

Massey Food Hub Plan

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Acknowledgments

The Massey West Community

Massey Community House Society Incorporated

Triangle Park Massey Community Garden

WEST – West Auckland Enterprise Skills and Training / Waitakere WEA

Auckland Council Community Development and Safety West



Contents

About the proposed Massey Community House Food Hub Initiative	3
About Massey Community House.....	3
The Massey Community House Community.....	4
Population.....	4
Deprivation Index.....	4
Unemployment	4
Households with children	5
Housing	5
Future Growth.....	5
Established Food Initiatives in Massey	5
Need as identified by the local community	6
The process of scoping a Food Hub in Massey	7
Consultation Process.....	8
Findings	9
Kitchen Library	10
Massey Food Channel	11
Gardening Classes	12
Cooking Classes.....	13
Food Co-op.....	14
Other ideas.....	15
Food Cupboard.....	15
Food Bank	15
Budgeting Advice	16
Food Market.....	16
BBQ installed at Triangle Park.....	17
Food Swap and Trade.....	17
Next Steps Plan	18
References	21

About the proposed Massey Community House Food Hub Initiative

Waitakere Workers Educational Association (WEA) was contracted to scope the idea of a food hub located within the Massey Community House.

The Massey Community Food Hub initiative is located within the wider Kai Auckland project. Kai Auckland is a movement for all Aucklanders that offers a cohesive and integrated approach to creating connection and nourishment through food.

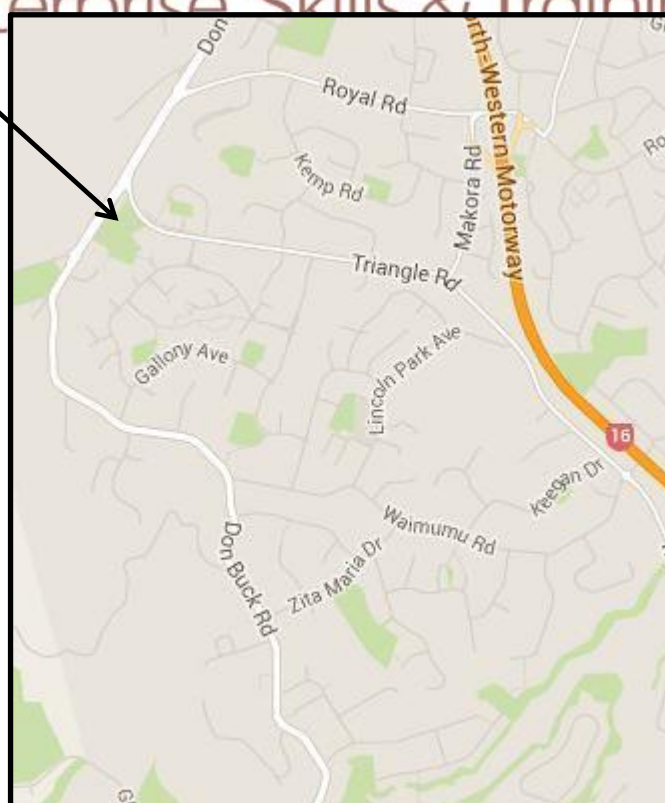
The aims of the Kai Auckland movement include reducing systemic poverty, child hunger and social isolation, strengthening individual and community food security and increasing opportunities for volunteering within Auckland communities. Through community hui five mobilising initiatives were established to facilitate, enable and organise knowing, growing and sharing across Auckland by 2016. One of these initiatives is the proposed Physical Food Hub, to be located at Massey Community House. The purpose of the food hub is to enable a physical space where members of the community can connect, learn and work together to buy, grow and share food (Kai Auckland, 2014)

About Massey Community House

Massey Community House is located with the suburb of Massey in the Henderson Massey Local Board area in West Auckland. The Massey area is cut in half by the North Western Motorway creating a Massey East and a Massey West (A community profile of the Massey area 2010 by A. Wood). Massey Community House is located in Massey West and while Massey Community House serves the residents of the wider Massey area, the house is located within walking distance of an area stretching from Royal Heights Rd, Triangle Rd to Don Buck Rd. This area includes the census area units of Waimumu South, Waimumu North and Royal Road West and the statistics from these areas inform this report. The Census Area Units (CAU) used for the Massey Community House catchment area. within 2-3km at the max which is what most community houses' catchment areas are in terms of utility of the local population. .

Massey Community House – 385 Don Buck Rd, Massey

Massey Community House provides a number of community initiatives including a computer hub, employment and training room, community dinners, driver licensing, hip hop courses, school holiday programme and room hire for community groups such as Plunket, Quilters group. Approximately ... people use the community house each week.



The Massey Community House Community

Population

The population for the MCH catchment area in 2013 was 12,591. This is expected to grow as Special Housing Areas (SHA) are developed in the Birdwood, Redhills, Waimumu North, Waimumu South and Royal Road areas.

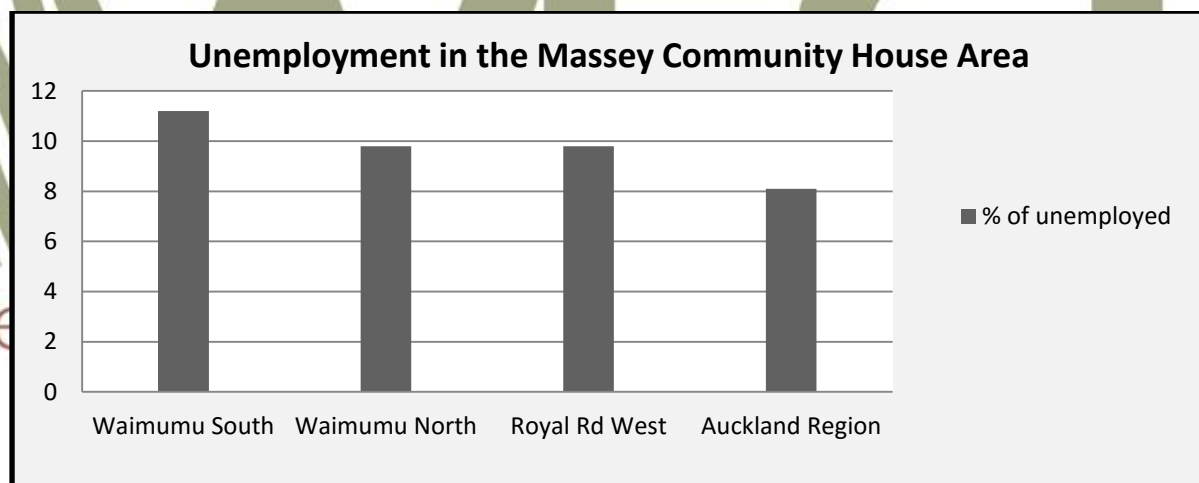
Deprivation Index

Royal Road West, Waimumu North and Waimumu South are considered as having high deprivation with Waimumu North considered having very high levels of deprivation. A deprivation index of 9 indicates that a higher level of the resident population experience some form of hardship.

Census Area Unit	Deprivation Index
Royal Road West	7
Waimumu North	9
Waimumu South	7

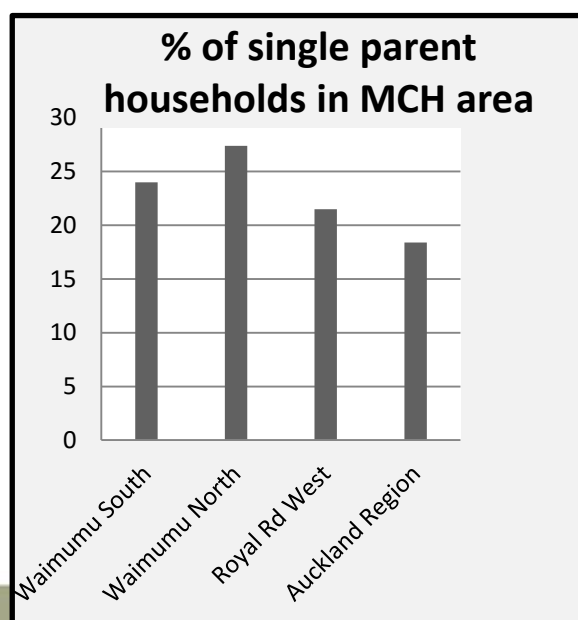
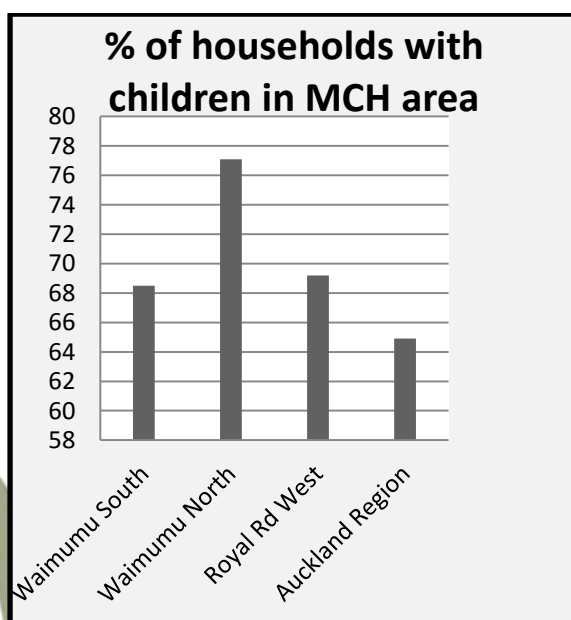
Unemployment

Unemployment in the areas surrounding the Massey Community House is higher than the Auckland Region as a whole, with the Waimumu South area recording the highest unemployment in the Massey area.



Households with children

The areas surrounding the Massey Community House have a higher percentage of households with children than the Auckland region as a whole. The Waimumu North area has the largest percentage of couple with children, and single parent with children households.



Housing

The community has seen a significant increase in its population as a result of a number of recent housing developments. There is a high level of Housing New Zealand and other private rental properties as a result of declining levels of home ownership. (A community profile of the Massey area 2010 by A. Wood)

For the period 1 April - 30 September 2014, the average rent for a 3 bedroom property in the Massey area was \$414.00. (Department of Building and Housing, 2014)

Future Growth

With the proposed Special Housing Areas (SHAs) planned for the areas within 1 – 2 kms of the Massey Community House there could be 1800+ new houses built within the next five years with more houses built within 10 years. This housing growth will have an impact on the size of the population in the MCH catchment area.

Established Food Initiatives in Massey

A number of food initiatives have been established in the wider Massey area. These include:

- **Community Meals**
 - Massey Community House
 - Westgate Community Ministries (Salvation Army) Ezee Meals delivered
- **Community Gardens**
 - Triangle Park Massey Community Garden
 - Samoan Congregational Church

- Cedar Heights Community Garden
- Jadewynn Drive Gardens
- Garden tool hire – West Harbour Men’s Shed
- Woodside Community Garden
- **Fruit and Vegetable Sharing**
 - Community Fruit Harvesting Facebook Page (Massey represented)
 - Food Foraging West Auckland Facebook Page (Massey represented)
- **Food Bank**
 - Pay It Forward (PIF) Foodbank West Auckland Facebook Page
 - Westgate Community Ministries (Salvation Army) Food Parcels
 - Westgate Baptist Church Blessings Basket Food Parcel
 - Combined Churches Food Bank in Massey. This is a cooperative from local churches. It is a phone and deliver service only with volunteers delivering out food parcels.
 - Church of Good Shepherd Bread Run (Wednesdays)
 - Collwill School Food parcels
 - Presbyterian Church Food Parcels
- **Food in Schools**
 - Milk in schools
- **Budgeting Support**
 - Outreach clinic of Henderson Budgeting Service held at Massey Community House

Need as identified by the local community

Families are too poor to afford groceries especially large families now.

There’s a lot of low income families with not enough money for food most days

Food is becoming expensive and people either don’t have the time or skills to grow gardens. Meat is really expensive

The initial feedback from the Food Hub scoping meetings was that there is a recognised issue around food accessibility in Massey. To better understand the issue of food accessibility in Massey we asked the local community “what are some of the issues the Massey community has around having enough food or being able to access food?”

Participants identified the following issues:

- Low income area
- Financial Issues
- The cost of food
- Lack of time
- Lack of skills to grow food
- Lack of skills to cook cheap and healthy food
- Lack of transport to supermarkets and/or fruit and vegie stores

Low income, no transport

Food prices are too high now

The OECD Report – Society at a glance 2014 highlights: New Zealand OECD social indicators states there has been a strong increase in the percentage of the population that cannot afford to buy enough food, with a rise from 10% to 17% of the population reporting that there have been times in the previous 12 months when they did not have enough money to buy food for themselves or their family. (<http://www.oecd.org/newzealand/OECD-SocietyAtaGlance2014-Highlights-NewZealand.pdf>)

The process of scoping a Food Hub in Massey

The issue of food accessibility in Massey was initially raised during the filming of the Massey Voices project in late 2012.

In 2013, after the Massey Voices Film preview, the community discussed the issue of food accessibility in Massey and identified the need for more education around food, including education around shopping on a budget, cooking classes, and growing your own vegetables.

In early 2013 Massey Matters initiated a 'think tank' on food initiatives in Massey.

As a result of that meeting four working groups were set up to further scope the following initiatives:

- **Food Co-Op** – not yet developed
- **Food Waste** – Food Foraging West Auckland Facebook Page initiated with 230 members sharing information on fruit, vegetables, nuts and herbs available freely available in West Auckland and beyond. A map of free food in West Auckland and where to access it is linked to the page and updated regularly.
- **Food Bank** – combined churches food bank project initiated
- **Food Café** – not yet developed, however the Massey Community House community dinners have been initiated

In 2014 Massey Community house expressed further interest in providing food initiatives that improved the local community's access to food.

The Massey Community House Food Hub Planning was initiated and a follow up meeting was held on 20 August to continue the conversations and plan what a food hub located at Massey Community House might look like. Given the considerable work already undertaken by the community an outline of food initiatives identified at previous meetings was presented to the group of 25 community representatives. Participants formed workshop groups to prioritise projects and produce implementation plans for the following ideas:

- Kitchen Appliance Library (crockpots, dehydrators and recipes)
- A Massey Food Channel on YouTube
- Triangle Park Massey Community Garden classes
- Cooking Classes
- Food Co-op (weekly boxes of in season food for sale with recipes)

Consultation Process

Taking the ideas formulated during the Food hub Conversations the working group undertook a series of consultation processes within Massey asking:

What are some of the issues the Massey community has around having enough food or being able to access food?

Would you support these initiatives if they were located at the Massey Community House? Do you think the community would use this initiative?

- Kitchen Appliance Library (crockpots, dehydrators and recipes)
- Massey Food channel on YouTube
- Triangle Park Massey Community Garden classes
- Cooking Classes (held at the Massey Community House)
- Food Co-op (weekly boxes of food for sale with recipes)

What else could be done to support the local community to access food?

Social Media/Facebook consultation:

A Facebook status was posted to the following pages in Massey:

- **Massey Group Facebook page – 435 members** - The Massey Group Facebook page is a page set up by a resident for those who work, play and live in Massey, Waitakere to share events and local services, ask advice, celebrate or air concerns.
- **Massey Matters Facebook Page – 754 members** - The Massey Matters Facebook Page is the official page for Massey Matters Inc - Massey Matters began in mid-2006 and is a 10 year project initiated by Waitakere Council. The organisation enables local residents, community groups and businesses to join together with the Council and government agencies to make Massey an even better place to live.
- **Food Foraging West Auckland Facebook Page – 275 members** - The Food Foraging West Auckland is a page set up about Food Foraging, also known as 'freeganism' or 'free food' in West Auckland. The page posts information about 'free' food located in West Auckland, NZ and how to access it.
- **Massey Community House Facebook Page – 133 members** - Massey Community House is a community house situated in Massey, West Auckland. Massey Community House has been involved in scoping the ideas for food initiatives in Massey.

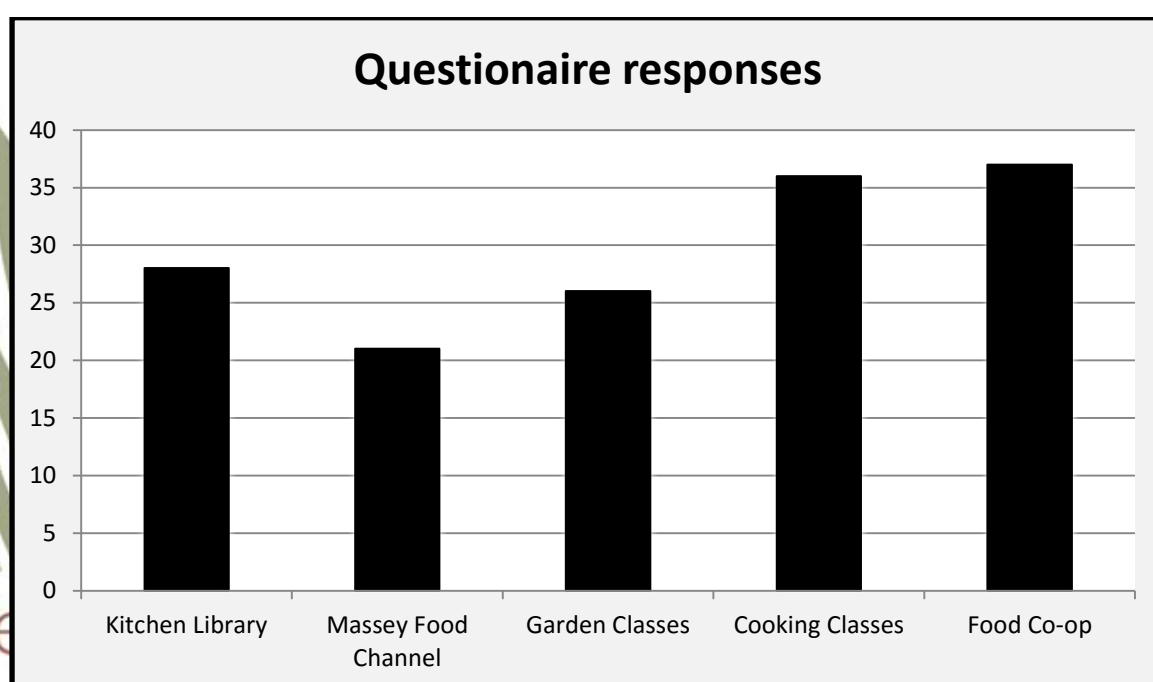
Questionnaires:

A questionnaire was also undertaken at the following Massey Community House events:

- Massey Community House Community Dinner on 6/10/14
- Massey International Food Fair 17/10/14
- Massey Community House Community Dinner 20/10/14

Findings

A total of 47 Massey residents responded to the questionnaire, commenting on whether they would personally use the initiative, and whether they thought it was needed within the community. The majority of respondents said that accessibility to food was an issue for their community and the proposed initiatives were needed by the community.



Some respondents stated that although they wouldn't personally utilise the proposed Massey food channel, garden classes or kitchen library initiatives, they thought the community as a whole would benefit more from them.

The food coop and cooking class initiatives were the most popular, with many respondents stating that they would personally use them and the community as a whole would benefit from them.

Kitchen Library

Kitchen Libraries are similar to regular libraries but instead of lending books they lend kitchen appliances. The Kitchen Library in California U.S lends all manner of kitchen appliances including crock pots, dehydrators, pasta makers, mixers, juicers, blenders and 100 other appliances. The project believes that lack of income or space should not be a barrier to healthy eating and cooking. The Kitchen Library also offers cooking and baking workshops.
<http://thekitchenlibrary.ca/>

"Kitchen appliance library.....
oooooooooh!"

"Cool idea, that way you will at least be able to try appliances before you buy"

Kitchen Appliance Library

"You could include recipes that go with the appliances"

"Love it!
Great
Idea"

While the Kitchen Library idea was quite popular, issues around administering lending, hygiene, electrical safety, items being returned and separate appliances for those who had allergies, had specific food requirements, e.g. halal, or were vegetarian etc. were raised.

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Massey Food Channel

"Use ingredients on special in the area with information on what shops to buy ingredients for the best price"

"Good idea"

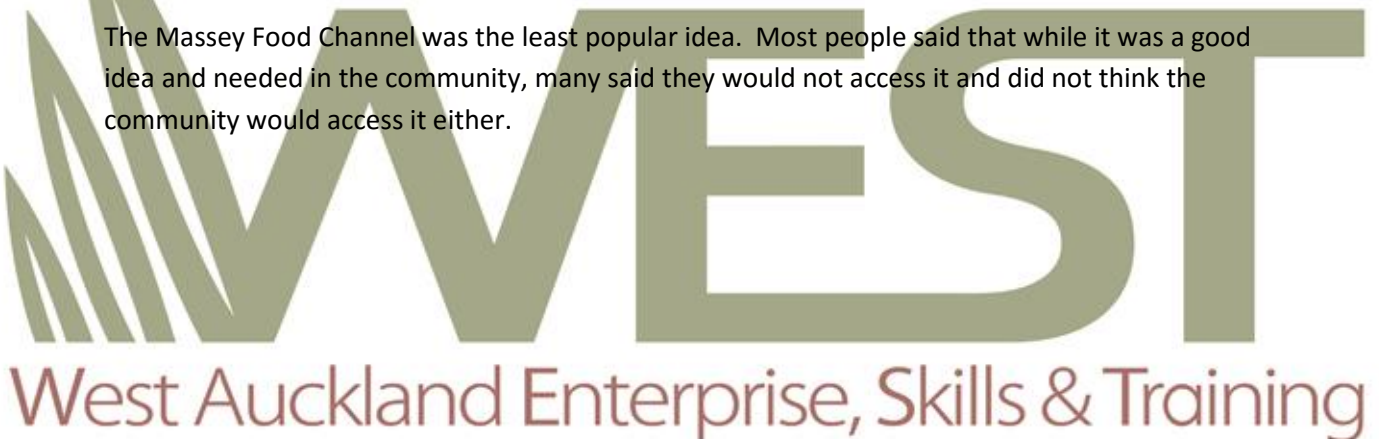
Massey Food Channel

"Food Channel on YouTube"

"Love it"

The Massey Food Channel is an idea where videos of Massey Food Initiatives could be uploaded onto a YouTube 'Massey' Channel. The community could then subscribe to, or follow the Massey Channel and see videos ranging from cooking tutorials, to community cook-offs, Massey Master Chef competitions or where to buy food on a budget in Massey etc.

The Massey Food Channel was the least popular idea. Most people said that while it was a good idea and needed in the community, many said they would not access it and did not think the community would access it either.



Gardening Classes

The Triangle Park Massey Community Garden is located next to the Massey Community House. The garden has a paid part-time coordinator and volunteers support the garden on a roster system. The garden produce is then shared among the volunteer group. The garden runs garden classes including: composting, children's growing workshops and fruit tree pruning.

"Teach how to start your own vegie garden in pots – if they have not got one"

"Inspire people to make or create their own vegie garden."

"Teach simple gardening skills"

Gardening Classes

"I really like the idea around the garden classes"

"Teach recycling, composting and worm farm gardening"

"The garden classes sound best to me"

"Seed bank!"

People saw a role for the Triangle Park Massey Community Garden in supporting the local community to start gardening at home, rather than upscaling the community garden to meet the food needs of the community. The community wanted to see residents supported to build their own raised bed gardens, or for those who rent or are more transient, smaller transportable pots. There was consensus that growing food ensured a more healthy diet, more variety of food, and less money spent on food.

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Cooking Classes

"Type 2 diabetes is a big concern, maybe involve a talk from a diabetes nurse"

"What about basic nutrition classes (it never hurts to refresh our understanding) explaining benefits and the body's response to different foods"

Massey Community House hold fortnightly community dinners and attendees have asked the house to share the recipes and/or teach them how to cook the food they have eaten. Community cooking classes are popular internationally, and vary in the type and cost according to the community they serve.

Cooking Classes

"I'd love to have a Jamie Oliver style community kitchen where I can demonstrate to people how to make easy cheap dishes from simple ingredients and eat together, kind of like a DIY soup kitchen style"

"Come dine with me' race will be a great idea. Every week we have a different ethnicity group class and we celebrate the diversity among the team"

"Go into schools to educate parents of community access to cooking lessons"

"Awareness of why food is good for you and recipes"

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The Cooking Classes initiative was the second most popular idea. Respondents thought there was a lack of knowledge in the community about how to cook healthy, inexpensive food and thought the cooking classes would enable people to 'get back to the basics' of cooking. People acknowledged the work that Massey Community House is doing around the community dinners. They also acknowledged the skill set of the MCH Chairperson, who has volunteered on many of the MCH events around food.

Food Co-op

Food co-ops can take many forms including organic fresh and dry produce often bought in bulk and sold on to the public at a price lower than supermarket prices. Other Food Co-op models include Food in a Box where all the ingredients required for a particular meal are bought in bulk, re packaged along with the recipe so the buyer can make the meal at home.

"Food co-op - that sounds interesting!"

"Great idea"

Food Co-op

"Donation of food from local supermarkets"

"Orchards could provide seconds at a cheap cost"

The Food Co-op idea had the most support. Respondents were interested in the idea of being able to buy a 'meal in a box' - pre-packaged ingredients with a recipe included at a cheaper price than if they were to buy the ingredients themselves. They also like the idea of being able to cook a healthy meal using all the ingredients in their own kitchen.

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Other ideas

During the community consultation process, we asked respondents “what else could be done to support the local community to access food?”

The community identified many different food related initiatives they thought the Massey Community House could also provide including:

“Fresh food grow and swap”

“Public locations where people can share food for free”

Food Cupboard

Respondents suggested that MCH could host a Food Sharing or Food Cupboard. These are public cupboards where neighbours and the community can share excess groceries and garden harvests.

“I often see a special and buy 10 of something... I could swap it at the food cupboard for something else”

“Food parcels supplied for low income families who struggle now and then providing for family”

“Food bank for those that cannot afford and it will help if they can be delivered to the areas that are needed”

Food Bank

Respondents suggested that MCH could start a food bank to support families in the area who are finding it difficult to feed their families. Massey already has a number of food bank initiatives provided by community organisations.

“Food vouchers”

“Donation of food from local supermarkets”

"Have a Facebook page where people can post tips and where the specials are"

"Teach budget food shopping skills. Help to teach that being poor is not a stigma and asking for help is ok"

Budgeting Advice

There are many 'shopping on a budget' websites, with tips on how to reduce your weekly food bill, however not everybody has access to the internet. Respondents suggested holding 'shopping on a budget classes' at the Massey Community House, and starting a Facebook page specific to Massey where people can share information about specials in the area, fruit or vegies they have to give away or tips about budgeting from the community. Respondents also identified a lack of access to budget advice in the area, suggesting that MCH could host budget advisors and/or clinics. It is noted that Henderson Budgeting Service already have an outreach clinic located at Massey Community House.

"Teach people how to budget for healthy food, cook on a budget"

"Food Market stalls on Don Buck Rd"

"Have market stalls with fresh food and vegies, maybe fish (fresh), meat, cheese would/could be a lot cheaper than in the shops! Very common and popular in European countries! And a heck of a lot cheaper!"

Food Market

The Massey Community House currently holds a second hand/craft market every Friday, however respondents thought the Massey Community House should also hold a market dedicated to food. The MCH held an International Food Festival in October which included food from the Pacific Islands, America, Burma (Myanmar) and New Zealand. All food was priced under \$5.00 which made it more affordable for the community. The event was very successful, both for the stall holders and the community, with both calling for MCH to run the event again on a regular basis.

"More food fairs and galas"

BBQ installed at Triangle Park

"Barbeques available for free"

"Have a bbq at the park like other parks have"

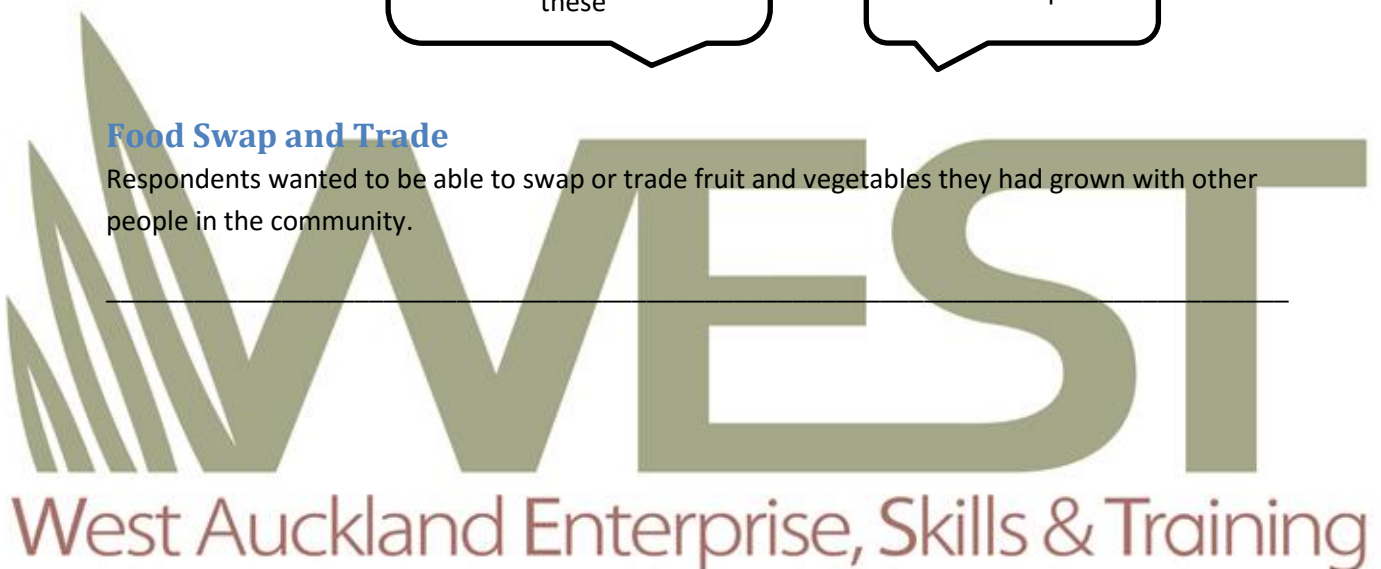
Respondents wanted to see a bbq installed at Triangle Park. Many parks in West Auckland and beyond have bbqs available for use by the community. The bbq located at the park next to the Swanson Railway Station is often in use and considered a valuable resource in the community.

"I grow a lot of my own vegies and would like to be able to swap or trade these"

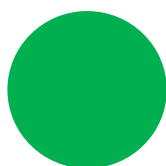
"Fresh food grow and swap"

Food Swap and Trade

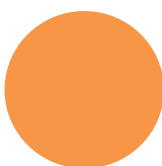
Respondents wanted to be able to swap or trade fruit and vegetables they had grown with other people in the community.



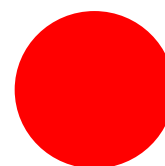
Next Steps Plan



It could happen



**It could happen
with more
support**



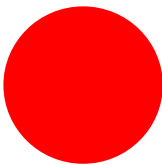
**It is unlikely to
proceed**

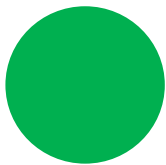
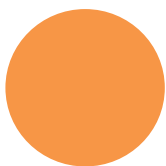

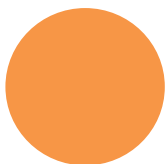
Given the interest during the community consultation process the Food Hub working group proposes to hold another community conversation to feedback our findings to the local community and start planning the proposed initiatives.

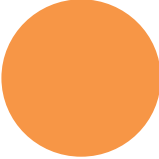
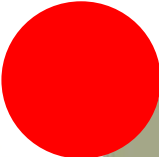

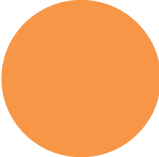
The following plan is indicative of possible next steps for the proposed Food Hub to be located at Massey Community House. Possible implementation of the proposed projects relies on the capacity of Massey Community House given their current staffing.

The following plan has not been formally discussed with Massey Community House or the Triangle Park Massey Community Garden and recommendations and possible next steps are indicative only.

Funding for a contracted Food Hub coordinator position would greatly increase the implementation and success of the proposed initiatives.

Initiative	Resources	Recommendations and next steps
Kitchen Appliance Library 	There are issues around administering lending, hygiene, electrical safety, items being returned and separate appliances for those who had allergies, had specific food requirements, e.g. halal, or were vegetarian etc.	While there was support for this initiative, it is recommended that the kitchen appliance library be run in conjunction with another project such as cooking classes. Low maintenance appliances such as crockpots could be lent to cooking class attendees to use each week as they progress through the course. MCH could include this initiative in possible future projects such as the proposed cooking classes. MCH could scope electrical safety and food hygiene requirements/obligations when lending electrical equipment.

Massey Food Channel 	<p>The Massey Food Channel idea would require minimal funding, as videos can be taken from a smart phone and uploaded directly onto YouTube. It could easily be established by someone in the community and videos linked to a social media page.</p>	<p>Social Media (Facebook) and You Tube (Massey Food Channel) could be initiated by the Massey Community House to promote local Food initiatives and the community garden, engage the community in food related conversations, inform the community about specials in the area etc.</p>
Cooking Classes 	<p>Massey Community House is already in a good position to implement this initiative, given the skills of volunteers, and in particular the Governance chairperson. Kitchen facilities at the MCH are not entirely adequate however the MCH is currently working with AC to identify how the kitchen can be upgraded.</p>	<p>MCH could continue to work with AC regarding the kitchen facilities. MCH could ensure AC is informed about the proposed Food Hub initiatives and what facilities would be required to implement them. The Food Hub working group could continue to support MCH to start a weekly cooking class starting next year.</p>
Home Gardening Classes 	<p>Triangle Park Massey Community Garden contracts a part-time coordinator who may be able to run classes that teach people to garden at home. The Men's Shed at West Harbour may be able to support with helping people to build raised gardens/portable pots at home. AC refuse centre may be able to provide building resources such as recycled wood, tyres etc.</p>	<p>Triangle Park Massey Community Garden could scope running a home gardening course/classes in conjunction with other services/projects. And scope possible funding opportunities e.g. health sector funding, diabetes education funding, heart health funding etc.</p>
Food Co-op 	<p>A food co-op initiative would require the funding of a project co-ordinator. MCH is located in close proximity to the North West growers and there is an opportunity to form new relationships with this sector. There is an opportunity to initially target a particular demographic and work with another organisation from that sector (e.g. AC older adult housing,, schools)</p>	<p>The Food Hub working group will continue to scope a food co-op initiative to be located at the MCH or Triangle Park Massey Community Garden.</p>

Food Cupboard 	<p>While the food cupboard was identified by a few people as needed, and is relatively simple to initiate, the success of this project would rely on the community to stock it and use it.</p> <p>This initiative could start off relatively small and grow as the community becomes more involved.</p> <p>Issues around food expiry dates, hygiene, amount taken and/or contributed, fairness issues etc.) may be difficult to manage.</p>	<p>MCH and the Food Hub Working Group to continue to scope how this could be implemented</p>
Food Bank 	<p>There are already established food bank initiatives providing food parcels in Massey</p>	<p>The Massey Community House could promote Food Bank initiatives in the local through the MCH Facebook page to ensure the local community is informed about local services and how to access them.</p>
Budgeting Advice 	<p>There are already established budgeting advice services available at Massey Community House and Massey CAB/Library</p> <p>Ideas around 'food on a budget' could be included in the Massey Food Channel/Facebook page initiative.</p>	<p>MCH could contact Massey CAB and other budgeting services to inform them of the issues identified during the community consultation process and advocate for budgeting services to initiate new services that serve the local area and address the issues around food.</p>
Food Market 	<p>Planning for International Food Festival identified a number of local residents who are interested in becoming a regular stallholder if there was an opportunity to do so.</p> <p>MCH is interested in holding regular food markets.</p> <p>There may be issues relating to the sale of food at MCH and the licensing requirements/costs</p>	<p>MCH is interested in providing regular food markets.</p> <p>The food working group will continue to scope this. Scoping is also required regarding requirements around sale of food from MCH, licensing requirements etc.</p>

BBQ at Triangle Park 	<p>MCH and Triangle Park Massey Community Garden are located in Triangle Park and are well placed to advocate to AC and Parks Services to install a community BBQ at Triangle Park.</p> <p>MCH and the Triangle Park Massey Community Garden have existing relationships with AC, Massey Matters, HMLB and other relevant organisations.</p>	<p>MCH could advocate to AC, HMLB, Massey Matters and other relevant organisations to install a community BBQ at Triangle Park.</p> <p>MCH could scope whether local funding could be accessed to install a BBQ at Triangle Park</p> <p>The BBQ would benefit both MCH and Triangle Park Massey Community Garden when they hold events including the upcoming Christmas in the Park.</p>
Food Swap and Trade 	<p>This initiative requires very little resourcing. Triangle Park Massey Community Garden contracts a part-time coordinator who may be able to scope a Food Swap and Trade initiative during community garden events/workshops.</p> <p>MCH could provide a table at their Friday markets for people to swap and trade their local produce.</p> <p>Both MCH and the Triangle Park Massey Community Garden could promote the initiative through their Facebook pages and networks</p>	<p>Triangle Park Massey Community Garden could implement this initiative relatively quickly. This initiative may also be an opportunity to engage more people in the community to become involved in the garden.</p> <p>MCH could also implement this initiative relatively quickly during their Friday markets.</p>

References

Statistics New Zealand – www.stats.govt.nz/

OECD Report – Society at a glance 2014 highlights: New Zealand OECD social indicators
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