

# Love British Food case studies to learn from: Hallmark Care Homes

## Why did they source British?

- Hallmark Care Homes recognised that British seasonal food is an important part of daily life for older people
- They took part for the 4th year running in 2014
- Hallmark felt that this was a super opportunity to engage residents in lots of fun, food-related activities
- It is also an excellent way to celebrate the fantastic produce that can be sourced locally
- Furthermore, traditional meals utilising seasonal British produce is what older people remember, and the smells from cooking these foods often trigger happy memories from their past

## How did they get involved with the British Food Fortnight?

- They organised many events, including:
- Themed menus
- The Great British Breakfast
- Residents making their own sausages from British produce
- Around the world tasting days
- Traditional British afternoon teas
- Kew House Care Home, one of Hallmark's 18 Care Homes, did the following:
- A Gala Luncheon (Great British Carvery), bringing all the residents together
- Organised a tasting event judged by Marguerite Patten CBE - residents were asked to submit their favourite recipes, from which the top 4 were cooked by Kew House chefs and the winner chosen by Marguerite
- Incorporated British Food Fortnight in the staff recognition day, cooking with only British ingredients such as British sourced pork and chicken
- The majority of produce is sourced from Bidfood, and local greengrocers and butchers were used for meat and vegetables
- Decorated the lounge and dining hall with Union Jack flags, bunting, and British Food Fortnight posters
- Advertised British Food Fortnight events on the communal activities board
- Another Hallmark Care Home, Greenhill Manor, did the following:
- Themed meals with table decorations
- Chefs took inspiration from different areas of the country for their menus, culminating in a British Isles Buffet celebration with entertainment
- Great British Pie Off - each community within the Care Home drew a country and made a pie from that part of the world using solely British ingredients, with an award ceremony and presentation of certificates at the end of the week

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## What have they achieved?

- Encouraged residents to eat more local produce
- Encouraged chefs to be more experimental and think about what they are cooking
- The event create a positive atmosphere and a lot of conversation and buzz



## Lessons learnt?

- Care home staff need to start planning the event a month or so in advance to make the most of activities
- But, it is best not to advertise these activities to residents too soon as they can forget about them - a week before is best, so that it is fresh in their minds
- Roy Garland, Services Manager says:

*"Our British Food Fortnight activities change each year depending on the requests from residents and Kew House will definitely be taking part again."*