

London Flagships Borough Briefing Event
Monday 7th October 2013

Frequently Asked Questions

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1 - APPLICATION CRITERIA

Q1. Can Boroughs submit joint applications to be 'Flagships'?

- E.g. the tri-borough (Westminster, Hammersmith & Fulham, Kensington & Chelsea)

A. Yes, but the funding and resources available will remain the same per Flagship. This could work if you are able to make this stretch, perhaps by leveraging the might of multiple boroughs to match fund to an even greater level.

Q2. How are you distinguishing 'inner' and 'outer' boroughs?

- A.** Inner boroughs = Camden, Greenwich, Hackney, Hammersmith and Fulham, Islington, Kensington and Chelsea, Lambeth, Lewisham, Newham, Southwark, Tower Hamlets, Wandsworth, Westminster

Outer boroughs = Barking & Dagenham, Barnet, Bexley, Brent, Bromley, Croydon, Ealing, Enfield, Haringey, Harrow, Havering, Hillingdon, Hounslow, Kingston-upon-Thames, Merton, Redbridge, Richmond-upon-Thames, Sutton, Waltham Forest

(distinction follows the London Plan and the Outer London Commission)

Q3. Will there be information on specific selection criteria used to choose the Flagships?

A. Yes, there will be specific selection criteria, which will be made available with the prospectus launch. We would welcome your feedback on what those selection criteria should be. The Flagships will be awarded through a grant process. We are currently finalizing this, and have taken into account feedback from the Briefing Event around the potential benefits of a two-stage application process.

Q4. Will levels of child obesity and poverty be taken into account as a factor?

A. Yes. In selecting the two Flagships, we aim to balance potential to go the extra mile (i.e. boroughs already doing great work around food across the whole environment) with potential to benefit most from the initiative (i.e. high need, high levels of child obesity and poverty). Balancing those who are doing the best with those who need it the most.

Q5. Will the Flagships take into account the wider environment beyond the school – for example, early years and food poverty?

A. Yes - absolutely. The Flagships are all about building on the momentum and funds currently being channeled specifically towards school food through the School Food Plan and other initiatives. The Flagship boroughs will be empowered to go the extra mile and drive change across the wider environment beyond primary and secondary schools. Thus we would strongly hope that the Flagships take action to reach out to early years and wider food poverty issues e.g. developing practical cooking skills across the community, to enable people to produce good food for themselves on a budget.

Q6. What does success look like, and how do we demonstrate it?

A. Ultimately, success is demonstrated in our two long term outcomes around health and attainment. Please refer to the Flagships Vision document (also available to download from the School Food Plan website), which lays out the vision for success.

Q7. How much information will boroughs need to show about what they are already doing in this area?

A. Capturing current activities will be of key interest, along with how you are going to use existing funding to bring activities together in a joined up way.

Q8. What about the 30 non-Flagship boroughs?

A. While there will only be two Flagship boroughs, the vision is for all of London. We want to capture the great current activities and ambitions of individual boroughs through the Flagships application process to establish London as a leader in this area. Furthermore, many of the programs being run through London and nationally are not restricted to the two Flagship boroughs. For example, all boroughs can utilize the opportunities offered by the London wide food growing in schools initiative, the Take-Away Toolkit, and Healthy Schools London, along with other initiatives launched through the School Food Plan.

You don't need to be a Flagship to align our borough with our vision. We hope that every borough uses the Flagships application process as a tool to pull together a coordinated borough wide plan for embarking on a whole environment program of change around food.

2 - FUNDING

Q9. What funding is available, and is it guaranteed?

A. The Department for Education and the GLA (with the Mayor's Fund for London) are committed to providing up to £1.2m for the two Flagship Boroughs over two years. This fund will also need to cover some central costs and ensure there is a proper evaluation in place. Whilst we plan to secure even more funding through other channels, we cannot yet confirm the exact amount that will be directly available to boroughs.

Q10. Funding is lined up for first two years – when does the two year period start? And how definite is funding for up to five years?

A. We will be guided by feedback from boroughs as to what is feasible in terms of outcomes and practicalities for the time period of the Flagships initiative. We appreciate that our long term outcomes of impacting health (obesity and diabetes) and attainment calls for at least a 5 year timespan to show any change. The beginning of the two year period for the initial funding will depend on when the application process formally launches. While funding has not been secured for the full five years yet, we are confident that we will be able to bring other partners on board for this and are pursuing various funding channels.

Q11. How do you expect to realize such a grand vision?

A. Funding provided through the Flagships is intended to catalyze change, and provide seed to bring further partners and funds into the initiative. The key to success as laid out in the Flagships vision is not so much hard resources as emotional and political buy-in, strong leadership to drive change across the community from the grassroots up.

Q12. Will funding be evenly split between the two flagships?

A. Yes. The total funds available will be split evenly between the two flagships. The timeline for how the money is used depends on what boroughs ask for in their application.

Q13. What do you mean by matched funding?

A. As with the Department for Education tenders to increase take-up of school meals and establish breakfast clubs, 'matched funding' can be interpreted broadly. We expect the grant applicant to demonstrate new money being available to match the Flagships funding – that includes newly allocated funding to help support the Flagships initiative. However, the 'match' could include resources in kind, for example people to work on the project.

Q14. Our borough has already committed lots of money to initiatives around food and are leading the way in this area. But with upcoming budget cuts, it is just not feasible for us to allocate a large amount of additional funding to this area as a match for the Flagships fund. How does the Flagships application take this situation into account?

A. We appreciate that many boroughs are facing budget cuts at this time. We do not wish to unintentionally disqualify those boroughs who have already been making a big financial commitment to driving change around food across the whole environment, and thus cannot secure an extra chunk of money from their council budget to match the Flagships funding. However, we are taking a broad view of what the 'match' should look like. This can include resources, a reallocation of funds to activity more clearly aligned with the Flagships vision, or could involve reaching out to an external partner to provide the matched funds.

Q15. Must a successful proposal allocate costs to cover full evaluation, or can we assume that there will be some central support for research and evaluation?

A. We are in the process of clarifying this point, and are currently in talks with potential partner organisations.

3 - TIMING

Q16. When will the prospectus be launched?

A. TBC, but we are hoping as soon as possible, with the aim of launching the Flagships in early 2014. The Department for Education tenders and the Flagships process are closely linked, as both sides want transparency to ensure there is no double-funding. Thus we expect the Flagships to be awarded shortly after the Department for Education contracts have been announced. The announcement around universal free school meals has meant the Department for Education is revising its application timetable.

Q17. How long will we have to put together proposals once the prospectus is launched?

A. See the slides from the Briefing Event for a provisional timeline – we expect to give boroughs 8 weeks to submit final proposals.

4 - THE SCHOOL FOOD PLAN

Q18. What is the School Food Plan?

A. In July 2013, the Secretary of State for Education, Michael Gove, published the School Food Plan. The plan lays out sixteen actions, ranging from making practical cookery compulsory in the national curriculum to releasing funds to set up breakfast clubs and launching a small schools taskforce. The delivery of these actions will improve food culture in schools nationwide, leading to positive impacts in health and attainment more broadly. You can find out more (and download the plan for free) at www.schoolfoodplan.com

5 - DEPARTMENT FOR EDUCATION TENDERS

Q19. What are the Department for Education tenders?

A. As part of the School Food Plan, the Department for Education is tendering contracts for two lots: (1) £11.8 million to increase take-up of school meals; (2) £3 million to establish breakfast clubs. You can find out more on [Contracts Finder](#).

Q20. Is it possible to bid for both the London Flagships and the DfE tenders to increase take-up and establish breakfast clubs?

A. Yes, it is possible to bid for both, but only if you are a London Borough. Anyone can apply for the DfE tenders, but only London Boroughs can apply to become a London Flagship.

Q21 How are the London Flagships different to the DfE tenders to increase take-up and establish breakfast clubs?

A. The London Flagships and the DfE tenders differ in scope. The DfE tenders target those schools struggling the most (e.g. low take-up, no breakfast clubs), and are about activities focused on driving change within a certain number of schools. The aim is to achieve the proximate outcomes of increasing take-up and establishing breakfast clubs as key means to realizing the ultimate goals of the School Food Plan around health and attainment. In contrast, the Flagships target areas already doing great work to push them to new heights, and are about activities driving change across a whole community (of which schools are a part), with a particular focus on initiatives beyond the school day e.g. holiday family cooking classes. Flagship applicants are invited to themselves lay out how to achieve the ultimate goals of improved health and attainment, through food-centred interventions.

To avoid double-funding of the same program, we will ask you to tell us about any bids for the DfE tenders which may potentially impact schools in your borough.

5 - UNIVERSAL FREE SCHOOL MEALS

Q22. How does universal free school meals for Reception to Year 2 fit into this?

A. Universal free school meals for infant pupils is strongly aligned with the aims of the Flagships. We will expect boroughs to lay out how they are preparing for universal free school meals, and how they will utilize this opportunity to advance the vision of the Flagships – universally free does not in itself guarantee universal take-up. For those boroughs who already offer universal free school meals, we will be interested to see how the newly freed up funds will be used.

Q23. With universal free school meals for infants beginning in September 2014, our borough is in great need of refurbishments for school kitchens and increased staffing. Can the Flagships money be used for this?

A. No, the Flagships money is not intended to provide a one off investment to help boroughs deliver UFSM. There are already a powerful positive momentum through the wider School Food Plan to drive change around food specifically in schools. Our expectation is that the chosen Flagship boroughs will already be doing great work in schools, and be set to utilise the resources of the wider School Food Plan. The Flagships funding is intended to build on top of that, providing a stimulus to drive change around food beyond schools in the wider environment.