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West London schoolchildren to benefit from 'Cook & Eat' healthy eating sessions as Fulcrum and QPR Community Trust renew partnership



West London schoolchildren will continue benefitting from new cooking skills, healthy eating advice and improved health and wellbeing with news that 'Cook & Eat' after-school sessions delivered by Fulcrum and QPR Community Trust will continue for another year.

'Cook & Eat' has been run as a free after-school club for students at Phoenix Academy in Hammersmith and Fulham since 2019. Since its inception, the Phoenix Cook & Eat project has worked to address issues of food insecurity and limited nutritional knowledge by offering engaging workshops that cover meal planning, budgeting, and cooking techniques. The sessions not only help the students to cook healthy meals but to also learn cookery skills and how to incorporate affordable, nutritious ingredients into their diets, helping to improve overall health outcomes.

The workshops are led by QPR in the Community Trust as part of its commitment to promoting health and wellbeing in the West London community. The project has been made possible through the partnership support and funding from Fulcrum – a health investor that has worked with the NHS to deliver 40 community health centres, including 6 in the West London area, notably Parkview Centre for Health and Wellbeing located just a football kick away from QPR's Loftus Road stadium.

Fulcrum's [latest 'Social Value Annual Report'](#) includes analysis that underlines the huge value of 'Cook & Eat' in tackling local health priorities – the detailed analysis points to a 'Social Return on Investment' of 22:1, meaning that for every £1 invested in the project, over £22 of social value is created for community health. As a result, Fulcrum and QPR Community Trust have renewed the partnership for another year, with 'Cook & Eat' sessions to continue through the 2024/25 academic year.

Sarah Beaumont-Smith, CEO of Fulcrum, said: *"Our health centres across West London already play a vital role in supporting community health, and Fulcrum's partnership with QPR allows us to reach even more local residents. We are delighted to continue the 'Cook and Eat' sessions for another year, offering a great chance to teach young people new skills and the importance of healthy eating to support their long-term wellbeing."*

Fiona Hodgson, Head of Business Development at QPR in the Community Trust, said: *"The partnership work with Fulcrum over the last few years has meant that we have been able to support local people improve their health and well-being as well as knowledge and skills to lead healthier lives."*

Elma, a student at Phoenix Academy who takes part in the Cook & Eat project, said: *"I've learned the importance of safety in the kitchen and the many different techniques of cooking. Since joining cooking club, I've started to help my parents with the cooking at home, I find it an enjoyable time where I can talk and laugh with my family in the kitchen. We've done a variety of dishes like chicken alfredo and tacos, I would have to say that my favourite dish that I have cooked at the sessions has to be the stuffed peppers, I love the flavour and taste!"*