



# Challenge

**Calling all business owners, entrepreneurs and community change makers - do you have an idea that will make healthier food choices easier for children and young people on the high street?**

**Put forward your idea to the Healthy High Streets challenge to be in with a chance of getting up to £2,000 and expert advice to test it out.**

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Children and families around Walworth road and East street want to be healthy, but it's not always easy - you can help.

We are looking for ideas with the potential to make the biggest difference in increasing healthy eating and reducing unhealthy eating for children and young people on Walworth road and East street.

You know your high street, your business, your community, your customers best. We are looking for ideas from people that work, live, socialise and play around your high street because we believe you will have great ideas about what will work best to help children and families eat more healthily.

## Why should I take part?

Taking part in the challenge is a chance to try something new and make a difference in your community.

If you are a business then taking part could raise your profile, help you get to know your customers and community better, bring you more customers, increase your profit.

## Who can submit an idea?

Anyone. Businesses, groups of businesses, social enterprises, individuals and organisations can apply - on their own or in teams with others.

## The best ideas

The person, team or teams that have the best idea or ideas will be given up to £2,000 to try the idea out for nine weeks.

We also have experts to help you develop and test your idea to find out how successful it could be, as well as promoting you and your idea.

If the ideas that are tested on the high street are successful they could go on to get further funding.

We are looking for the idea or ideas that have the most potential to:

**Make a difference** - helping children and families make more healthy and less unhealthy food choices.

**Be possible** - we encourage ambitious and creative ideas; we also want to know that they can be realistically set up and tested quickly.

**Be long lasting** - ideas need to have a good chance of making a difference into the future.

**Spread** - we encourage ideas which are fairly simple to understand and easy to get up and running. This way they can be adopted by other businesses, high streets or communities.

## How does the challenge work?



### Step 1 - Come to our ideas event

Sign up for the ideas event, which will be held close to the high street at 55 East on 14th November. At this event you will have the chance to find out what local residents think about healthy food on the high street, learn from examples of ideas from elsewhere and develop your idea with support from experts. Come along with your own idea, or join us to meet others to work on ideas together.



## Step 2 - Send us your ideas

Please send us your idea using **[this form by 27th November 12 noon](#)**. The form just asks you a few questions about who you are, what your idea is, why you think it will work and what is needed to make it happen. Please contact Sonia Kneepkens (sonia.kneepkens@innovationunit.org; 020 7250 8094) if you need any help, or if you need to send us your idea another way (for example via a video if completing the form isn't possible).



## Step 3 - Choose the best ideas

The people behind the best ideas will have the chance to tell local people and businesses and our judges about the idea at a second event. Even if you haven't been invited to present your idea at this event you will still be able to come along and say which of the other ideas you think are best.

The judges will listen to the ideas, get local opinions on which are best, and then chose the most promising idea. They will decide on which ideas have the most potential to:

### Make a difference

Judges will look out for ways that the idea makes healthy choices easier, which could mean healthier choices being more visible, easier to get to, cheaper, or more attractive to children and families. Judges will also look out for ways that the idea could lead to people making less unhealthy choices, such as less unhealthy options being available or being harder to get to. Judges will look for changes to the way things already happen. They will also look at any information you have to suggest your idea could work - for example feedback from customers or what you've noticed about the choices people make.

### Be possible

The best ideas won't need lots of permissions and regulation. There will be realistic chances of the idea being paid for, set-up and managed quickly. It's good if you can show that you already have people who are interested in getting involved - eg. to help you set up the idea, to use it, or as customers. This doesn't mean ideas can't be really ambitious and creative, they should just be realistic too.

### Be long-lasting

Ideas need to have a good chance of making a difference into the future.

### Spread

Judges are looking for ideas that could work on a bigger scale or be copied by other businesses, high streets or communities, which is more likely if the idea is fairly simple to understand and easy to get up and running.

## Step 4 - Promote & test out the best idea or ideas



The winning team or teams will get advice and up to £2,000 to help them test the idea for a minimum of nine weeks on the high street. We will also promote the best idea or ideas locally and beyond.

## Who we are

We are Healthy London Partnership, Guy's and St Thomas' Charity, Battersea Power Station Foundation, Haringey, Lambeth and Southwark Councils, and the Innovation Unit. Together we are running the Healthy High Streets project on three of London's high streets to transform the way people make food choices and to make it easier for children and young people to eat healthily.

## FAQ

**Q** What do we mean by 'healthier choice'?

**A** By healthier we mean choosing food that is more nutritious and lower in calories, saturated fat, sugar and/or salt. Ideas might also involve making healthier choices related to physical activity, alongside food choices.

**Q** What children do the ideas have to have an impact on?

**A** For this challenge ideas can focus on any age children, from early years through to primary-school aged children and adolescents. What we're interested in is the level of impact an idea could have.

**Q** What can I spend the money on if my idea is chosen?

**A** The money is to help you test out your idea on the high street; to help cover any expenses you might have, for example buying new equipment or marketing your idea.

**Q** Do I have to be based on Walworth road and East street to apply?

**A** No, you can be based anywhere in the UK. We recommend though if you are based outside of the local area that you partner up with local people and/or businesses to give your idea a better chance of working in that area.

**Q** Can I apply as an individual?

**A** Yes, although we strongly recommend you at least talk with others in the community, especially local businesses, to partner-up on your idea and to help demonstrate that it could work.

**Q** What if I can't come to the ideas events?

**A** The first ideas event will be useful to you for working on your idea and connecting with others who might make it stronger. However, if you don't come to the first event you can still send us an idea. Someone from your team should come to the second ideas event. If there is a good reason why this is impossible then, with our agreement, you can record a video for us to play at that event to help explain your idea.

**Q** Can I send in more than one idea?

**A** Yes. You will need to send us a separate form, video or audio file for each one.

**Q** How many ideas will be chosen to test?

**A** It depends on how good the ideas are, how much support they need and whether they can be tested at the same time.

**Q** Is there support to make my idea a reality?

**A** If you win we will work with you to test your idea and will help you plan for ways to make it work beyond the challenge. After the nine weeks of early testing of the idea/s on the high street, the one/s that show that they have a good chance of being successful longer term could go on to get further funding.

**For more information about the challenge, visit [www.innovationunit.org/thoughts/healthy-high-streets-challenge](http://www.innovationunit.org/thoughts/healthy-high-streets-challenge) or contact Sonia Kneepkens ([sonia.kneepkens@innovationunit.org](mailto:sonia.kneepkens@innovationunit.org); 020 7250 8094).**

