
The Great Big Pan Challenge Toolkit

NOVEMBER 2020



This resource was developed by the Healthier Place,
Healthier Future Project as part of The Great Big Junk
Food Debate.

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Background

Why we started the challenge and who we worked with.

The idea

The Great Big Pan Challenge was an idea generated by a group of partners across Blackburn with Darwen during the COVID lockdown of Spring 2020. The challenge was essentially a cooking competition which aimed to engage members of the Blackburn and Darwen communities in a conversation about food and food insecurity.

The challenge was run by the Healthier Place Healthier Future project team and supported by Blackburn Youth Zone, Blackburn with Darwen Council Comms lead, and Blackburn College.

Judges

We were delighted to have such a high-profile panel of judges including Nigel Haworth (Great British Menu Chef), Graham Liver (BBC Radio Lancashire), Zainab Bilal (owner of Pie Mezzanae and Winner of the

‘Great British Pie’), and Muhammed Bapu (Deputy Youth MP for Blackburn with Darwen).

Communications

The challenge was communicated with the public mainly through Twitter, with some posts on other social media platforms.

Prizes

First place: ‘Great Big Pan Hamper’ – this included a pan set and other essential utensils.

Second place: A cooking session with Nigel Haworth (donated by judge Nigel Haworth).

Third place: A month’s supply of Pie Mezzanae pies (donated by judge Zainab Bilal).



Judge Nigel Haworth cooking in style.

Developing resilient food communities

The Great Big Pan Challenge was a concept developed by a group of partners across Blackburn and Darwen to galvanise the energy around Pennine Lancashire to become a food resilient community, helping the community to find long- term solutions to food access and availability. The challenge was an initiative to encourage local residents to be creative in their cooking, to support community members to share their ideas and inspiration, and to raise awareness of food insecurity and the difficulties residents may face in preparing healthy, varied meals for their families.



The Great Big Pan Challenge - encouraging creative cooking with communities.

The Great Big Pan Challenge - *Blackburn with Darwen Edition.*

The first edition of the Great Big Pan
Challenge.

The challenge

The aim of the challenge was to engage residents in conversations about food by inviting entries for a cooking competition. Points were to be awarded on creativity, nutrition and appeal but there was one catch - the entries could only be prepared from a small selection of food. The food list was based on a standard Trussell Trust Food parcel list, with the addition of some fresh and store cupboard additions.

We wanted this campaign to reach as many residents as possible; young and old, from all backgrounds, and all communities to uncover the resourceful home chefs all over Blackburn and Darwen. The aim was to shine a light on our community and highlight what we know already exists... creativity, diversity, and resilience. We want to use this energy to build confidence and inspire others.

To enter the competition, participants were asked:

1. Prepare a main meal (breakfast, lunch, or dinner) using the ingredients listed.
2. Come up with a name for the dish – there were points for creativity.
3. Include a photo, video or drawing of the prepared meal.
4. Write the recipe and short set of instructions on how to prepare the meal.
5. Include a short description of the meal, including why others should try it (max 50 words).
6. Enter by 30th June 2020.

The competition was launched on 8th June 2020.



Image clip from video by one of the contestants.

List of ingredients (based on the standard parcel list)

Cornflakes
Tomato soup / Mushroom soup
Pasta shapes
Bag of quick cook rice
Tin of tomatoes
Jar of pasta sauce
Pack of red lentils
Tin of baked beans
Tin of chickpeas / Tin of kidney beans
Tin of ham / Tin of corned beef
Tin of tuna / Tin of mackerel
Tin of potatoes
2 of the following - Tin of sweetcorn / carrots / peas / mushrooms
Tin of peaches (in juice) / Tin of pear halves (in juice)
Veg pack – onions, carrots, peppers, potatoes*
Fruit pack – apples, oranges, bananas*
Herb and spices - Mixed herbs, Curry powder, Chilli flakes, All-purpose seasoning*

*These ingredients are additional to the items that can be found in a standard Trussell Trust list.



Image clip from video by one of the contestants.

The Blueprint

Interested in running the Great Big Pan Challenge in your area? Here we talk through how we approached the campaign.

The contest was launched at the end of start of June 2020 and was open for entries for three weeks. A communications toolkit was developed and shared with partner organisations and there was a real team effort in promoting the challenge. Below are some tools to help you to run the campaign in your area.

The set up

We worked closely with a group of third-sector partners and council officers to set up and deliver the project. Once the concept of the cooking competition had been decided, we worked quickly to allocate tasks and work through them, meeting each fortnight to share progress.

Tasks included

- Meeting fortnightly to scope out the project prior to the launch
- Developing images, communications tools
- Identifying partners to engage with in order to promote the challenge
- Identifying champions – those community individuals who could promote the challenge with their peers and within their networks
- Recruiting a fabulous panel of judges
- Sourcing competition prizes
- Ensuring the competition was accessible to all – postal entries in addition to online
- Recording team members and the one and only Nigel Howarth cooking their own recipes
- Launching the competition – promotion on social media, leaflet drops, via partners
- Driving momentum – keeping partners and residents engaged, encouraging entries
- Facilitating the judging panel and communicating the winners
- Allocating the prizes

Entering the contest

Give applicants options in how to apply, ensuring access for all.

1. Post your entry [choose address]
2. E-mail your entry [choose address]
3. Post your entry to Twitter using #GreatBigPanChallenge and tag @HealthierPlace

Driving momentum and sharing the success

Social media

Regular posts on the challenge sharing the flyer with all the details and tagging relevant judges/ organisations. Posting videos of colleagues/ judges cooking and the recipe they made.

Suggested tweets and hashtags

Primary: #GreatBigPanChallenge [please always use]

Additional: #BlackburnGetsHangry #DarwenGetsHangry #BeYourOwnChef

“Calling you! Yes, you! Get involved in the #GreatBigPanChallenge this June and show an exciting panel of local chefs your skills in the kitchen. More info here: [insert link here]”

“Total beginner, aspiring chef or dab hand in the kitchen? Whatever your ability, cook up a storm this June by getting involved in the #GreatBigPanChallenge! More info here: [insert link here]”

“Young adults in Blackburn with Darwen – show us your talent, flare and creativity in the kitchen this June and take part in the #GreatBigPanChallenge! Some fab prizes up for grabs. More info here: [insert link here]”

Press releases

Work with local comms leads to build media contacts and help support the dissemination.

How to choose the winner

It may be difficult to select who is the champion budding chef, so we designed this mark sheet to make it easier for you. When rating the meals, each section is to be rated out of 5, with the highest score attainable being 20.



	Entry 1	Entry 2	Entry 3	Entry 4	Entry 5
Presentation					
Recipe					
Media					
Effort					
Final Score					

Key Learnings

Our key learnings from running the Blackburn with Darwen edition of the Great Big Pan Challenge as part of The Great Big Junk Food Debate.

Our key tips from the Blackburn with Darwen Great Big Pan Challenge

We were delighted both by the number of entries and the engagement with the challenge on social media. The challenge helped to raise awareness of food insecurity and the difficulty in cooking on a small budget. The winning entries were fantastic, and we were astounded by the skills and creativity of the young chefs in the area.

Advice for partners wishing to run the challenge

Pre-competition launch

- Produce a competition spec – what we want to achieve by running the GBPC
- Engage with other interested organisations
- Confirm judges, prizes, and timings (ensure the competition lead has contact details access to judges so able to brief and have regular correspondence)
- Have 1-1 chats with judges – ensure they are aware what they will be inputting and getting out from the competition
- Approach local news outlets with a press release – try other streams to advertise the challenge

During competition

- Keep up presence on social media
- Regular engagement with judges/ partners
- Share recipe ideas and cooking demonstrations
- Competition closes

Post competition

- Ensure all entries have had a response throughout competition
- Shortlist top entries
- Send to judges with scoring card and deadline for responses
- Contact winning entries, ask for permission to share recipe/ their entry
- Produce press release announcing winners – share with local news outlets
- Organise prizes.
- Announce winner across social media platforms.

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