



Job Application

for

Co Director

Freelance
3 – 4 days per week

**Currently £10ph (Covid emergency rate).
To be reinstated to £12.50 ph as soon as possible**

**Please submit your application to
tracey@crackinggoodfood.org**

no later than 17th July 2020



Job: Co-Director for Cracking Good Food

Overview:

Cracking Good Food is a community driven Community Interest Company, established in 2010. We teach communities how to cook affordable, healthy and sustainable food from scratch. It is a values-driven grassroots organisation, that strives to ensure food is grown ethically, in harmony with the environment in line with fair trade standards. We campaign against food waste, food and fuel poverty due to the impact of austerity and promote measures and policies that mitigate poverty and the effects of climate change.

80% of our work is now community outreach as a result of the rise in poverty and homelessness. We also run Cookery Schools, Foraging, Teambuilding and Training programmes which help support of core running costs. In our team we currently have over 100 active volunteers, 9 cooking leaders, 5 co-ordinators, stores maintenance, bid writer, IT/Website developer, 1 admin, 5 non-executive Directors & 2 Directors

The Founding Director, Adele Jordan, is stepping aside but will remain on the Board and in a consultation capacity. Cracking Good Food has become a very substantial organisation and needs strong co-leadership to take it through its current post-covid transition into the next phase of grass roots engagement, broadening the Board's membership so as to encompass representation of communities where food and fuel poverty are evident; and establishing new consultation and co-design procedures when it comes to prospective beneficiaries' involvement in project development and continuing service improvement.

Role Summary:

- To provide leadership, motivation, direction and example to the organisation
- Research, develop, implement and sustain new opportunities for CGF to fulfil its purpose
- Generate and sustain income streams
- Maintain, review and improve the public profile of CGF
- Remain abreast of all developments in local, national and international food systems, their politics and the implications of how it will affect our food supplies.
- Recruit and maintain an appropriately skilled and ideologically committed team of cooking leaders, co-ordinators and volunteers
- To recognise and nurture individual strength and expertise within the team so as to build up a stronger and empowered team

Essential Skills & Experience:

- Funding, bid-writing (in collaboration with our bid writer) and generating income
- Community interaction and partnership with 3rd & Voluntary & public sector: councils, housing associations, health authorities and education
- Awareness of how current government policy is adversely affecting communities in poverty and how to mitigate this
- Respect and understand food sufficiently by having the skills to cook basic nutritious meals resourcefully
- Interpersonal skills

Main responsibilities / accountabilities

- To be accountable to the Board, your co-Director and the team
- Health & Safety of the team and communities we cook with
- High standards of Nutrition and basic hygiene
- We are a Living wage employer
- Inclusivity at all times with full equal opportunities

Remuneration:

Our organisation is currently based on a flat rate structure solely dependent on commissioners, funding streams and our commercial arms. In response to Covid we all took a pay cut from £12.50 to £10ph. We aim to reinstate this as and when it is prudent to do so. We are a Living Wage Employer with all cooks, project managers, IT, Funding consultants & Directors earning the same wage.

We propose that this position will be in a freelance capacity for approximately 3-4 days a week.

The successful candidate will sit on the Board as a non-Executive Director during the 6 month probationary period, after which, if successful, will be offered a Directorship.

June 24th 2020

Cracking Good Food CIC
www.crackinggoodfood.org





Cracking Good Food – Our Principles & Purpose

Mission Statement:

Cracking Good Food's mission is to promote cooking skills in local communities by delivering cooking courses and training, as part of a wider campaign for affordable, sustainable and healthier food for all. So why do we do it and what do we hope to achieve?

It's worth having a look at where we're at as a nation from the perspective of our relationship with food...

- The NHS in England & Wales spends over £7billion a year tackling the long term health effects of poor diet and when you add lost days of work and other factors, the cost to the economy as a whole is far bigger.
- One in 3 to 11 year olds leaving primary school are either overweight or obese (this figure is even higher in Manchester)
- Manchester is the child poverty capital of England, one in 3 children in Manchester lives in poverty and it is almost impossible to eat healthily on a small income unless you know how to cook, especially with rising fresh food prices
- Cooking has only just gone back on the compulsory curriculum at secondary schools. A lot of parents don't know how to cook from scratch.
- Impact of major supermarkets – fresh foods are expensive at supermarkets, unhealthy processed foods are cheap, and there's the wider impacts such as supermarkets destroying local economies (a lot of people have no local food shops and no option but to shop at supermarkets), poor deals for farmers, exploitation of foreign workers & UK employees, air freighting out of season produce from the other side of the world, unnecessary packaging and bulk purchasing options only.
- The social impacts of not cooking & eating together as a family, fragmentation.

We're not heading in a good direction & successive governments don't seem inclined to do very much about it, apart from send out healthy eating messages. They're missing the point.

Research demonstrates that there are a number of perceived barriers to healthy eating –

- It's too expensive, I can buy cheap convenience food which fills me up
- It's not tasty, it's bland & boring
- It's too hard to cook and too time consuming, I've no time & whenever I try to cook, it goes wrong

Our purpose then is to explode these myths by teaching people how to cook really tasty, affordable food from scratch using raw ingredients -

- Real food which they will be happy to cook & eat again at home
- Real food that's tasty yet healthy
- Real food that doesn't cost a lot to make
- Real food that isn't tricky to make
- Real food which is adaptable according to what's in the cupboard
- Real food which doesn't take a long time to get right.

We want to increase confidence and empower people to take charge of what they put into their bodies.

We want to make a positive difference in our communities, bringing people together and strengthening social bonds through the love of good food, and helping people to take charge of their health & wellbeing. Good food should be a basic human right whatever your circumstances.

So how do we do this?

We have 2 sides to the organisation. Part of our work is our Cookery School cooking sessions (Chorlton, and Didsbury), wild food foraging, Teambuilding and YoungCANCook for the wider public (we try to keep it as affordable and accessible for all as possible).

80% of our work is community outreach through commissions or grant funding. We deliver cooking sessions and programmes 'with' communities, teaching people how to cook tasty, nutritious food affordably on a very tight budget. We don't cook 'for' communities as no-one learns by watching. We believe in empowering individuals by inspiring them to cook & eat together, as social interaction is extremely positive for ones' mental health. Cooking is a life skill as well as an employable one. We aim to break the cycle of poor diet within families.

We also train and support community groups to set up their own community cooking clubs through our COOKBank training and help them to set up membership-based group food surplus schemes through groups like Fareshare Greater Manchester.

Our Values

You can find a full list of our values and our sustainability promise on our [website](#).

Cracking Good Food – The Story So Far... Get yourself a cup of tea....!

Cracking Good Food was conceived back in 2009 as an idea by Adele Jordan for a local cooking network, teaching people to cook delicious seasonal healthy food from scratch on a budget. Adele has a background in teaching and at the time had been working for 5 years as a co-operative member at Unicorn Grocery. She was always really interested to hear the stories about what delicious meals people who worked there had cooked with the food that went in the 'free box' each evening, which gave her the inspiration for Cracking Good Food. Everyone needs to have these resourceful skills when it comes to utilising and cooking food.

Chorlton's a really mixed area some 3 miles outside Manchester city centre, not quite inner city but not quite suburban. It has a wonderful range of independent shops catering for all tastes and price ranges, from bargain shops to nice delis. It also has a very mixed population, people from all walks of life, and from a wide variety of ethnic backgrounds. Whilst some areas have some of the highest house prices in Manchester, there are also two housing estates run by Southway Housing, which are in the top 5% and top 10% of the most deprived areas in the UK respectively. Many residents in both estates face a range of challenges which often go hand in hand with deprivation – crime, drug use, high unemployment, poor diet and poorer than average health.

A research project was funded by Food Futures at Manchester City Council amongst residents of the housing estates to determine what the barriers were to healthy eating, and it was found that the main factors were

- Money – people think that healthy food is expensive
- Taste – people think that healthy food tastes bland and unappealing
- Time – people don't have time to cook

- Skills – people find cooking really hard, they don't really know how to do it and when they've tried, it's turned out wrong

And it wasn't just the people living on the estates who were eating badly. Plenty of young professionals and families were also living on takeaways and convenience foods, or eating a very narrow range of foods, for a variety of reasons, such as time constraints in families where both parents work, or lack of proper cooking skills.

Cracking Good Food's plan was to address these barriers head on by teaching people that cooking healthy food can be cheap, delicious, easy and not very time consuming. Not only that, if we could get people into cooking good food for themselves, we could get them into cooking for their family and friends, improving the social cohesion in their local areas, which in turn might ignite an interest in where their food comes from, maybe even growing some of their own food too, an even healthier and far cheaper option.

The idea was to run a wide range of cooking sessions to appeal to all sides of the local community:

- A paid-for public programme for those who want to learn new cooking skills in order to widen their range and who can afford to pay a modest amount to come to a session.
- And a community programme, free to participants, for those in the more vulnerable and hard to reach community groups where more often people's cooking skills are more minimal, and their diet is poor.

With the support of a few people with relevant experience, we submitted a funding bid to the **Local Food Fund**, part of the **Big Lottery**, and were awarded a grant of £98,000 over 2 years, which would fund 91 cooking sessions and 20 'cooks on the hop' outdoor sessions, reaching 1910 people overall.

So we set to work, gathering the people to help them deliver this – cooks, co-ordinators, volunteers, organisers etc. And we bought the equipment we would need to get going, set up systems and procedures and trained up our people. Many of our cooks were drawn from the bustling local independent delis & Unicorn, who know everything there is to know about cooking good local food from scratch.

We launched at the **Big Green Festival in Chorlton** in March 2010 with a series of hands on stir fry sessions and set about building our links with community groups in the local area, with local food growers & retailers, and planning our public programme.

It was a very busy time. We became a not for profit company in October 2010, limited by guarantee. We now have 2 directors and 5 non-executive directors. The board meets every 3-4 months.

By the end of the 2 years funding period, we'd delivered 116 cooking sessions and 31 HOPs (out door sessions using our portable kitchen equipment) and reached a total of 2782 people, exceeding our targets and expectations.

To start with, all the sessions were one-off sessions but what we found was that one session can certainly leave an impression with a person but by itself it isn't going to get them to change the way they cook and eat, and this wasn't just about the numbers, this was about teaching people some genuine vital life skills that can actually make a difference to their lives and the lives of their families.

So in January 2011 we delivered our first cooking programme with parents of primary school children in a deprived area of Stockport, which was funded by the Co-operative Membership. It was a 4 week programme and it proved to be a 'slow burn'. The first week the kids were keen but

the parents were only there so that they didn't have to make tea for the kids, but slowly the kids got their parents into it and by the end of week 4 there was a group of parents who were so enthused by the whole thing that they were determined to set up a cooking club.

We've delivered lots more cooking programmes since, working with housing association tenants, primary school parents in deprived areas, ex offenders in Approved Premises throughout Greater Manchester (in partnership with **GM Probation Trust** and **Manchester College**), foodbank service users, a Sure Start Centre and a community centre as part of a GP prescribing scheme. They've included 4-week, 5-week and 6-week programmes, and are geared to the specific needs of the group.

We celebrated our 6th birthday in January 2016. In the last 6 years we've worked with nearly 100 different organisations and groups, and have cooked with nearly 10,000 people.

We have developed a 40-page full-colour Toolkit which covers all aspects of setting up your own Community Cooking Club. We also train and support communities (subject to funding) to set up their own community cooking clubs and, where appropriate, link them in with Fareshare Greater Manchester, who source and provide surplus food to communities. We encourage them to set up their own membership with Fareshare in order to be fully independent as an organisation. The training we provide over 2 days is COOKBank. To date we have delivered this 9 times, twice in Northern Ireland.

The training incorporates all our values, addresses real issues surrounding barriers to healthy eating and skills, food poverty, misleading & persuasive marketing, geo-politics & food access.

And, of course, alongside all this, we continue to deliver our popular public programme of cooking workshops and wild food foraging events. Our public programme follows exactly the same principles and values as our community programme – we use local, seasonal, affordable ingredients and teach genuine, useful, lifelong cooking skills. 2016.

2020 Update:

Looking back over the last 4 years since this was last written so much has changed. Austerity has transformed the landscape. No longer do we have the luxury of choosing local seasonal food from local suppliers - now communities are faced with food & fuel poverty not seen for decades. Foodbanks, food pantries and surplus food organisations like Fareshare and the Bread & Butter Thing have now become the norm and a vital life line for communities everywhere.

Our teaching therefore has shifted from cooking with what's in season, to 'what can we do with this'. It's about resourcefulness, minimising cooking costs, freezing, preserving, sharing, bulk cooking etc. Most of all however, it's about bringing confidence to communities that good food can be affordable if you know what to cook and how.

Our teaching is hands-on for the participants and hands-off by the cooks. No-one learns from watching, just doing.

Over the last 12 months we've been working with **Manchester Adult Education Service (MAES)**, delivering 5 and 10 week cooking programmes with residents in hostels and communities from Sure Start Centres. We have also delivered a 12 month programme with **Ambition for Ageing**, providing cook and eat sessions to help alleviate social isolation.

Covid:

Since lockdown we've had to transform our model as all our community and Cookery School work came to a sudden end. Our team were instantly all 'out of work', plus the communities who

relied upon the food that we cooked with them, and our interaction – what was going to happen to them?

We took the bold and instinctive decision to start an emergency appeal. We applied for the emergency funding available and negotiated the free use of the **University of Manchester's** commercial kitchen which catered for the halls in residence. Since the end of April, 8 cooks have run the kitchen (2 CGF team cooks + 6 volunteers). We have, and still deliver approximately 3,500 meals each week to approximately 30 organisations, reliant solely on our 150 very active and indispensable volunteers who deliver the meals to communities and individuals across Manchester. The volunteers also help us portion the food out, label and pack into cool boxes awaiting collection/delivery. We have also had bid writers and journalists assist us in a voluntary capacity. We cannot even begin to thank our volunteers enough.

For a visual record of our work to date, please see our 10 year summary: (2019 not included yet)

<https://crackinggoodfood.org/about-us/annual-summary/>

Vimeo channel: <https://vimeo.com/crackingfood>

To watch a selection of our 1 minute videos:

Overview: <https://vimeo.com/283026950>

Business Award 2018 Spirit of Manchester: <https://vimeo.com/358638641>

Our 20 minute commissioned film about Homelessness Adrift:

<https://vimeo.com/271551565>

Our aim was to raise awareness of the issues in order to help challenge attitudes and mistruths.

Our policies will be sent to the successful candidate for reading and signing.

www.crackinggoodfood.org

Cracking Good Food CIC
Company Registration No. 7369862



CRACKING GOOD FOOD

Cooking Leader Application Form

PERSONAL DETAILS:

Title:		First Name(s):		Surname:	
Address:				Email:	
				Home Tel:	
				Mobile:	
				Date of Birth:	

QUALIFICATIONS:

	Date:	Level:

WORK EXPERIENCE:

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SAFEGUARDING:

Our policy is to apply for an Enhanced Disclosure, covering both Vulnerable Adults and Children Under 18, for staff who will be working with either of these groups. Once your application is successful, we will ask you for your enhanced details.

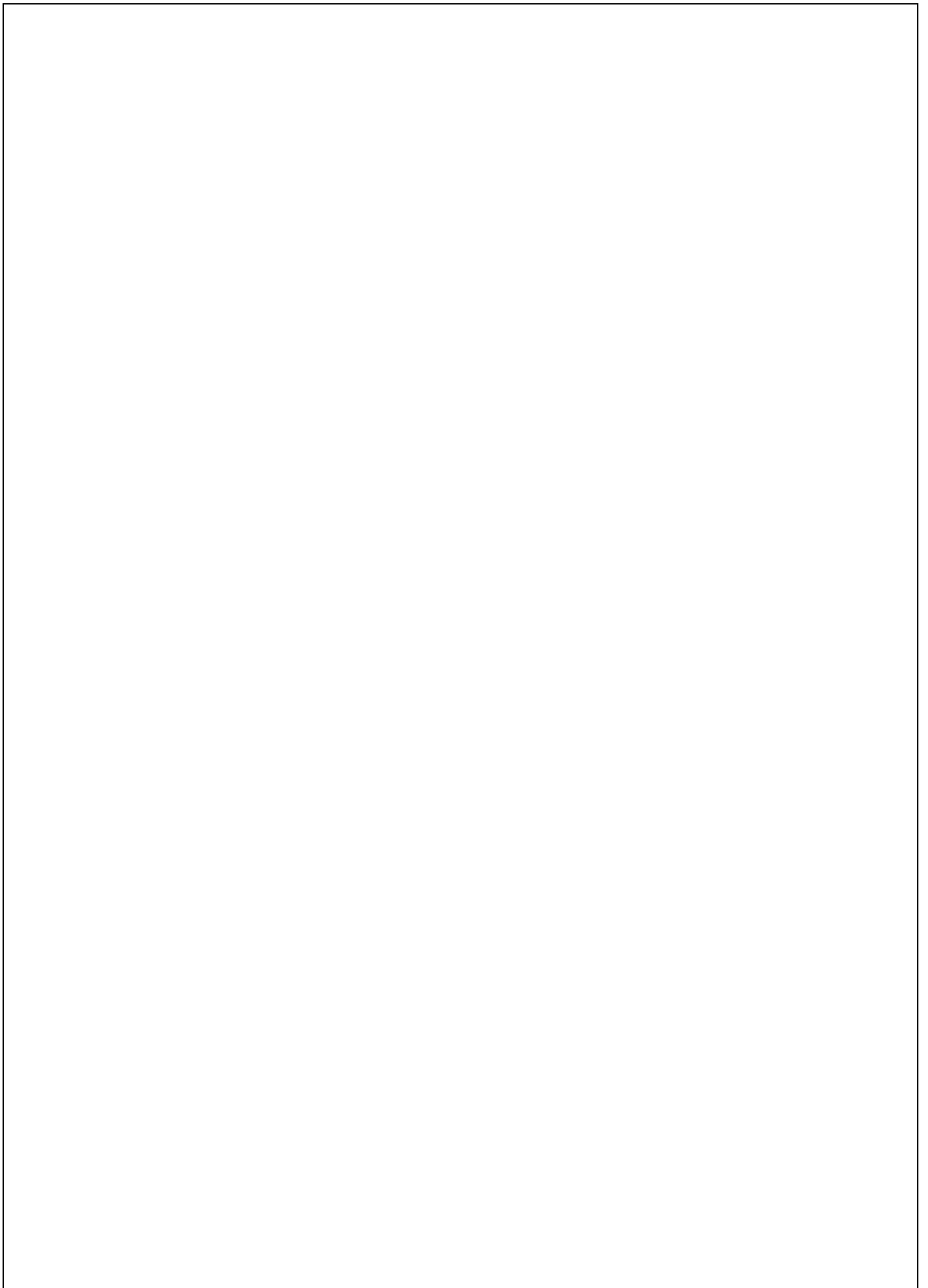
REFERENCES:

Name & details of 2 referees and with details and dates of your working relationship:

Your letter of application:

Why do you want the job?

What makes you suited for the challenges ahead?



Please submit your application to
tracey@crackinggoodfood.org

no later than 17th July 2020

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