

## Details of The National 'food and Drink' Programme

**“We want people to walk away understanding food and drink as part of a global system, and that something needs to change”**

This exceptional national programme will engage, inspire and involve families throughout the UK with the global stories and latest research relating to food and drink. We will find ways that are effective in engaging people in family groups to start considering the relationship between food, water, environment, health and nutrition.

This programme will be directed and project managed by The UK Association for Science and Discovery Centres (ASDC) who have considerable experience managing national, strategic, multi-partner, family science engagement programmes, as well as expertise in reaching families and communities high on the indices of deprivations across the UK.

ASDC will work in close collaboration with the following three expert content partners to develop and deliver the project’s content, hands-on activities, family shows, events, training programmes and digital and online elements:

- The Eden Project, Cornwall
- At-Bristol Science Centre, Bristol
- Aardman Animations, Bristol (delivering the digital component)

The team will then train, equip, fund and support nine leading UK Science Centres in England, Northern Ireland, Scotland, and Wales to engage 130,000 people, working locally through community networks, groups and partnerships.

Across the summer of 2016, this programme will deliver a host of fabulous summer family activities that get people thinking and questioning where their food comes from and what we can each change, at a range of events including community-based festivals and fairs as well as at special science centre community days and through partners, sustainability groups and local charities working with underserved families.

The activities and shows we create will be playful, engaging, relevant, adaptable and thought-provoking for families in a wide range of local communities. Science Centres will leverage and maximise their strong community relationships and partnerships to ensure they reach under-served communities in their regions in a real and embedded way.

ASDC will also work closely with a host of academic and other experts to ensure the latest scientific evidence in systems thinking around food and drink are central to the content. This will include a special academic advisor on food and water security on the Project Team from the start and a one-day Charette which will bring together national experts and academics working in environment, health, nutrition and systems thinking related to food. In addition, our content development process will include experts from Oxfam, Europe’s 2015 ‘Green Capital’ - Bristol, community engagement experts,

and organisations and individuals with decades of experience engaging and inspiring people with the global stories around food.

## **The Project Goals**

### **The key goals for this national programme are as follows:**

1. To inspire in both children and adults, a new sense of curiosity and questioning about the source and journey of their own food and drink.
2. To inspire discussions and understanding that food and water are part of a dynamic global system, and to understand the importance of securing their supply for us all, into the future.
3. To encourage families to consider a variety of elements of the food and drink global story, including land and resource management, transport, carbon footprint, provenance, production methods, packaging, storage, sale, cooking, eating, digestion and what we waste.
4. To help people explore food in the context of environment, health and nutrition.
5. For participants to appreciate there is a need to change.

### **In addition:**

6. To build family science capital by stimulating discussions within families following interactions.
7. To strive that every activity truly involves and empowers both children and adults, helps them to enjoy exploring together and facilitates each other's learning in their family groups.
8. To be fully accessible; physically, intellectually and financially.

### **The Key areas of Research Content we will cover are:**

1. Food Security.
2. Water Security.
3. Climate Change impacts on health.
4. Systems thinking, and the Nexus of Food, Water (and Energy).
5. Alternative and novel food supplies.
6. Food technologies.
7. The variety of global diets, celebrations and food practices around the world.

### **The content and activities will adhere to following guiding principles:**

- Be enjoyable, positive and playful.
- Strengthen connections between the different work packages of the initiative by linking to the school kits, ambassador network and adult engagement activities as appropriate.
- Provide face-to-face and online opportunities for engagement, with links to social media where appropriate.
- Provide opportunities for hands-on experiences or interaction.
- Be fully accessible, e.g. disabled access.
- Encourage equality and diversity by including a wide range of human stories and perspectives from around the world.
- Be facilitated by trained staff who are familiar with families' needs and science content.

- Provide an experience though which families with school-age children feel they have been catered for.
- Be suitably branded and promoted to communicate clearly what experience is offered.
- Include interesting and contemporary examples of research.

## Outputs of the ASDC National Food Programme for Families

### Food and Drink Partnerships and Capacity Building across the UK

A main output of the programme will be the partnerships created and relationships developed between the science centres, their community groups, families and the food and environment networks in their cities and regions, which will continue to be a force for good long after 2016.

#### This project will deliver the following:

1. **Hands-on activities:** A set of ambitious, playful, engaging and highly adaptable hands-on activities for use in community venues, community festivals, fetes, city festivals, rural shows.
2. **A set of crowd-pulling equipment and event resources** to run all the activities, which might include a pop-up kitchen, equipment for experiments and hands-on activities, and digital equipment.
3. **Family Show:** A vibrant hands-on food and drink-related Family Show to run across the holidays in science centres and other community venues across the UK.
4. **Digital:** An engaging and lively family-focussed digital platform / online game to engage families beyond their initial hands-on experiences developed and delivered by Aardman Animations (creators of Shaun the Sheep and Wallace and Gromit).
5. **A meet-the-expert session** format for family audiences with introductions to researchers, guest food scientists, chefs, and other ambassadors, working alongside the ambassador programme run by a separate not-for-profit.
6. **Brownies, guides, cubs and scouts :** A skills-based Food and Drink workshop for badged groups, such as brownies, guides, cubs and scouts for use by pack leaders and science centres running special badged group days.
7. **A cookery show** for use in smaller venues and fêtes.
8. **A Full Training Programme** for science centre staff to deliver the programme, including a two-day Training Academy, a bespoke training handbook, a series of best practice conference calls and on-going mentoring and support, with funding for all centres.
9. **Introductions to national charities** working with families and community groups in socio-economically disadvantaged areas, and mentoring and support for staff to run community days and co-develop programmes with families in disadvantaged communities.
10. **A full Marketing and Press Pack** for the programme, including press images, branding guidelines and logos, sample press releases, approved copy for web and flyers for all partners.
11. **Social media channels and website content** for families.
12. **A full evaluation programme** and support to analyse postcode data.