



FoodWise Leeds
The Old Fire Station,
Gipton Approach
Leeds, LS9 6NL

04 Aug 2020

Attn: Store Manager and/or Community Champion

Re: Healthy Holidays – helping families to shop, cook and eat well across Leeds

FoodWise Leeds is a cross-sectoral partnership working to create a healthier, more sustainable and socially just food system for everyone in Leeds.

Since the start of the Covid-19 lockdown, an increasing number of families across Leeds are struggling to access healthy and affordable food. As part of the national response, parents/carers who are entitled to Free School Meals will receive vouchers equivalent to £15 per week, per eligible child, to spend in major supermarket chains to help provide food over the 7 week summer break.

In Leeds, we are keen to work with partners to support families to make healthy choices and to use their limited budgets well.

FoodWise Leeds requests your support to help families access nutritious and affordable food in the following ways:

- Promote healthy offers upon entry to the store and consider the store layout to promote healthier food choices
- Promote fruit and vegetables
- Group affordable foods together to help families easily access a range of ingredients to make family meals
- Use 'Healthy Holidays' as a marketing tool for affordable and nutritious offers
- Have a recipe card stand for simple yet nutritious meals
- Use store announcement facilities to promote recipe cards, healthier food choices and healthier summer snacks
- Provide a free piece of fruit to children
- Ensure vouchers are accepted without stigma and any issues are dealt with sensitively
- Limit high fat, salt or sugar food and drinks placed near the checkout

Thank you for your help and if you have any questions or would like more information, please get in touch by emailing sonja.woodcock@zestleeds.org.uk

If you would like to know about the Covid Summer Food Fund and Eden Red Vouchers please visit <https://www.gov.uk/guidance/covid-summer-food-fund>

Yours sincerely,

Sonja Woodcock – Coordinator, FoodWise Leeds



Jointly signed by:

Cllr Debra Coupar	Deputy Leader of Leeds City Council
Cllr Fiona Venner	Executive Member for Children & Families, Leeds City Council
Gareth Batty	CEO, Fareshare Yorkshire
Dave Paterson	Chair, Leeds Food Aid Network (FAN)
Kevin MacKay	Director, ReThink Food
Mark Law	Chair, Young Lives Leeds
Kate Hainsworth	CEO, Leeds Community Foundation
Dom Charkin	Operations Manager, Zest Leeds
Corrinna Lawrence	CEO, Feel Good Factor
Matthew Newsome	Manager, Jamie's Ministry of Food Leeds
Tom Bliss	Chair, Feed Leeds
Clare Sanderson	Operations Manager, Shantona
Emma Goodway	Creative Programmes Manager, Space 2
Joe Kent	Deputy Operations Director, Barca

