

FOOD PLAN 2018-2021

OUR VISION: ACCESSIBLE QUALITY FOOD FOR ALL

OUR PRIORITIES

SUPPLY CHAIN

SUGAR

EDUCATION

PUBLIC SECTOR CATERING

CONSUMER ENVIRONMENT

ACCESS

OUTCOMES

Supply Chain

We will celebrate the food journey from production to waste

Sugar

We will reduce the amount and frequency consumed by our children and young people

Education

Residents and employees will have an improved understanding of the importance of a healthy balanced diet

Public Sector Catering

We will be exemplar and serve quality products

Consumer Environment

Food will play a key role in strengthening our local economy and connections with our businesses and communities

Access

Each person will have access to food that is nutritious, affordable, diverse and that benefits their health and wellbeing

QUICK WINS

Supply Chain

Host a meet the trader event to maximise local supply chain

Sugar

Replace the sale of high sugar drinks to diet/zero with partner organisations

Education

Introduce lunch box guidance for parents & schools

Public Sector Catering

Introduce catering guidelines for BMBC catering providers through procurement & contract monitoring

Consumer Environment

Roll out the revised Supplementary Planning Guidance into the Council's planning application process

Access

Support the expansion of the Alexandra Rose Voucher scheme

INDICATORS

- Child excess weight
- Children with one or more decayed, missing or filled teeth
- Proportion of 12 year olds free from dental decay
- Adult excess weight
- Proportion of the population meeting the recommended "5-a-day"
- Breastfeeding initiation & prevalence 6-8 weeks after birth

DIGITAL

- Education & training
- Campaigns
- Supply chain

HOW WE'LL GET THERE

- One Council
- Existing Working Groups
- Action Plan

Executive Summary

Food is the only product we buy and create that becomes part of us. We need it to function, grow and repair. Food is extremely important to our local population, the health and wellbeing of our residents, the local economy and the environment. Food gives us pleasure, allows us to share, celebrate and connect with others.

The food plan will require partnership delivery which will address issues around healthy weight, but it is not limited to that alone. The plan is about changing the food environment and culture within Barnsley, as well as improving access to quality food and improving health and wellbeing outcomes. Our approach will focus on developments to the policies and structures which we live, work, shop, eat and learn within. Barnsley's food plan has been developed in response to priorities in the 2018 refreshed public health strategy and will help to influence the social, cultural and environmental conditions around us. The plan will prioritise local supply chain, the reduction of sugar, education, public sector catering, the consumer food environment and food access.

The food plan supports the Future Council's vision and corporate priorities: Thriving and vibrant economy, People achieving their potential and Strong and resilience communities.

N.B There are specialist services that support individual behaviour change and individual psychological relationships with food which can be accessed through primary care. This level of support and provision is beyond the scope of the food strategy.

**MONEY SPENT ON LOCAL FOOD
IN BARNSELY'S TOWN CENTRE
AND PRINCIPAL TOWNS KEEPS
MONEY IN THE BOROUGH AND
SUPPORTS LOCAL BUSINESS
AND THE VISITOR ECONOMY.**



**FOOD EDUCATION
PREPARES AND EQUIPS
OUR YOUNG PEOPLE
WITH LIFE SKILLS AND
KNOWLEDGE.**



**GROWING LOCAL PRODUCE IN
COMMUNITY ALLOTMENTS UNITES
LOCAL PEOPLE. COMMUNITY
COOK AND EAT SESSIONS CAN
FOSTER NEW RELATIONSHIPS
AND EDUCATE PEOPLE ABOUT
HEALTHY EATING.**

**ALTHOUGH WE ARE ALL
DIFFERENT, FOOD IS THE ONE
THING WE ALL HAVE IN COMMON
AND IT HAS THE ABILITY
TO UNIFY PEOPLE THROUGH
CELEBRATIONS AND EVENTS.**

How we will deliver the Food Plan

1. One Council

The food plan will be delivered in partnership with all Council directorates and external partners. Although the plan will be led by public health, the food agenda has relevance to Council business plans and strategies: therefore success will only be made possible through collaboration and shared responsibilities.

2. Action Plan

A detailed action plan has been developed which lists the steps needed to achieve our vision. The action plan includes specific interventions, resources and timescales. Interventions have been assigned under the relevant priorities.

3. Working Groups

Progress and achievements will be monitored by public health DMT. Given the diversity of the food plan, developments will also be reported into other stakeholder groups as and when required – some of which are listed below. In order to be successful, the action plan will be owned by existing groups with the need for only a minimum number of task and finish groups to be established. A virtual network will be established to maintain communication. It will be the responsibility of the Health and Wellbeing Officer to provide updates when appropriate, plus with quarterly updates to public health DMT. The following groups have been identified who have a role to play in delivering the food plan:

Group	Priority	Link Representative
Oral Health Improvement Advisory Group	Sugar/Education	Health & Wellbeing Officer
Evening and Night-Time Economy	Consumer food environment/Food access	Head of Public Health, Health Improvement
Town Centre Communications	Sugar/Consumer food environment/Food access/Public sector catering/Supply chain	Communications and Marketing Business Partner
Maternal and infant feeding Steering Group	Food access/Education	Head of Public Health Children and Young People
Early Help Steering Group	Food access/Public sector catering/Sugar/Education	Public Health Nursing Service Manager
Children's Trust Executive Group (TEG)	Sugar/Food access/Public sector catering/Education	Head of Public Health Children and Young People
Barnsley Schools Alliance	Public sector catering/Sugar/ Education/ Food access	Health and Wellbeing Officer (People Directorate)
Food Access Steering Group	Food access/ Education	Health & Wellbeing Officer

Delivery of the food plan and action plan will be reviewed regularly to ensure all relevant and necessary stakeholders have the right amount of involvement.

Stakeholders

Food is of interest to multiple services and departments both in and outside of the Council, with many initiatives already addressing food security, hygiene and access. To be successful, the food plan will need support of its stakeholders. Some of these stakeholders will make up the virtual network described above. A communication plan will be developed for all stakeholders containing key messages.

Internal Stakeholders	External Stakeholders
Anti-Poverty Delivery Group Area Councils Business Intelligence Environment & Transport Environmental Health Events and Culture Family Centres Market Kitchen Project Board Museums Planning Public Health Nursing Service School Catering Service School Governor Development Town Centre Management Trading Standards	Alexandra Rose Charity Barnsley and Rotherham Chamber of Commerce Barnsley CCG Barnsley Food Bank Partnership Barnsley GP Federation Barnsley Hospital Berneslai Homes Food Access Steering Group Food suppliers Healthwatch Incredible Edible Local food retailers Manufacturing Schools & Colleges South West Yorkshire NHS Foundation Trust Town Centre Retail Forum Voluntary Sector

Progress to date

Hot Food Takeaways

In February 2018, Cabinet approved the recommendations of the Hot Food Takeaways Task and Finish group. From January 2019 the Supplementary Planning Guidance and additional Health Impact Assessment will be used as part of the planning application process to restrict the number of new hot takeaway outlets opening across the borough. This works contributes to the developing the local consumer food environment priority and the food access priority.

Barnsley's Big Calorie Count

An action plan has been developed which aims to ensure that calorie information is added to all menus and labels across shops, cafes and other outlets in Barnsley. The aim is to help consumers make informed choices when making purchasing decisions. This project is also our local response to Public Health England's national calories campaign. This project supports four of the food plan's strategic priorities: education, public sector catering; consumer food environment and food access.

Barnsley is Sweet Enough

Public health has already started to reduce sugar consumption amongst Barnsley Council employees. The team has worked positively with Norse to remove the sale of full sugar drinks and replaced them with diet and zero options in Westgate and Gateway Plaza. There has not been a negative impact on sales which shows staff are switching to the sugar free options. Confectionary vending machines from all staff kitchens and break out areas have been removed. The project supports three of the strategic priorities: sugar reduction, public sector catering; and food access.

Alexandra Rose Vouchers

Were introduced in Barnsley (Central, Dearne and South Areas) two years ago. The scheme helps tackle food poverty and supports healthy eating whilst supporting local markets. To date 286 families have been supported and £35,000 worth of vouchers has been spent in Barnsley's local markets. An evaluation report has shown Alexandra Rose has led to increased use of the markets, increased consumption of fruit and vegetables, weight loss, increased cooking from scratch and families eating together. A full evaluation report is available from the People Directorate. This project support the following priorities: supply chain, education, consumer food environment and food access.

Strategic Links

Cancer and Cardiovascular Disease Prevention

Through encouraging healthy eating, improved access to fresh fruit and vegetables, a reduction in the availability of excess salt, fats and sugar are all examples of how the food plan will contribute to reducing mortality in Barnsley. The future restrictions imposed on hot food takeaways will support the health outcomes of those living in the most deprived communities as the evidence shows high proliferation of takeaways in disadvantaged areas.

Physical Activity

Although healthy weight is only one part of the food plan, excess weight is one of the indicators. The food plan will be complemented by the developments in the physical activity strategy 2018–2021 and vice-versa, in order to promote healthy weight. The link between physical inactivity and obesity is well established, however, it is important to note that not one alone can combat obesity. Food and physical activity interventions together at a population level are more likely to be successful in addressing healthy weight.

Food Access

Under the governance of the Stronger Communities Partnership sits the Food Access Steering Group. The group's vision is to build a better Barnsley where everyone has the right to the food they need to thrive. There are clear links between the aims of the food access network and this plan. Part of the remit for the Steering Group will to become a delivery group for the food access objective of the Barnsley Council food plan.

Healthy Lifestyles Service

The review of Barnsley Council's healthy lifestyles service (includes individual behaviour change and weight management) will support the aims and objectives of the food strategy.

Public Health Strategy 2018–2021

Food is one of the three new priority areas in the refreshed public health strategy 2018–2021.

Elements of Barnsley's food plan can only be achieved at a national level. Through this plan, Barnsley Council would support all interventions in the Government's Childhood obesity: a plan for action Chapter 2 (2018) such as:

- Clear calorie information on food labels
- Calorie reduction programme
- Restrictions on junk food marketing to children

Plus other national campaigns such as:

- Reduction of trans-fats in products and cooking methods
- Development of a UK food policy

