

## **Case Study: Ealing Food Matters Website/Webpage Development Project**

### **Project Manager:**

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### **1. Introduction**

This project focused on the design and development of an Ealing Food Matters Webpage/Website. The aims of developing an Ealing Food Matters Website/Webpage is to educate, inform and advise those who access it, in order to contribute to the improvement of Ealing's:

- Food Security;
- Food Nutrition and Health;
- Food Safety; and,
- Food Sustainability

### **2. Context**

In 2003, a multi-agency team in Ealing developed a Food Matters Strategy and Action Plan, with the following objectives:

- To optimise opportunities for education and employment, increase income, and improve living conditions so that each part of the community is empowered to make their own living choices;
- To improve physical and economic access to food which will contribute to health and quality of life;
- To achieve long term improvements in diet and nutrition;
- To reduce the risk of Coronary Heart Disease (CHD), diabetes, cancers, stroke and obesity and dental caries in the community;
- To ensure safety, composition, and information about food produced, imported, sold and consumed;
- To reduce the incidence of food poisoning;
- To encourage and promote both a sustainable food supply, and food industry; and,
- To encourage and promote local sourcing and fair trade that minimises adverse environmental impact and addresses consumer concerns.

Details of Ealing's Food Strategy and Action Plan can be found on Ealing Council's website (see:

[http://www.ealing.gov.uk/services/council/strategies\\_and\\_policies/food\\_matters\\_strategy/index.html](http://www.ealing.gov.uk/services/council/strategies_and_policies/food_matters_strategy/index.html))

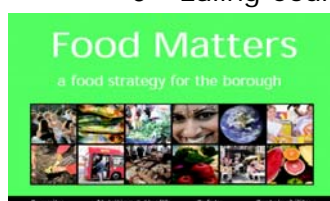
### **3. Scope and Rationale**

This project was given priority as it realised all eight objectives outlined above.

### **Stakeholder Analysis and engagement**

This project focuses on the provision of food issues information on a website. As such the project's envisaged impacts were dependent on and affected the following key stakeholders:

- Ealing Council:
  - Environmental Health Project Officer (Project Manager)
  - Ealing Council Internet Publishing Department (Project



- Assistant/Manager/Partner)
- Staff
- Users of the Internet- Ealing Borough constituents and the rest of the world
- Ealing PCT (Ealing Food Matters Partner), particularly:
  - Ealing PCT communications/website/IT department

### Resources

- PC + MS Publisher software package + Internet access

4 weeks were spent on the project, spanning a period of 3 months. The webpages were developed in parallel with changes being made to Ealing Council's internet.

### Activities

Project team members took time to undertake the following tasks:

- Attend meetings
- Perform research
- Consult
- Design webpage/website
- Update/develop webpage/website
- Publish webpage/website

## 4. General Report

The 'Food Matters' webpages (see website:

[http://www.ealing.gov.uk/services/community/health/food\\_matters/](http://www.ealing.gov.uk/services/community/health/food_matters/)) were published on Ealing Council's internet on 24<sup>th</sup> February 2006 and contain useful details, links and information about food: security; nutrition and health; safety and sustainability for businesses, children, and consumers in the 'Recent Food Matters', 'Food Businesses', 'Children and Food', 'Food Consumer', 'Food Sustainability', 'Events', 'Useful Links', and 'Contact Us' pages.

Consultations with colleagues and key stakeholders has helped to guide the development of the webpages; agreements on who would host them; and how they would be maintained. Changes to original webpage drafts were made in order to make them compatible and compliant with Ealing Council internet standards (transferring information and links from the MS Publisher version to an MS Word version) including the Plain English Campaign's Crystal Clear mark. Recent additions to the website include: information on food hygiene courses being offered to the borough; and 'Food Allergen Information for Caterers' and 'Food Portion Guidelines for Caterers' information resources.

## 5. Conclusion

Through the regular development and updating of the website/webpages, the promotion and delivery of Ealing's Food Matters Strategy will be facilitated; and more activities of the action plan would be met. The webpages are the first of their kind to be developed by a council and are a way of delivering Ealing's Food Matters Strategy.

