

30 January 2013

THE NACC HAS SET THE GUINNESS WORLD RECORD FOR MOST COMMUNITY MEALS DELIVERED IN THREE HOURS!

The National Association of Care Catering (NACC) has made history by successfully setting the first ever Guinness World Record for 'Most community meals delivered in three hours.' An achievement that highlights the vital Community Meals Service in the UK.

The official figures from Guinness World Records, released this month, state that the NACC delivered 526 community meals in three hours in 16 locations across England. This is 226 more meals than required to secure the title!

Participating Community Meals providers across the UK successfully served the specifically-developed two-course menu of roast beef, potatoes and seasonal vegetables, rounded off with the Great British favourite pudding of apple crumble and custard, to service users.

Confirmation of the NACC's success came from Guinness some three months after the actual World Record attempt, which took place between 11am and 1pm on Monday 1 October 2012 – International Older Persons Day and the first day of NACC Community Meals Week. The delay was due to the complex nature of the adjudication process put in place by Guinness, and the sheer volume of evidence to be reviewed, cross checked and verified – including witness statements, witness verification sheets, photographs, videos and signing sheets.

Unofficial figures collated by the NACC, independently of the World Record attempt, reveal that the nationwide demand and need for the Community Meals Service is significantly greater than the World Record figures suggest. More than 20,000 elderly, disabled and housebound people in the UK actually used the Community Meal lifeline between 11am and 1pm on Monday 1 October 2012.

This huge gap between official and unofficial figures is due to the very specific and detailed rules created by Guinness in order for the NACC to achieve the record.*

Karen Oliver, Chair, NACC, explains: "We decided to go for the World Record to raise the profile of the vital Community Meals Service that serves the vulnerable in society 365 days a year, in all conditions. As there had never been a record attempt of this kind, Guinness had to organise one for us and establish stringent rules to validate it. However, these rules

inadvertently restricted the number of Community Meals providers able to participate. For example the rule that each delivery van and driver had to be accompanied by an independent professional witness automatically excluded those with no room in the van for the witness. And those without the equipment to photograph or video each delivery also could not take part.

“Regular occurrences that obviously take priority, such as having to call an ambulance and stay with a service user who had taken a fall, also affected the results. Consequently, the official figures are just a drop in the ocean compared to those we collected. Although our unofficial figures are in no way conclusive of the whole of the UK market in any one meal serving, they give a strong indication of the reality.”

The successful World Record attempt provided the exciting launch of the NACC National Community Meals Week 2012 (1-7 October), the annual event that highlights the immense value of the Community Meals Service.

Community Meals enable vulnerable adults to continue to live independently in the community for longer than they may otherwise be able. As well as providing nutritious hot meals for service users, the service also provides regular human contact that for many is the only contact they enjoy on a daily basis. This is vital to stop the detrimental onset of isolation and loneliness, and also ensures that the health, wellbeing and safety of each customer can be monitored.

Karen Oliver, National Chair, NACC, comments: “The Community Meals Service is a national lifeline that prevents many thousands of vulnerable people living independently in the community becoming malnourished and also socially isolated. Through our World Record activities we have shown that a large number of people across the UK rely on this service to maintain their quality of life, and the real value and on-going need for this service.

“The World Record attempt provided an incredibly exciting launch to National Community Meals Week 2012 and I would like to congratulate and thank everyone involved. It was a nail-bitingly long wait for final confirmation of the record but well worth it to show the value of the service. We will continue to send the strong and serious message to Government, Local Government and communities that you simply cannot deny the overwhelming importance of the Community Meals Service and the difference it makes to many lives.”

For further information about NACC, National Community Meals Week and the World Record title please contact info@thenacc.co.uk or call 0870 748 0180.

ENDS

Notes:

* The rules of the record attempt:

1. The meal had to be the same meal delivered across the country
2. The meals had to be delivered in a three hour window (between 11am and 2pm) in multiple locations across the UK
3. Each delivery vehicle and driver had to have an independent professional witness with them
4. Every delivery had to be signed for by the driver, the witness and the recipient
5. The whole of the delivery run had to be videoed
6. All video and photographic evidence had to then be returned to the Guinness World Record team, along with all of the signed witness delivery forms

Community Meals

The Community Meals Service encompasses hot, chilled and frozen meals delivered to vulnerable older people across the UK in their homes, Lunch Clubs, Day Centres and Care Establishments.

National Community Meals Week is a crucial part of the NACC calendar as it raises awareness of this incredibly important service to Local and National Government, and communities across the country. The event also highlights important issues such as security and safety in the home, healthy living, and winter living.

The NACC

The National Association of Care Catering (NACC) is a progressive organisation representing professionals providing catering to the care industry. They are recognised by Local Authorities, independent providers, the charitable sector and Government departments as a prime source of information and opinion on all aspects of catering within the care sector and whose primary aim is to improve standards.

The NACC works with a number of partners to:

- To promote and enrich the standard of catering within the care sector, whether that catering be provided by Social Care Departments or other Caring Agencies
- To provide a forum for debate among individuals, companies and organisations of all kinds involved in catering for the care sector
- To facilitate the exchange of information, experience and expertise
- To promote the development of professional standards among those involved in catering for the care sector
- To commission research into matters relating to catering for the care sector
- To publish guidelines, policy papers and authoritative statements on all aspects of catering for the care sector

www.thenacc.co.uk

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