

## Sheffield Food Strategy Year One: 2014/15 Implementation Plan

### 1. Tackle Food Poverty - support emergency food bank provision and work towards eliminating the need for food banks by tackling the root causes of food poverty

	Action	Resource requirement	Resource secured?	Owner(s)	Time scale	Success criteria Short Term	Success Criteria Long Term	Outcomes		
								H & I	ES	FE
1.1	SCC to provide short term financial support to food banks Opportunity to match fund this to lottery bid for advice workers	£20000 plus potential match from Big Lottery if bid successful	Partial	Tackling Poverty & Social Justice Board, Cabinet Lead food and Environment / Food Bank Network	May-14	Food banks have increased capacity and are able to give a wider range of support to more individuals	Fewer people experiencing food poverty	✓		✓
1.2	Raise awareness of food poverty through publicity exercises e.g. public sector food collections, facilitating links with local food businesses, Sheffield on a Plate project delivery	Time - officers and partners	Yes	Food Executive, Food Bank Network, Sheffield on a Plate	Ongoing	Sufficient donations to food banks, appropriate donations; 20% of students are more aware of food banks and food poverty	Fewer people experiencing food poverty	✓		✓
1.3	Review SCC systems that may exacerbate food poverty including a review of the Local Assistance Scheme, update provided to Food Executive	longer term financial implications unknown	No	SCC Communities - care & support & cabinet member for food & environment	Dec-14	Review complete	Improved and timely access to crisis support; improved benefits take up, greater understanding of root causes of poverty to inform strategy, fewer people experiencing food poverty	✓		✓
1.4	Facilitate networking and information sharing opportunities to enable organisations working with vulnerable people in Sheffield and health and social care professionals, liaise with Tackling Poverty and Social Justice Board where necessary	Officer time	No	Food Bank Network / Place Public Health / TPSJ Board	Sep-14	No's of staff receiving information; greater awareness by a range of staff of support available	Improved access and more timely take up of crisis support; more integrated working; greater understanding of root causes to inform future SCC strategy	✓		✓
1.5	Identify the extent of food poverty (the inability to purchase food for a healthy diet) in Sheffield to inform future strategy and contribute to evaluation	Officer time	Yes	Public Health, support from SCHARR	Jun-14	Parameters agreed; baseline established; identification of communities with poor access to food	Refined targeting of interventions and activity in future Sheffield Food Strategy planning	✓	✓	✓
1.6	Advocate nationally for change in welfare system, supply evidence to national inquiries and raise with Dr of Public Health & Public Health England	Officer time	No	Public Health, SoaP	ongoing	Number and nature of opportunities taken to submit evidence and influence national policy	Changes in priorities and policy leading to fewer numbers of people experiencing food poverty	✓		✓
1.7	Review of lunch club provision to be informed by Food Strategy priorities	Officer time	Yes	VAS and Place Public Health	Jun-14	Review recommendations and future delivery are in line with Food Strategy principles	Food provided at lunch clubs is healthy, sustainable and locally sourced where possible	✓	✓	✓
1.8	Increase Free School Meal uptake through promotions and by writing to parents/carers of children in the 122 schools in the School Catering contract to encourage them to apply and providing guidance on how to apply.	Officer time and 5k to support promotion of FSM	yes	CYPF - School Food Service	May-14	Increased uptake against eligibility in primary schools from 78% to 85% and in secondary schools from 65% to 70%	Free School Meal Uptake increases; fewer families experiencing food poverty	✓		✓
1.9	School food provider and School Nutrition Action Groups (SNAGs) to increase school meals uptake through development of bespoke provision based on the needs of school communities	Time: School food provider and individual schools, potential cost implications	No	School Food provider, School Food Service Manager, CYPF Public Health	Ongoing	Increase primary school meal uptake from 44% to 60% uptake	Increased school meal uptake leading to improved school attainment; cycle of poverty broken; PHOF obesity targets	✓		✓
1.10	Analyse NCMP data on underweight to identify schools where malnourishment may be an issue. Develop and offer a package of support to identified schools that focuses on increasing school meal uptake and targeted support from the 5-17 healthy weight service.	Officer Time	No	Place Public Health, CYPF Public Health, PHIT team and 5-17yr Healthy Weight Service	Dec-14	Analysis completed, schools identified and contacted with an offer of support.	Take up of support, reduction in underweight NCMP prevalence in target schools and increase in FSM/Universal meal uptake in target schools	✓		✓



2. Help to make takeaway food on offer in Sheffield healthier (also links into neighbourhood Eat Well project)

							Outcomes			
Action	Resource requirement	Resource secured?	Owner(s)	Timescale	Success criteria Short Term	Success Criteria Long Term	H & I	ES	FE	
2.1	5-17yr Healthy Weight Service to support to 4 secondary schools (to be identified by CYPF Healthy Settings Team) to develop and implement a stay on site policy using the local action plan process and template. Action plans to include improving lunchtime school meals service.	Included as part of 5-17 Healthy Weight service spec	Yes	CYPF Public Health, 5-17 Healthy Weight Service	Mar-15	4 targeted secondary schools develop a stay on site policy; evidence of implementation; pupils report improved satisfaction with school meal service	Fewer pupils accessing unhealthy food at lunchtime; PHOF obesity outcomes	✓		
2.2	Review latest evidence on the possible impact of a range of regulatory and/or planning interventions including the links between takeaways and obesity. Use to inform development of local planning and licencing policies	Officer time	Yes	Place Public Health	Mar-15	Clarity on areas where council regulatory powers are likely to have an impact; briefing produced	Policy changes with highest impact are made; PHOF outcomes diet/obesity	✓		
2.3	Pilot use of takeaways toolkit to engage local fast food outlets in making healthier choices available	Approx £30-40k public health grant	Yes	Env Regs and Public Health	Mar-15	No of food businesses supported and examples of changes made	PHOF outcomes /obesity, greater uptake of healthy options offered in fast food outlets	✓		✓

3. Support communities to eat well

							Outcomes			
Action	Resource requirement	Resource secured?	Owner(s)	Timescale	Success criteria Short Term	Success Criteria Long Term	H & I	ES	FE	
<b>3. Support communities to eat well: Development Activity</b>										
3.1	Implement 'EatWell' asset based approach to taking forward the Food Strategy in 3/4 neighbourhoods	Yes - £50k Public Health Funding	Yes	Public Health and Env Regs and VCF	Apr 14 - Mar 17	Project targets and outcomes met; numbers of settings and individuals engaged	Changes have taken place that contribute to a range of food strategy outcomes	✓	✓	✓
3.2	Maximise local and national opportunities to promote healthy eating messages, ensuring consistent messages are communicated to key stakeholders including the general public	Yes -part Public Health Funding to support Food Strategy	Yes	Public Health and Env Regs and VCF	Apr 14 - Mar 17	Communications strategy developed. Briefing on key messages and recommended resources produced for all key staff/services.	Services deliver consistent messages; general public show change in knowledge. and behaviour; PHOF obesity targets	✓		
3.3	Take opportunities to influence national policy regarding diet and healthy eating	Officer time	Yes	Place public health	Ongoing	Number and nature of opportunities taken to submit evidence and influence national policy	Changes in priorities and policy leading to reduced obesity and improved diet	✓		
3.4	Secure strategic support from the Citywide Learning Body for a strategic approach to engaging schools in healthy eating and nutrition in line with the National School Food Plan. To include a possible role for a Food Champion in each school and/or building on the work of School Nutrition Action groups .	Officer time plus ongoing support from 5-17yr Healthy Weight Service (as 3.8), and Health Service to School Age Pupils (as 3.9)	Yes	CYPF and Place Public Health and CYPF School Food Service	Present paper to CWLB Sep-14	CWLB endorse approach taken	Number of schools and settings engaged and committed to maintaining school food nutritional standards; increased participation of schools in the healthy schools approach	✓	✓	
3.5	Service redesign for Early Years Prevention and Early Intervention to include provision of information and support around maternal and infant nutrition (inc. breastfeeding, healthy weaning and childhood obesity).	600k (PH Grant)	Yes	Assistant Director of Prev & Early Int; CYPF Public Health	Apr-15	Redesign completed, service provision promotes maternal and infant nutrition	Improved early years outcomes inc. childhood obesity, breastfeeding and infant mortality	✓		
3.6	Reduce household food waste through a) delivery of revised food waste campaign as part of Sheffield Waste Strategy; b) Food Waste addressed in cook and eat programmes; c) Sheffield on a Plate project to engage students in minimising food waste	40k external funding from WRAP, plus SoaP funding	WRAP No, SoaP Yes to Jul 15	VEOLIA, waste management, Eat Well providers, SoaP	TBC	Campaign implemented and evaluation of impact; Eatwell cook and eat KPIs; Sheffield on a Plate outputs delivered	Reduced household food waste; students adopt sustainable food behaviours; environmental impacts of student food consumption reduced; contribution to reduced food poverty		✓	✓
3.7	<b>PLACEHOLDER:</b> to support schools to implement the new Ofsted requirements for all 16 yr olds to be able to cook 5 savoury dishes as of the National School Food Plan. Curriculum changes to be implemented from Sept 2014 for Key Stages 1 to 3.	TBC	No	Individual Schools/Academies	Sep-14	TBC	TBC			

Action	Resource requirement	Resource secured?	Owner(s)	Timescale	Success criteria Short Term	Success Criteria Long Term	H & I	ES	FE
<b>3. Support communities to eat well: Commissioned Services</b>									

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3.8	Delivery of targeted cook and eat sessions and programmes to improve cooking skills	£70k contract with Zest	Yes	Zest for Health	Mar-15	KPIs met: 180 people attend a cooking skills session, 400 people complete a 6 week cooking programme. Pre and post evaluation to show impact.	PHOF diet & obesity targets; volunteers progress to employment; annual evaluation of impact	✓	✓	✓
3.9	Develop and commission healthy weight services that provide support from conception onwards with increased emphasis on prevention. To include a) support for early years settings and schools to promote healthy eating and nutrition; b) delivery of direct support to individuals; c) building knowledge and capacity within existing staff and services; and d) development of specific pathways e.g. maternal healthy weight	Approx £960k total (when in place these services have a developmental role as 3.4 and direct delivery role 3.8)	Yes	Place public health and provider(s) once in place	From Oct-14	Providers appointed; KPIs agreed and monitored; evaluation of impact inc improved diet and weight loss	Services achieve outcomes; improved attainment; PHOF obesity targets	✓	✓	✓
3.10	Through the 0-5yr Healthy Weight service encourage all early years settings within at least 9 high need localities to support healthy eating and nutrition including healthy breakfast provision. Deliver HENRY training to practitioners and HENRY parenting programmes for parents	Included as part of Early Years Healthy Weight Service spec	Yes	Place Public Health; 0-5 Healthy Weight service	Mar-16	Contract KPIs met inc. number of EYs settings supported in each locality; evidence of changes; no. of parents supported, change in practitioner behaviour	PHOF obesity targets	✓		✓
3.11	Through the 5-17 Healthy Weight Service support 25 high overweight and obesity prevalence schools (based on analysis of NCMP data) to implement the Lunchboxes and Food from Home Policy guidance and undertake lunch box observations.	Included as part of 5-17 Healthy weight service spec	Yes	Place Public Health; 5-17 Healthy weight Service	Sep-17	Number of schools implementing policy; improved nutritional value of lunchboxes	Improved diet and PHOF obesity targets	✓		
3.12	Health service to school age pupils to provide signposting, advice and support to 15 schools with high overweight and obesity prevalence as part of stretch target (CQUIN) within contract with SCHFT (NHS)	CQUIN: £ 42,138 as part of Health Service for School Age Pupils contract	Yes	CYPF Public Health, Health Service for School Age Pupils	Mar-14	Stretch target met - support provided to 15 target high prevalence primary schools	PHOF obesity targets	✓		
3.13	Support schools to implement their legal duty to provide universal free school meals at key stage 1 from September 2014, which includes the legal changes to the food standards	Officer Time	Yes	CYPF School Food Service contract manager	Sep-14	Minimum of 121 schools providing UFSM at Key Stage 1; increase in school meal uptake at KS1 and beyond	Local and national evaluation of impact; improved attainment; PHOF obesity targets	✓		

4. To encourage more people to learn about and get involved in growing their own food

								Outcomes		
Action	Resource requirement	Resource secured?	Owner(s)	Timescale	Success criteria Short Term	Success Criteria Long Term	H & I	ES	FE	
4.1	Support the development of a new local growing group. Review investment in and health benefits of food growing	Officer time	Yes	Parks and Countryside Service & Place Public Health	Dec-14	Identification of growing opportunities; more effective and wider engagement in growing	Increased knowledge and understanding of growing food; better targeting of investment; PHOF indicators exercise, obesity, diet	✓	✓	✓
4.2	Promote local food growing in schools including development and piloting of an award scheme to assess quality of growing activity in schools	Up to £800,000 per annum needed	Part secured: funding from schools, Healthy Communities, grants and contracts, volunteers-in-kind etc.	CYPF Public Health, Heeley City Farm, Whirlow Hall Farm, SHU	Jul-16	Jul 15: 50% of schools by Jul 15 and 70% by Jul 16 to have a food growing garden in school grounds or access to a food growing site. Number of schools achieving the food growing award/number of schools participating in CPD and education around food growing	Increased knowledge and understanding of growing food; PHOF indicators exercise, obesity, diet	✓	✓	✓
4.3	Promote community local food growing training and learning	Up to £200,000 per annum needed	Part secured: funding from Healthy Communities, grants and contracts, volunteers-in-kind etc.	Heeley City Farm, Whirlow Hall Farm	Oct-15	Each Healthy Communities area (14 areas) and each Local Area Partnership (7 areas) to have at least one community food growing training and learning garden	Increased knowledge and understanding of growing food; PHOF indicators exercise, obesity, diet	✓	✓	✓
4.4	Promote under used allotments, particularly to community groups. Consider engagement of VEOLIA volunteers in clearing vacant allotment plots	Officer and volunteer time	Yes	Parks and Countryside Service; Veolia	Mar-15	More effective and wider engagement in growing	Increased land available for community growing initiatives	✓	✓	✓
4.5	Support composting across the city as part of SCC Food Waste Strategy	TBC	TBC- strategy in development	VEOLIA & waste management services	TBC	More people composting, more successful growing;	Decrease in food waste to landfill	✓	✓	
4.6	Engage with the Sheffield on a Plate project to share good practice and encourage alignment to Food Strategy priorities. This aims to increase the number of students growing their own food, composting and support local growing sites.	Total SoaP funding approx £100k per annum to Jul 15	Yes - externally funded through NUS	Sheffield on a Plate project; Place Public Health	Jul-15	10% increase in number of students who grow their own food; growing sites established at City College and Hillsborough College; 250 compost caddies distributed to student residences	Students adopt lasting sustainable food behaviours, local growing sites strengthened; Decrease in food waste to landfill	✓	✓	✓

5. Boost the role food plays in the local economy

	Action	Resource requirement	Resource secured?	Owner(s)	Timescale	Success Criteria short Term	Success Criteria Long Term	Outcomes		
								H & I	ES	FE
5.1	Communicate the Food Strategy to at least 20 large local food manufacturers/ retailers and invite further engagement	Officer time	Yes	Place Public Health	Mar 15 and ongoing	Number of organisations engaged	No of developing policy in line with Food Strategy	✓	✓	✓
5.2	Support the Markets Strategy in particular by encouraging people to use demonstration space in Moor Markets	£10-15k	Yes	Markets, Place Public Health	Mar-15	No of demonstrations, no of beneficiaries,	Impact on market footfall, percentage let, awards won, improved cooking skills	✓		✓
5.3	Continue to support the Food Festival e.g. continued support from city centre and major events service, coordination of a health offer during the event, communications time etc.	In-kind support may create budgetary pressures for some services	Partially	SHU; env regs; city centre events; Place Public Health	May 14 and annual	Numbers attending and evaluation of festival impact; Increase in festival content relating to health, food skills and local sourced food	Vibrant food culture; raised profile of local producers and businesses; successful, diverse & high quality restaurant sector	✓	✓	✓
5.4	Review national policy/guidance regarding public sector catering and procurement. Meet with procurement and sustainability managers within SCC and NHS to agree action to ensure compliance with best practice. Sheffield on a Plate project to support SHU, UofS and Sheffield College caterers to achieve Food for Life standards	Staff time, cost attached to some standards, would require business case to be developed	Sign up in principal via HWBB	Place Public Health and CCG, SCC, STH, SCH, SHSC, Sheffield on a Plate	Mar-15	No of sustainability plans that reference food; organisations commit to adopting standards	Increase in proportion of meals served in hospitals, schools and universities that are healthy, sustainable and locally sourced		✓	✓
5.5	Take opportunities for students to engage in the food strategy through research projects and/or volunteering. Sheffield on a Plate project to increase student engagement in food agenda.	In kind, staff time to support students and liaise with univ/colleges; SoaP externally funded to Jul 15	Yes	Food Executive, SHU, Shef Uni. Shef Col	On going	14,600 students engaged through Sheffield on a Plate project inc 400 student volunteers; No of additional placements and projects offered	Enhanced employability of students; value added to Food Strategy; students adopt lasting sustainable food behaviours	✓	✓	✓
5.6	Develop opportunities for community volunteers to engage in the food agenda. For example Cook and Eat contract KPIs include provision of training and volunteering opportunities, School Food contract KPIs include provision of work experience and apprenticeships	Some included within existing contracts, further resource TBC	Yes	Food Executive, Zest for Health, Taylor Shaw	ongoing	Zest KPIs: 8 community food champions trained, 8 volunteers trained. Taylor Shaw KPIs: Min 20 work placements per year plus apprenticeships.	Increased community engagement in food; increased employability of volunteers; value added to food strategy	✓	✓	✓

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