

Be inspired



Food and Drink
Federation



Celebrating five years

This Year's Judging Panel

To celebrate the fifth anniversary of the Community Partnership Awards, we assembled a high profile panel of experts to judge this year's competition.

Our panel was chaired by Sir Don Curry, Chairman of the Sustainable Farming and Food Implementation Group, and one of the UK food chain's most respected figures.

He was joined on the panel by:

- Professor Robert Pickard, Chairman of Which?
- Lorraine Hendle, Executive Director, The Grocer
- Robert Tate, Account Manager, Business in the Community
- Julian Hunt, Director of Communications, Food and Drink Federation.

From left to right: Robert Tate,
Lorraine Hendle, Sir Don Curry,
Julian Hunt and Prof Robert Pickard





Introduction

Food and drink companies have a great track record of working within their local communities, making a positive difference to the everyday lives of people throughout the UK.

FDF's Community Partnership Awards aim to showcase such company initiatives. Launched in 2002 by the then Secretary of State for Environment, Food and Rural Affairs, the Rt Hon Margaret Beckett MP, the Awards reward those UK food and drink businesses, that are reaching out and helping their communities by working with local schools, supporting sporting activities or running cultural and social projects.

This report showcases just some of the hundreds of industry-backed initiatives that take place each year, and all the case studies included are finalists for our 2008 awards.

They're inspiring examples of best practice – and help explain why the food and drink industry plays such an important role right at the heart of Britain's communities.

Melanie Leech

Director General, FDF





Coca-Cola Great Britain

As part of its partnership with the Football League, Coca-Cola ran a recycling project called 'Talent from Trash' in September to December 2007. This was the first Coca-Cola programme which leveraged the appeal of football to incentivise consumers to recycle more while reinforcing the brand's heritage of supporting the grassroots of the game.

The aim of the scheme was to convert a general awareness of recycling among football fans into real behavioural change and demonstrate a shift in attitudes among this hard to reach group. Coca-Cola developed a tailored through the line communications programme for each participating club, including a bespoke Talent from Trash website, and measured the number of fan pledges via the site to recycle more and gain money for their club's youth development programmes.

Working in partnership with Local Authorities, Coca-Cola measured the total increase in house recycling tonnage in participating areas over the period of the programme, compared to the same period in 2006, aiming for 4% above forecast trends.

The programme resulted in an average increase of 5.1% in recycling tonnages in each area, with four out of the 13 clubs achieving over 10% and two over 20%. More than 235,000 online pledges were made over the 12 weeks. Clubs earned money for their youth development programmes dependent on the number of fan pledges and the uplift in the recycling rate in their area. On average, each club earned £4,815, with top-performing Brentford FC earning £23k.

Kellogg's

In 2007 Kellogg's partnered with national cycle charity Sustrans to offer consumers a free cyclometer and encourage them to cycle 10 miles on one of 100 specially-chosen off-road routes on the National Cycle Network, using specially designed downloadable route maps.

In addition to tokens for the cyclometer on Kellogg's packs, each pack included a free bike safety check voucher for Halfords.

To maximise employee awareness of the scheme, Kellogg's also ran a number of cycling activities for its staff during National Cycle Week. Activities included bike checks by Halfords; refresher cycling courses by local charity Bike it!; bike rides; and investments in new cycle racks for staff as part of the company signing up to the Bike to Work Scheme.

The project resulted in 265,000 cyclometers being claimed by consumers and 73,000 route maps being downloaded. Evaluation of the scheme revealed that well over 100,000 people began cycling more often as a result of the Cycle 10 Challenge.

Kellogg's will run an on-pack initiative in 2008 which focuses on swimming. In 2006 the scheme focused on walking.





Schwan's Consumer Brands UK

Schwan's Consumer Brands joined forces with the Lancashire Football Association to give 100 teachers in the company's local county of Lancashire the opportunity to train for the FA Club Coach award (FA Level 1) in football coaching.

Each course includes elements of practical and theory work and all candidates complete an FA child protection workshop and First Aid qualification. The programme gives thousands of children the chance to receive professional, exciting and fun opportunities to participate in football.

The scheme has resulted in an improvement in the quality of football being taught in the local schools and some schools that attended the course have now established new football teams.

One Blackpool High School which attended the training has now established two new girls' football teams for year 7 and 8 pupils and the teams have gone on to win a county competition.

Schwan's aim of creating a platform to endorse the importance of exercise and health to their extended community has been met: the programme has reached over 30,000 high school pupils, some 7,000 primary school pupils and over 5,000 pupils in further education.





Coca-Cola Enterprises

Coca-Cola Enterprises has developed and funded three Education Centres in East Kilbride, Edmonton and Wakefield, which enable secondary school students to develop their understanding of the world of work and provide teachers with a resource for embedding work-related learning in the curriculum.

Education Centre Managers (ECMs) are qualified teachers employed directly by Coca-Cola Enterprises and each Centre has a fully equipped interactive classroom, which offers a structured lesson plan and a subject related insight into the production process, alongside a tour of the factory floor.

On average each centre hosts six two-hour school visits a week and the company is able to host and provide enterprise education to over 12,000 students nationally. In addition, each Centre acts as a hub for schools outreach initiatives.

As part of its Education Centre initiative the company, working in partnership with Local Authorities and Education Business Partnerships, has developed projects where local schools compete against each other in innovative Enterprise Challenges that engage students in many aspects of the business. In 2007 challenges in Yorkshire and West London involved 6,000 and 1,700 students respectively.

The company continues to keep abreast of developments in education and assesses how best to support teachers and schools.

General Mills UK

General Mills, which markets and manufactures brands including Häagen-Dazs, Old El Paso and Green Giant sweet corn, re-launched its Mentoring Scheme in 2007-2008. This initiative involves General Mills employees working to support and encourage older children at Bishopshalt School in Hillingdon, Middlesex to manage their own learning, so that they can maximise their potential and develop their skills.

Local community research conducted by General Mills showed that its scheme should focus on students with real vulnerability issues; improve communication to ensure attendance; add an e-mentoring aspect to their work; and provide an educational and vocational element – which the company has done with the addition of mock job interviews and employee expectation training.

The employee expectation training focuses on developing students' willingness to learn, communication skills and ability to demonstrate drive and energy. General Mills' Mentors also train pupils in creating a first impression by helping them understand what an employer is looking for; helping them to develop a good phone manner; and giving them tips on letter and CV writing.

So far 140 students from year 13 at the school have been involved in mock interviews. The school has detailed many positive results of the one-to-one mentoring, some academic and some relating to personal development, such as boosting in confidence and a new found work ethic.





Mars UK Snackfood

Mars UK has a strong heritage of working with schools in Berkshire to support learning and encourage responsible citizenship and good environmental practice. The company has identified the Royal Borough of Windsor and Maidenhead as a key community partner and the Borough's Learning for Sustainability initiative promotes and encourages schools to embrace sustainability in their teaching and promote sustainable behaviour within the school.

Mars UK's main focus of support for schools in the Borough is the provision of a consultant to help schools begin their Eco-Schools programme. Eco-Schools is a national award scheme that supports Sustainable Schools and is particularly useful in ensuring pupil participation. Eco-Schools provides a framework for an environmental management system, which links to the national curriculum.

For schools that wish to go for an Eco-Schools standard, Mars UK offers a free, informal visit to identify current good practice and advice on how to move forward. So far 27 assessments have taken place and of those, 23 schools are now registered with Eco-Schools – over one third of the Borough's schools.

In addition, Mars UK has donated £14,000 towards the purchase and sponsorship of two giant Earth Balloons, and also hosts and facilitates annual conferences and workshops for teaching staff from local schools to learn about the latest national and local sustainability developments.

More information is available at www.rbwm.gov.uk/ecolfs and www.marsinthecommunity.co.uk.

McCain Foods

McCain Foods runs an initiative called 'The Potato Story', which aims to educate school children, particularly in urban areas, in a fun and engaging manner about where their food really comes from.

The idea for The Potato Story emerged from British Heart Foundation research which found that one in three children did not know that chips were made from potatoes. This was further highlighted by government recommendations that food manufacturers should play a greater part in helping children better understand where food comes from.

The Potato Story schools' programme has successfully engaged and educated Key Stage 2 primary pupils nationwide about food provenance and the importance of maintaining a healthy balanced diet. The teaching resource comes in two parts:

- Championing the potato through an interactive website, www.thepotatostory.co.uk offers a series of National Curriculum aligned lesson plans enabling teachers to engage their Key Stage 2 students in the curriculum subjects of lifecycles, plant growth, reproduction and nutrition.
- An interactive touring experience in the form of a re-designed London routemaster bus brings to life the core elements of www.thepotatostory.co.uk website and lesson plans, focusing on plant growth and harvesting, plus potato varieties and their place in a healthy balanced diet. The farmer in his field and the cook in her kitchen make it an interactive learning experience in which the pupils are encouraged to participate.





Reading Scientific Services Ltd (RSSL)

Reading Scientific Services Ltd (RSSL) provides science and technology outsourcing to the global food, drink and pharmaceutical industries. The company is involved in the CommUnity programme, which aims to reach out to local and national organisations to provide them with support and resources in the areas of education, environment, wellbeing, homelessness and international issues.

As part of this programme, RSSL has been working with Hillside Junior School in Berkshire since 2006 on a number of projects, as well as providing volunteers to work with their less able children to improve literacy and numeracy skills.

In celebration of RSSL's 20th anniversary in 2007 a project was set up to work with the Hillside school's 'Gifted and Talented' children. Twenty children aged 10 - 11 were put into groups with the objective of designing a food product. This was supported by 12 RSSL staff who acted as mentors.

The project involved a visit to RSSL's Science Centre, where the children toured the laboratories and took part in tasting and smelling experiments to help them understand how food products are developed. They learnt about the role of allergens in food; the role of packaging and recycling; the carbon footprint of exporting and importing foodstuffs; dietary benefits of the products; and the role food producers and consumers have in today's society.

Scotherbs

Scotherbs is a culinary herb grower and supplier based in the Carse of Gowrie, west of Dundee. In early 2007, Scotherbs embarked upon a long term partnership with a local primary school, Longforgan Primary.

Representatives of Scotherbs visited the school to talk to the children and plant herbs with them. Classes from the school also took turns to visit Scotherbs' fields, pack house and offices, to allow an in-depth look at the herb business. The children spent time in classes researching herbs; their origins as medicinal tools; their ecology; culinary uses and their health benefits.

Following the success of its partnership with Longforgan Primary, Scotherbs has now developed a Primary School Herb Project Pack, which offers Scottish primary school children the opportunity to learn all about culinary herbs. The pack provides schools with activity suggestions, worksheets, recipes and nutritional information.

The Scotherbs Primary School Herb Project Pack was developed in line with the Scottish Curriculum for Excellence and Health Promoting Schools guidelines to ensure that the pack and the activities involved match easily into current primary school projects or can be used as a stand alone project, covering appropriate curricular areas.





Tyrrells

Tyrrells believes it's important that its customers are aware of where their food comes from and how farming plays an important role in food production. The company offers primary schools in the local area a 'Seed to Chip' programme. This is an engaging and practical food education programme that complements Key Stage 1 and 2 curriculum requirements.

As part of the programme, pupils are tasked with growing their own potatoes. They then see the fruits of their labour go through the manufacturing process and being turned into snacks at Tyrrells' Court Farm. They also learn about design, marketing and sales during the programme.

After Tyrrells' Marketing Manager has visited each school and the pupils have planted their potatoes, Tyrrells remains in contact with the school to answer questions on things like disease control and how often to water the potatoes. Once the potatoes are harvested, each school attends a Tyrrells factory tour and learns about some of the company's environmental sustainability schemes – including how reed beds filter waste peel water from the factory.

A total of 602 pupils from 22 schools have been involved in the scheme so far and some of the schools that have taken part have since created their own vegetable garden.



Dunbia

Dunbia, a meat processing organisation, has been working with a local Christian charity, Caring for Life (CFL), which specialises in caring for extremely damaged people that have suffered physical, mental, sexual or alcohol abuse. The charity is based at a farm in Leeds, which is close to Dunbia's sites in Sawley and Preston. Dunbia is involved in a 'meat production' project with CFL that allows beef and lamb products to be sold through the small on-site farm shop, generating an income for the charity.

Dunbia has provided financial support to CFL, as well as its expertise in beef and lamb procurement, boning of carcasses and packaging of meat products for sale. Dunbia has played a part in CFL open days with live demonstrations of deboning a carcass and generally discussing the meat production activity with people who live on the farm and visitors to it.

The company is currently financing a new boning and packaging facility that will allow the charity's beef and sheep production to develop. Dunbia involves many of its departments in this community activity and the sponsorship of the new facility. CFL heavily depends on the income from the meat production and Dunbia hopes this new facility will help increase income for CFL.

Kettle Foods

Supporting the local community is an integral part of the values of Kettle Foods, and the company has developed two key elements to ensure that the issues of the local community are addressed. The first is its Community Policy which defines the company's local community geographically and its focus on children, families and the disadvantaged. The second is building a good knowledge of its local community needs through the work of its Community Team, employees and Community Manager.

Kettle Foods supports the local community through a wide range of small projects which help to address real issues as they arise. The company responds to internal and external requests; works with other local businesses and seeks opportunities to help small community groups who struggle to access funding; and suggests ideas to the community that they otherwise may not have thought of – for example its Reader Millionaire Challenge and Young Carers Clubs in local schools.

Kettle Foods nurtures employee engagement in its community initiatives through its Community Team, which is at the heart of the company's employee involvement. The Team meets with charity representatives and goes out on visits to see for themselves how they can help the local community in practical ways. For example, a visit to the local night shelter resulted in communal scarf knitting in the staff Bistro for street homeless.





Loch Fyne Oysters

Loch Fyne Oysters runs a number of projects with its local community, the most recent being a Farmers' Market Project with a local primary school in Inveraray. The project aimed to get children to learn more about good, sustainable food and its sources and involved pupils participating in talks, obtaining information about sustainable food and meeting with local producers.

The project has now joined forces with the Soil Association's successful 'Food for Life' programme and the Scottish Agricultural College's Local Food in Argyll programme. Loch Fyne Oysters' desire is to really engage and inspire young people so that they understand better the relationship between their food and the environment.

In addition, the company set up the Loch Fyne Trust in September 2000 for "the relief of poverty, the advancement of education and the protection of the environment, particularly within Scotland and the area around the head of Loch Fyne."

The Loch Fyne Trust, coupled with the company's monthly Employee Forums, provide an opportunity for their employees and the local community to engage with Loch Fyne to form successful partnerships and find real solutions to community needs.



Musgrave Retail Partners NI

Musgrave Retail Partners NI supports 42 independent SuperValu retailers in Northern Ireland. Since 2001 SuperValu has partnered with local charity Action Cancer to support the organisation's mobile cancer services.

At the end of 2006 SuperValu helped Action Cancer pay for and launch a brand new hi-tech unit, called the Big Bus. The 18 metre-long unit is the first of its kind in Europe, incorporating digital breast screening, male MOT health checks, health promotion/cancer prevention and support services for cancer patients.

Since SuperValu started supporting Action Cancer's mobile services over 16,500 people have been helped, including almost 6,000 people on the new Big Bus unit in 2007. 3,500 women were screened for breast cancer in 2007 and on average, for every 1,000 women screened, 8 new breast cancers are detected. 1,612 men attended MOT health checks and 251 people attended for support services.

The partnership has exceeded all expectations for both organisations. The charity has been able to launch a new state-of-the-art mobile unit, help thousands more people, save more lives and raise the profile of its services.



Nestlé UK

Nestlé worked with the charity FareShare to pilot FareShare 1st – a one-stop solution for food surplus and waste – after identifying two key community issues: the need to minimise surplus packaged food waste; and the need to securely dispose of surplus to prevent it from re-entering the food chain and posing a food safety risk.

FareShare seeks to alleviate food poverty by redistributing in-date surplus food from the food and beverage industry to community organisations serving homeless and vulnerable people.

FareShare began distributing a proportion of Nestlé's surplus food through its national network, but there was still remaining surplus – out of date, sub-standard or damaged stock – that was going to landfill. The need to dispose of this stock, using landfill as a last resort, led to Nestlé collaborating with FareShare to help establish the innovative waste management solution and commercial arm of the charity, FareShare 1st.

FareShare 1st aims to redistribute quality, edible food to vulnerable people; find a market for the remainder as environmentally beneficial products such as compost or material for anaerobic digesters; and reduce the overall cost of waste disposal to businesses.

The project has led to community organisations receiving an increased variety of quality food, saving an estimated £20,000 annually on their food budgets. Providing food to over 500 organisations annually, every day more than 25,000 disadvantaged people benefit from food supplied by FareShare.



The Wrigley Company

In 2005, Wrigley UK announced its support for the charity Country Holidays for Inner City Kids (CHICKS). CHICKS is a non-political, non-denominational charity, providing free respite breaks in the West Country for children from all parts of the UK.

These children are predominantly from inner cities, with a background of disadvantage, abuse, living in social services care, or are child carers who look after sick or disabled parents full time. They are referred by professionals such as their GP, schools, social services, churches and other children's charities.

The ethos behind the breaks is to provide a loving, caring environment for the children; developing and encouraging self esteem, wellness and diversity; and in the long term, giving hope and happiness to children who have little, which fits in with the Wrigley Company's own ethos and charitable policy.

Following the purchase of CHICKS' second centre, Moorland retreat, Wrigley employees worked with the charity during 2007 to renovate two outdoor play barns; redecorate; supply furniture and electronic equipment for a disco barn; and proactively fundraise at every opportunity.

In 2008 Wrigley will be the lead sponsor in the newly-created CHICKS kite flying awareness week, which aims to raise funds and boost the charity's profile.



Warners Retail

Warner's Budgens is a group of independently owned fresh food supermarkets and forecourts in towns and villages in Gloucestershire, Warwickshire and Worcestershire. Central to this company is promoting independent ownership; supporting local producers; and sustained support of its local community.

The company runs a broad range of initiatives to benefit the communities in which it works, these include:

- Stocking over 700 local products and generating £1 million for over 80 farming and artisan producers within 40 miles of its stores.
- Sponsoring two local food events each year, which attract over 40,000 visitors. It is also the main sponsor of the Cotswold Life Food and Drink Awards 2008.
- Collaborating with award-winning pubs and restaurants in the towns and villages in the counties in which it operates to host a locally-sourced, seasonal three-course lunch. All the ingredients for the lunches are donated by Warner's Budgens suppliers and from its stores. This event raised £1,000 for local charities in each participating town.
- Adopting the local primary school in each of the towns in which the company has a store. A recent project was the launch of the Warner's Budgens Schools Scheme – a set of national curriculum-based teaching resources which can be used to teach a week-long project on the life-cycle of bread.





Gibsons Foods

Gibsons Foods is working in partnership with Ellesmere Port and Neston Borough Council to implement its 'Work Active Challenge'. The initiative aims to increase awareness of healthy lifestyles amongst the company's employees by promoting and providing a timetable of activity based around the working day.

A three month timetable was launched in March 2008 and events include:

- Healthy Living Week – incorporating healthy eating day, with samples of smoothies, healthy snacks and lunches; weight management day, with BMI checks and weight management advice; plus stop smoking and alcohol awareness day.
- Pedometer Challenge – A four week challenge with free pedometers, record sheets and prizes for the best results.
- Healthy Breakfast Week – Educating employees about the healthiest cereals and breakfast bars, plus healthy breakfast alternatives.
- The Importance of Hydration – Employees are provided with free water bottles and information about the importance of hydration.
- Healthy Heart Week – Incorporating information about fruit, oily fish and wholegrain foods.
- Get Fit for Summer – A weight management programme with dietary analysis and health checks.

Employees will be encouraged to form a steering group to champion the project for its future sustainability.

Ginsters

The announcement of the smoking ban in 2007 prompted Ginsters to launch a stop smoking support campaign and health screening sessions for its employees before the smoking ban came into effect.

The scheme aimed to increase Ginsters employees' participation in physical and psychological activities by 50% and encourage family participation. The company identified activities that were easily accessible and appealing to staff who would not normally take part.

200 employees attended the sessions and the results showed that 85% were below the average fitness level and unaware of the implications for their long term wellbeing.

Of the 540 employees based at Ginsters' Callington site, around 75% have taken part in the Active Workplace activities. Workplace Coordinators have been appointed and are working to improve the health and quality of life of employees by encouraging and promoting physical activity and positive health choices.

Other initiatives Ginsters offer include regular health checks covering blood pressure, cholesterol, lung function and body fat, plus free fruit for staff and a free on-site fitness suite.

The scheme has resulted in a reduction in staff turnover and sickness absence; a total weight loss last year of 75 kg; a reduction in accidents; and improvements in staff survey results.





Mars UK Snackfood

Mars UK's Winning With Wellness Programme aims to provide a regular source of advice, information and activities for employees on healthy eating, exercise, stress management, smoking cessation and weight management. Through various interventions, the company has seen a reduction in absenteeism, an increase in the number of employees giving up smoking and an increase in the amount of physical exercise undertaken.

To achieve the aims of the programme, Mars has recently recruited a Wellness Programme Leader who is being supported by the company's Occupational Health, 'Wellness Champions', and the Senior Management Team.

Mars employees are consulted on what activities are offered throughout the programme year and the most popular are implemented. Activities include an in-house weight management scheme; a new exercise studio running various exercise classes; a Wellness Week offering health checks, stress workshops and massage; and a sports and social council.

So far the scheme has been very successful, with 69% of employees taking part in Winning With Wellness activities; 98% being aware of the programme and a significant increase in overall engagement scores. Individual results on activities have been immense, such as the 103 kg combined weight loss by participants in a weight loss competition, 128 staff taking part in a mixed netball tournament and the fully booked exercise classes.



PepsiCo UK & Ireland

PepsiCo UK & Ireland developed its Fit For Life scheme in October 2007. This encourages employees to focus on their life balance, following insights from employee surveys which highlighted that they consider work-life balance as being more important than ever.

The programme was developed as part of an organisational commitment to change, which included:

- The concept of 'less is more' - launched to simplify work processes where possible.
- Permission to change - the company launched two new flexible working policies to allow people to work from home up to one day per week, and to have flexible start and finish times to suit their individual needs.

The Fit For Life programme is offered on a self-nomination basis to all of PepsiCo UK & Ireland's staff and managers and there are three stages to the initiative:

- Stage 1 - 'An MOT For Me' - building self awareness of current life balance issues.
- Stage 2 - 'Fit For Life' Workshop - a high energy, innovative intervention to understand & learn how you can improve.
- Stage 3 - 'Personal Coaching' - Sustaining the change with the support of a personal coach during a three month follow-up.

To date, over a third of PepsiCo UK & Ireland's head office has already signed up to the programme and feedback shows that a further 20% of staff wish to take part in the programme.



Tate & Lyle

Medical evidence shows that employee health benefits from being at work and that not working impacts negatively on physical and mental wellbeing. Tate & Lyle follows best practice and, in partnership with its nurse-led Health and Wellbeing provider Neylon Occupational Health Ltd, has introduced a programme of employee Health and Wellbeing initiatives which take account of both business needs and employee health. Initiatives include a Rehabilitation Back to Work Programme, Active Back Care Management and Stress Management.

For employees diagnosed with a serious condition such as cancer or cardiac problems, the programme aims to significantly improve recovery times and to reduce the number of people leaving employment due to ill health. For less serious conditions, short-term rehabilitation programmes and restricted duties are provided as an alternative to 'sick-note absence'. Occupational Health runs seminars to inform GP's, Consultants and other health practitioners about best practice and to discourage the traditional 'signing-off sick' of employees who need support but are able to work.

The programme offers rehabilitation as an alternative to sickness absence and provides a number of clinical and occupational health services designed to facilitate the employee's early return to their own role or, where appropriate, to a suitable alternative.

Since 2001, the scheme has reduced long-term sickness absence by 64% and ill health early retirement by 75%.

The Authentic Food Company

The Authentic Food Company takes the health and wellbeing of their employees very seriously and over the last two years they have invested more than £12,000 on the Wellness Scheme to ensure their staff are in the best possible health.

The Wellness specialists measure each employee's body fat, cholesterol levels and test their glucose and blood pressure. The team then provides a personalised programme with top tips on how to keep fit and healthy.

As part of the Wellness Scheme the company introduced Fruity Tuesday. This is an initiative which ensures that each member of staff receives a variety of fruits every Tuesday to promote healthy eating within the workplace. The company also replaced biscuits in meetings with fruit and vending machines are now stocked with cereal bars instead of just chocolate. A number of Authentic's employees have joined a local running club and set up a 5-a-side football team, which are both funded by the company.

The Authentic Food Company believes in investing in their local community and runs an initiative called the Positive Action Team. Each member of staff contributes £1 per week into the scheme and in return they get to organise and take part in various monthly activities which include trips to theme parks, salsa dancing and a pub quiz as well as supporting local schools and hospitals and monthly fundraising events for different charities.





William Jackson Food Group

The William Jackson Food Group is a Hull-based family business, which comprises five food manufacturing businesses: Jackson's Bakery, Aunt Bessie's, Hazeldene Foods, Kwoks Foods and Parripak Foods.

There is a wide range of support offered to employees, ex-employees, their spouses and dependents. This has developed and expanded over many years to the extent that there is now a wide range of services to assist the wellbeing of employees, including:

- **Employee support** – A behavioural psychotherapist helps employees with issues that can not always be covered by HR, such as anger management, benefits advice, bereavement, child behavioural advice, family issues, financial issues and mental health.
- **Sports awards** – Employees can request funding to put towards new sports kits and equipment for activities such as football, rugby, husky racing and sailing.
- **Higher education awards** – To encourage and help with further education costs, employees' children are awarded funds to support them through their further education.
- **Xmas gift cheques** – Each pensioner of the business is given a cheque to help with the costs of Christmas.
- **Service cheques** – These cheques reward employees leaving the business after long periods of company service.
- **Health MOTs** – These are carried out as part of the occupational health programme.
- A Retired Association, hardship awards and loans.

About the Community Partnership Awards

Recognising the food and drink chain's longstanding commitment to the community, the FDF Community Partnership Awards provide a showcase for the sector's widespread activities in corporate social responsibility.

Launched in 2002, the Awards reward those UK food and drink chain organisations, at the heart of Britain's communities, which are making a positive difference to the everyday lives of people and/or the environment.

The industry is full of people, from senior executives to delivery drivers, who play their part. There are plentiful examples of companies which spend hundreds of thousands of pounds on community-based partnerships, either in employees' time, funding or support in kind. The initiatives themselves are wide-ranging and include:

- apprenticeships in the local community
- education initiatives teaching students how businesses operate
- job coaching for the homeless
- sponsorship of local amenities such as police stations, post offices and the ambulance shop
- school resources including healthy lifestyle packs, cookery and food hygiene classes and breakfast clubs
- sports schemes including cycling and swimming, and
- a back care scheme.

The Awards continue to evolve and the categories now cover initiatives in education, culture, media, sport, the local community and the workplace community.

FDF is proud to recognise the valuable community involvement of staff and companies throughout the food chain, and looks forward to doing so in the years to come.

Previous Community Partnership Award Winners



Local Community

Cadbury Trebor Bassett:	gold, 2007
Macphie of Glenbervie:	silver, 2007
Harry Tuffin:	bronze, 2007
Compass Group UK & Ireland:	highly commended, 2007
Loch Fyne Oysters:	gold (SME), 2006
Tate & Lyle:	gold (large), 2006
Danone:	silver (SME), 2006
Hall & Woodhouse:	silver (large), 2006
Noel Chadwick:	bronze (SME), 2006
Mars UK:	bronze (large), 2006
Cadbury Trebor Bassett:	winner, 2005
Oakland International:	winner, 2005
Wellbeing Springs:	winner, 2005
William Lloyd Williams & Son:	highly commended, 2005
The Hook Norton Brewery:	highly commended, 2005
Tate & Lyle:	highly commended, 2005
Givaudan:	silver (SME), 2004
United Co-operatives:	gold (pilot schemes), 2004
Warburtons:	highly commended (large), 2004

Culture, Media and Sport

Kellogg's:	gold, 2007
Sreen:	silver, 2007
apetito:	bronze, 2007
Danone:	gold (SME), 2006
Kellogg's:	silver (large), 2006
Coca-Cola:	winner, 2005
Nestlé UK:	winner, 2005
General Mills UK:	winner, 2005
Nestlé UK:	silver (large), 2004

Education

ASDA:	gold, 2007
Compass Group UK & Ireland:	silver, 2007
Kraft Foods UK:	bronze, 2007
General Mills UK:	highly commended, 2007
Kellogg's:	highly commended, 2007
General Mills UK:	gold (SME), 2006
J Sainsbury:	gold (large), 2006
Nestlé UK:	silver (large), 2006
Macphie of Glenbervie:	silver (SME), 2006
Everards Brewery:	bronze (SME), 2006
Unilever UK:	bronze (large), 2006
Tate & Lyle:	winner, 2005
Coca-Cola:	winner, 2005
Kraft Foods UK:	winner, 2005
HJ Heinz:	highly commended, 2005
Tate & Lyle:	gold (large), 2004
Unilever UK:	bronze (large), 2004
R Mathiesons and Sons:	gold (SME), 2004
Unilever R&D, Colworth:	bronze (SME), 2004

Workplace

Tate & Lyle:	silver, 2007
PepsiCo UK & Ireland:	gold (large), 2006
Danone:	gold (SME), 2006
Tate & Lyle:	silver (large), 2006
Aimia Foods:	bronze (large), 2006
Cerestar (a Cargill company):	winner, 2005
Midlands Co-op Dairies:	winner, 2005
Midlands Co-operative Society:	winner, 2005

About FDF

The Food and Drink Federation is the voice of the UK food and drink industry, the largest manufacturing sector in the country.

FDF's membership comprises manufacturers of all sizes as well as trade associations and groups dealing with specific sectors of the industry.

Our role is to help our members operate in an appropriately regulated marketplace to maximise their competitiveness. We communicate our industry's values and concerns to Government, regulators, consumers and the media. We also work in partnership with key players in the food chain to ensure our food is safe and that consumers can have trust in it.

In representing the interests of our members, FDF is focusing on three core priorities:

- Food Safety and Science
- Health and Wellbeing
- Sustainability and Competitiveness

**Food and Drink
Federation** **FDF**

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