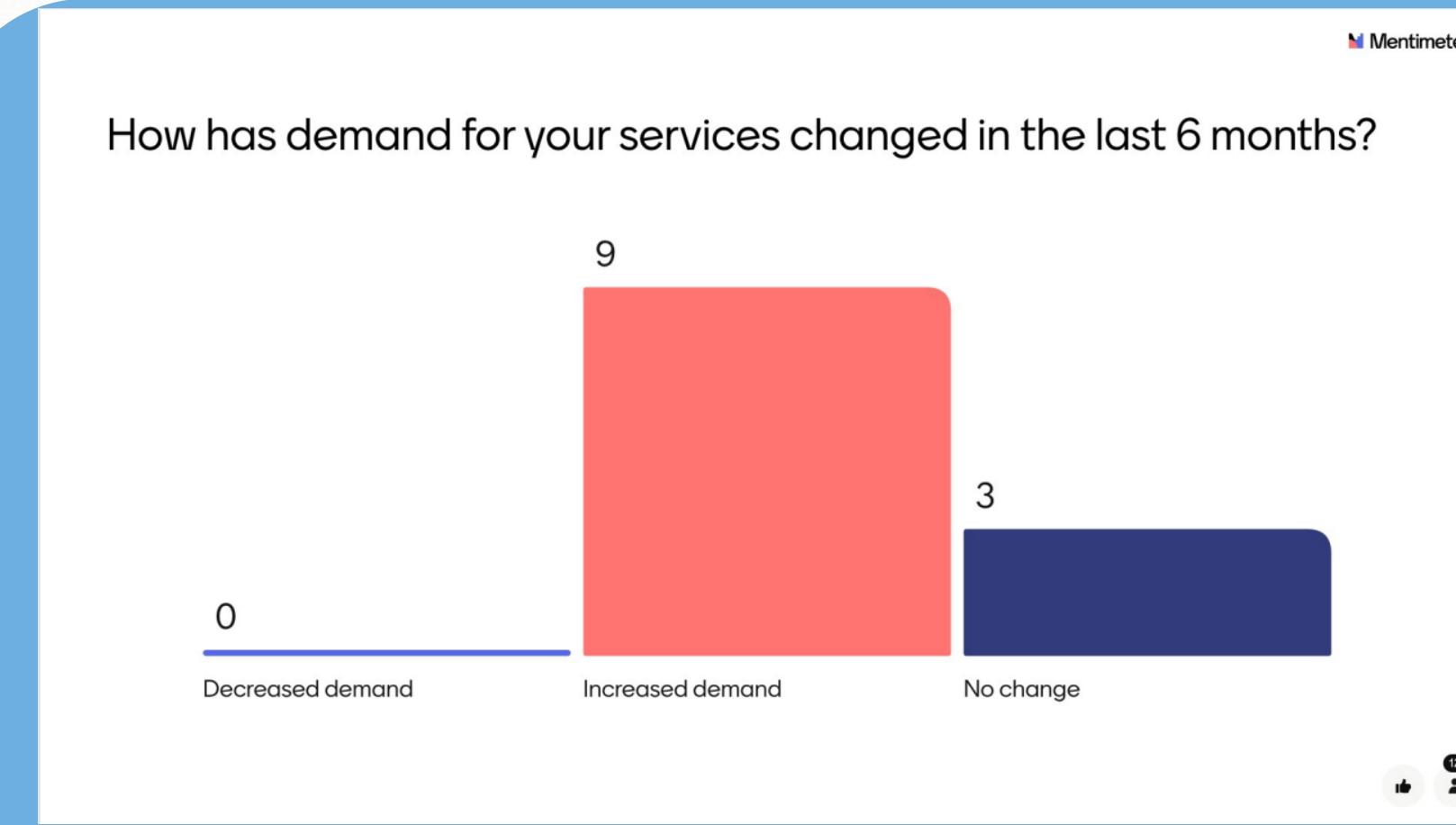


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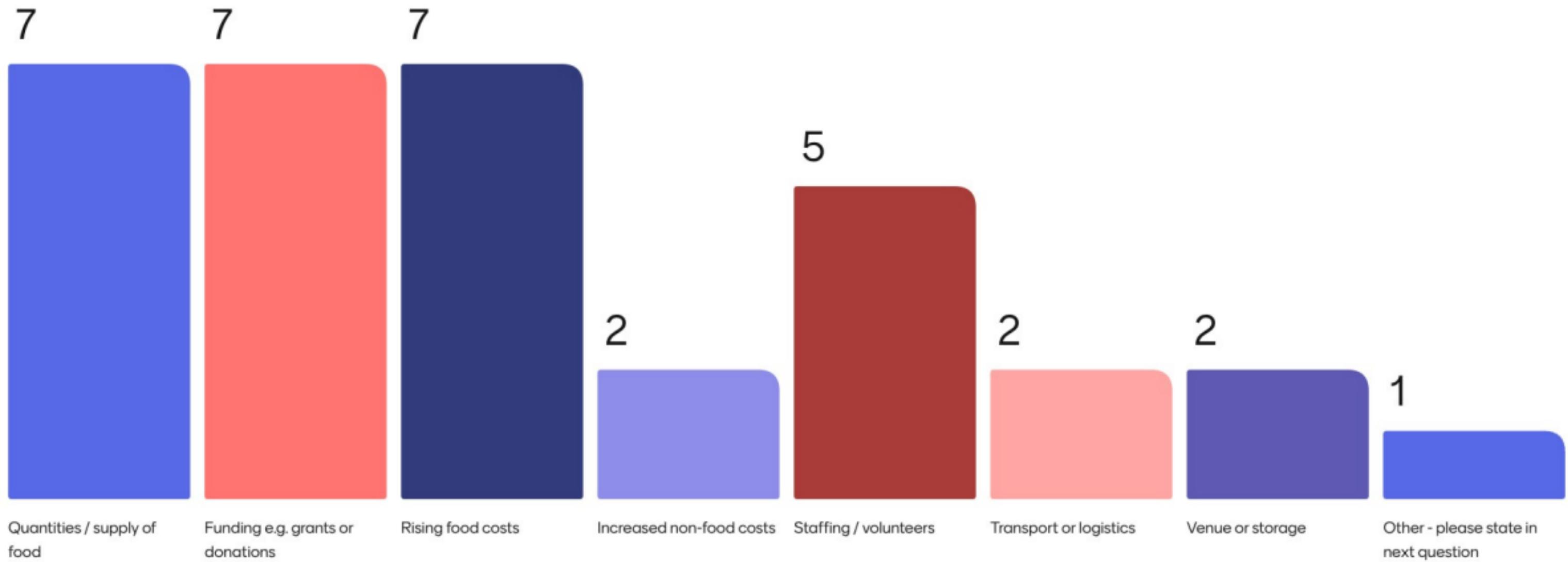
How has demand changed...



Challenges / pain points...

 Mentimeter

What's your biggest challenge or pain point?



Challenges / pain points...

 Mentimeter

What's your biggest challenge or pain point? Additional Comments

Sourcing qualified staff/volunteers

High rental costs and supply of food is our constant biggest challenges

Recruitment of volunteers, specifically to collect and distribute food surplus

Fluctuations and unpredictability in food. One week may be short of ambient, next low on frozen. Challenge is to provide a consistent service to our members.

Shortage of volunteers who can take on responsibilities

Funding to buy food, staffing to distribute it.

Funding and financial resources to meet the local needs as they are additional challenges families are facing financially - f.e. they can't afford toiletries and washing products.

Clientele limited cooking knowledge and limited access to ovens

Funding to pay for staff.

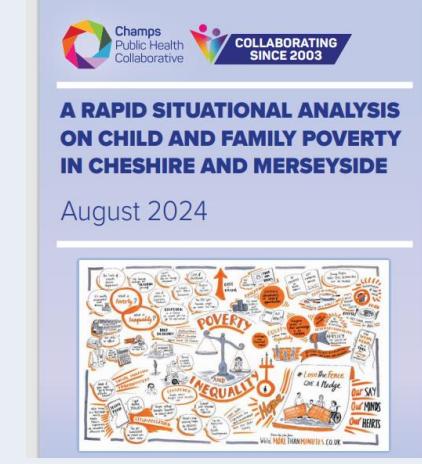
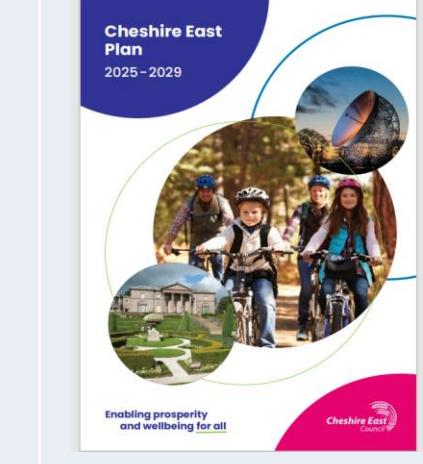
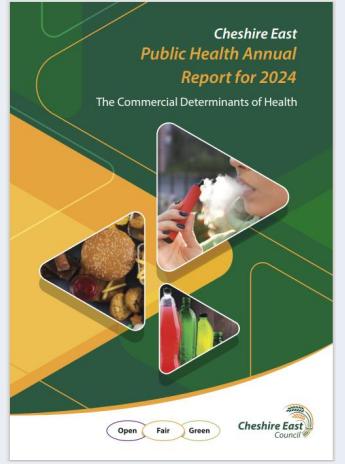
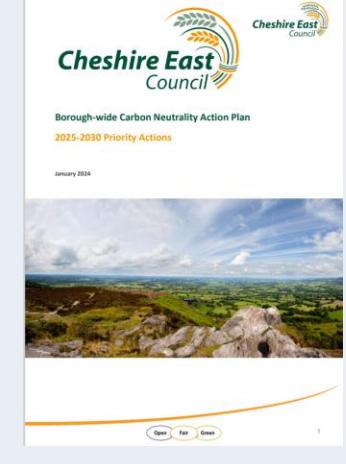
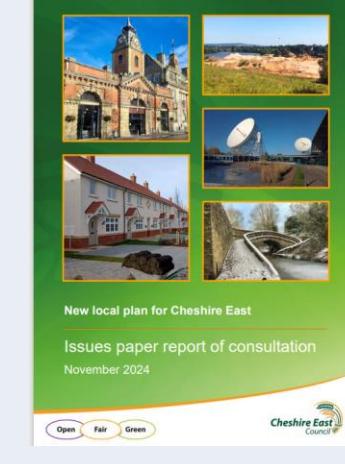
National, regional and local context...



Child poverty taskforce

The role of the taskforce is to oversee the development and publication of an ambitious cross-government child poverty strategy to reduce and alleviate child poverty. The aim is to improve children's lives and life chances now and address the root causes of child poverty in the long term.

Strategy, direction, priorities, projects, KPIs / measurement, funding = **opportunities**

National	Regional	Local				
10 Year Health Plan	Government food strategy	CHAMPS – Child and Family Poverty report	Cheshire East Plan – 2025 – 29	2024 - Public Health Report: Commercial Determinants of Health	Carbon Neutrality Action Plan – 2025 - 2029	New local plan for CE (Nov 2024 – consultation)
						
Prevention - key focus. Food choices are partly down to individual, influenced by environment (e.g. children, little choice in the food they eat).	Working families are struggling to put healthy food on the table. Cost-of-living crisis hit the most vulnerable hardest. Adopt a whole food system approach.	Pockets in each LA. Prevalence in working households, higher in single parent & ethnic minority, families. Negative impact on learning, development and health.	Reduce child, family & adult poverty. Carbon reduction & green energy. Reducing health inequalities, improved independence, health & wellbeing (intervention & prevention).	Relates to the tobacco, alcohol, fast food, gambling, and fossil fuels and the overall negative impacts on our physical and mental health and wellbeing.	Build consensus and action across sectors such as Housing, Transport, Agriculture and land use and waste (Household and Commercial) and Industry to encourage and enable carbon reduction across CE.	Housing / employment development, protection & improvement of open areas, infrastructure & improvements to town centres & community facilities, & waste mgt.
- Restrict junk food ads aimed at children / ban sales of HCED to U16s / further SDIL reforms - Stronger planning powers - Mandatory healthy food sales reporting - Expansion of FSM eligibility / value of HSS - Updated school food standards.	- Safe, affordable, healthy, convenient & appealing food - Food supply is environmentally sustainable...waste is reduced - Regional & local food cultures - Confidence, knowledge and skills to cook and eat healthily.	Support to families and prevention work: <ul style="list-style-type: none">• Cost of living - means tested free school meals / HAF• Health - Healthy Start.	- Reduce poverty through a coordinated approach with partners e.g. All Together Fairer Commission - Poverty review. - Rising relative and absolute childhood poverty levels yet families missing out on means tested FSM, HSS.	- Use planning powers & local plan to restrict unhealthy commodity industries, in areas where existing rates of deprivation & health inequalities are higher. - Interventions / projects to improve healthy eating and reduce reliance on HFSS processed food.	Opportunities to influence: / support: <ul style="list-style-type: none">- Community food projects- Public (household food waste)- supermarkets & other food business- smaller food business including horticulture / growers (Green incentives).	- Smaller-scale sustainable food production - landowners to convert, and / or community groups to take over disused land - Growing on CEC land - Housing trusts / developers to encourage growing/ gardens / allotments.

Food Alliance - overarching themes, focus:

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

Increasing community engagement with food and food knowledge

Childhood Hunger
(Government funded 'nutritional safety net' schemes / School Food context)

Supporting community food groups

- New 'Crisis and Resilience fund' (CRF) (replacement for Household Support Fund (HSF). Examples:
- 'local safety net' schemes (cash-first solutions!) e.g. support those who don't meet the eligibility criteria for FSM etc
- Co-location of other support services e.g. Feeding Britain pilot.

- Greater focus on the provision of healthy food
- Preventative approach - opportunities for fruit and veg on prescription pilot
- Improved food security through food education and cooking plus food growing
- Reducing food waste across the whole food system

- Continued prioritisation of Government funded 'nutritional safety net' schemes e.g. Healthy Start, Free School Meals and Holiday and Food programme
 - Auto enrollment
 - Change in eligibility criteria
 - Increase in HSS weekly value

- Investment in food projects
- Cooperation between food projects
- Develop approaches with the supermarkets, storage / distribution companies to support food projects
- Work with food growers / NFU to develop their support for local schemes
- 'Crisis and Resilience fund' (CRF)

Cross cutting opportunities:

Linking of Food and health policy | 'People' and 'Place' at the centre of the strategies | Government departments to work together! | Policy areas and strategies are still under development / evolution - potentially money and projects

What's next / call to actions:



- **Food Alerts WhatsApp Group**
- **Community Fridge Set Up Fund** - grants of £4,750 available – deadline 30 September
- **Community Food Hubs Fund** - grants of £3,000 – deadline 1 October
- **Easyfundraising** - will donate to your community fridge every time someone in your network shops with them online at Tesco, Sainsbury's, Morrisons, Iceland, ASDA
- **Comic Relief Community Fund** - Grants of up to £5000 – deadline 12 noon 6 October
- **Rayne Foundation** - £60,000 and £250,000 - EOI Monday 6 October
- **National Lottery Awards For All Grants** - Environmental projects between £300 and £20,000 – deadline 17 December
- **Steve Morgan Foundation** £250,000 and £500,000 (rolling deadline)
- **Plus Dane Housing** - Golden Community Impact Fund 50 grants of £1,000
- All Together Fairer Commission - Poverty review



- Increasing access to healthier foods in food pantries (Food Active)
- **Healthy Start Community Champions**
- **CVSCE training opportunities** – EDI, Trustee Roles and Responsibilities, Neurodiversity, Safeguarding, Social Media Basics
- Next Food Alliance meeting: Tuesday 18 Nov, Middlewich (12 – 4)





CHESHIRE
COMMUNITY
FOUNDATION



Cheshire East Food Alliance Food Alerts WhatsApp Community

Basic Information

We're setting up a WhatsApp group as a beta to connect organisations that collect surplus food or depend on food supply from others. This space will make it easier to share updates, ask questions, and support one another.

Name *

Group *

Group location (e.g. town name) *

Work mobile number *

Role (e.g. Head of Operations) *

Which of the following most applies to your group: *

- Likely to share food/resources
- Likely to ask for food/resources
- Both share and ask for food/resources

What food related services does your group provide? (e.g. food provider, food projects, food bank) *

Which of the following groups would you like to join: *

- Crewe Food Alerts
- Macclesfield Food Alerts
- Cheshire East & Regional Food Alerts

Please note, these groups are a beta test and we're not limiting the channels to these three. You will have the option to create and join the channels most relevant to you. If you have any feedback about the WhatsApp Community, please contact Graham Brown at graham.brown@cvsace.org.uk

[Next Page](#)

Contact Information

13:34

4G



Cheshire East Food Alliance

Community · 4 groups



Announcements

10:37

You added the group "Macclesfield Food Aler...

Groups you're in



Macclesfield Food Alerts

10:51

You changed this group's icon



Crewe Food Alerts

10:33

You changed the group description



General

13:34

You changed this group's icon

+ Add group

13:26

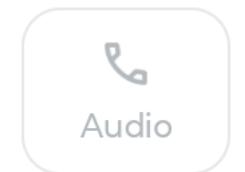
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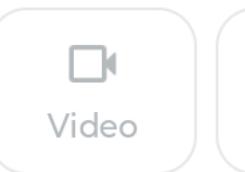
Macclesfield Food Alerts

Group in Cheshire East Food Alliance

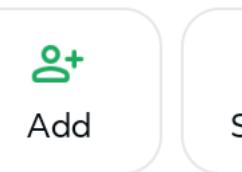
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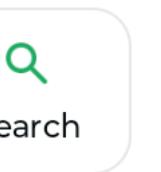
Audio



Video



Add



Search



Cheshire East Food Alliance

Community · 4 groups

This group is for organisations in Macclesfield to share food alerts with other organisations that collect food or rely on others for the supply of food.

Created by You, today at 10:37



Notifications

All



Media visibility



Encryption

Messages and calls are end-to-end encrypted. Tap to learn more.