

**START**



**SMART**



**START SMART AND  
PLAY YOUR PART**



## FOREWORD

We live in one of the wealthiest societies there has ever been on earth, that is also one of the most democratic, creative, entrepreneurial, and compassionate societies too. We should be optimistic about our children's future and their place in the world. But there are certain facts that we need to face up to.

Many may ask how on earth in this 21st Century Britain can one in four of our children have only one hot meal every day. And we may wonder why it is acceptable that a third of our 11 year old children are overweight or obese.

These are stark realities that we must address. Start Smart is a new project, that started with a pilot program in Leicester, nothing more. But we hope it act as a ripple that that one day will form a wave, and that wave can break resistance and denial and truly reduce both childhood hunger and obesity in our country.

Our pilot in Leicester aimed to show that entrepreneurial thought and actions can be used for the good of society.

Through this pilot I have been blown away by the partnerships we have formed with food industry bedfellows, with huge, influential national businesses and with local Leicester enterprises.

I've been amazed by the national, influential people who actively sought to be a part of Start Smart, together, equally, with the local business leaders and market trading community who are so influential in the city.

Together, with the ambitious support of the City Council, collaboratively and equally, we planned a project that Leicester families won't forget.

So what will the future look like? Do we really want to entrust our children's future health to others, when we can act as a collaborative community now? What would our children say as we nurse them through their future ill health and diet related diseases? They surely will say –why did you not try and change things?

Start Smart is doing just that – and I am proud of this collaboration between business, government, communities, charities and the media that has the power to grow our ripple into a wave of change.

Start Smart is more than just a short-term project. It's a focus, a rallying cry, a call to action, an opportunity to inspire your communities and to provide the base for a real step change.

We want you to join us in this call to action and are welcoming ambitious, innovative cities to partner with us on our mission.

**PAUL LINDLEY**  
Founder of Ella's Kitchen





5 days

of activities  
and events

1,000  
Start Smart Bags

of usefulness offered to  
participating families

## START SMART IN LEICESTER

10

nurseries engaged

1,600

Free Breakfasts

offered to children under-five  
and focused on those eligible  
for free nursery places

100  
participants

in Let's Get Cooking  
sessions

15

national partners

over 30 families offered  
free shopping sessions with  
expert nutritionists

## SUPPORT FOR START SMART

### Jamie Oliver

"Start Smart will help get kids interested in the food they eat, where it comes from, how it affects their bodies and crucially, how to cook it. In my eyes, anything that helps get kids engaged with food at a young age like this is really positive."

### Tom Aikens

"Projects like Start Smart, which offer advice and support to enable people to make healthy choices are crucial, not least by showing people that healthy eating can be fun!"

### Professor David Haslam, Chairman of the National Obesity Forum

"Start Smart offers a practical solution to promoting healthy eating habits at an early age, both national and local politicians across the country must take on board what this campaign is doing to promote healthy eating."

### Rt Hon Keith Vaz MP

"At a time when we are seeing a huge rise in obesity and prevalence of diabetes, it's welcome news that something is being done on a grass roots levels to combat these problems."

"More must be done to tackle the obesity epidemic this country faces and Start Smart campaign is a great step in terms of fighting this."



## START SMART IN YOUR CITY

We would like the next Start Smart Host City to work with the Start Smart team to deliver a project that is unique to that city but that meets the following criteria:

- To deliver a programme of activity in the city that inspires the community and builds and expands on local initiatives focused on health and nutrition for the under-fives
- To build lasting relationships with families in the city, through participation in events, community engagement and reaching out to sectors of the community who are disenfranchised and isolated
- To create a demonstrable impact from the programme, through activities in the community
- To demonstrate a clear approach to maximising the legacy and evaluating the impacts from Start Smart

## YOUR PROPOSAL

We will welcome bid proposals from teams in cities across the UK that would like to bring Start Smart to their city, work in partnership on an exciting and meaningful project and who come forward with plans for how we might work together.

These plans should be:

- Innovative and representative of the area – building on what your city has to offer and how it can benefit from working in partnership with Start Smart
- Ambitious, with the potential to create a lasting step change in the area;
- Include a suggestion of local and regional players that can play a part in Start Smart
- Inclusive of a wide range of audiences and participants, especially families with children under the age of five and those 'hard to reach' communities
- Realistic, affordable and deliverable

Start Smart is requesting proposal from bid teams that should include:

- **A CITY OVERVIEW** – what is the current context around childhood health in your city, what programmes are currently run in the city that focus on improving health and nutrition. Any relevant demographic or supporting information.
- **YOUR PLANS** – your ideas and approach to how Start Smart will run in your city
- **KEY TEAM MEMBERS** – suggested project team and suggested network of influencers and local organisations
- **THE PARTNERSHIP** – why you would like to work with us to bring Start Smart to your city





## WHAT YOU GET

As a Start Smart City you will receive a Start Smart project toolkit, which you can use as a guide to hosting the project and which will include support from the Start Smart team. This will be based upon a tried and tested blueprint and which you are able to adapt for your own city.

The Start Smart team will be on hand to facilitate the delivery of the project, to maximize the impact and profile of your work and to introduce national partner organisations where appropriate.

## BID SUBMISSIONS

All submissions should be sent to Nicole Green by email [nicole.green@sevenhillsgroup.co.uk](mailto:nicole.green@sevenhillsgroup.co.uk) in pdf format by 30 September 2014.

