



A (*new*) Sheffield Food Strategy

Progress towards refreshing the current Sheffield Food Plan (2011)

Briefing for the Economic and Environmental Wellbeing
Scrutiny Committee Meeting
Place Public Health Team
Wednesday 9th October 2013



Why do we need to refresh our Sheffield Food Plan?

- Links to a number of SCC priorities – Strategic Outcomes; JHWBB Strategy, Fairness Commission

Progress has been made but a number of factors have affected the delivery of the 2011 Sheffield Food Plan including:

- Changes in priorities – incl. new priorities such as food poverty
- 2011 Food Plan was very wide ranging in nature – given diminishing resources need to refresh and focus on a smaller number of areas – ‘make it manageable’
- Unclear and changing governance structures to co-ordinate and drive progress - *now have a Food & Physical Activity Board
- The end of Sheffield Let’s Change4Life Programme funding – which was used to develop the 2011 plan
- Expectations of what is possible in the current economic climate
- SCC funding pressures
- Public sector reorganisation

Sheffield at a glance – included in the new Food Strategy

- Sheffield has 4951 registered food businesses
- In 2011, a total of 12574 people were employed in food related industry in Sheffield + Food Training and Retail
- Estimated that the average household in Sheffield wastes £50 of food / month
- Equates to £600 per household per year and over £136 million of wasted household food per year in Sheffield as a whole
- Estim. that approx. 40,000 people in Sheffield are currently experiencing food poverty

Sheffield at a Glance (2)

- Estimated that only 24.7% of people in Sheffield aged 16+ eat a healthy diet
- Over 30,000 people in Sheffield are malnourished (in terms of under nutrition)
- 58% of Sheffield's population aged 15+ (271,324 people) is estimated to be overweight or obese
- The direct cost of treating obesity and its consequences in Sheffield is approximately £11.5 million annually
- and the estimated annual cost of obesity related sickness absence in Sheffield is £14.5 million

Progress, opportunities and issues incl:

- The Moor Market - 200 Stalls - open Nov 2013
- Celebration - Sheffield Food Festival 184,000 visitors last year – 2013 Food Festival exceeded this
- New Governance structures
- Action to Improve School Food - e.g. 17 Schools/9000 pupils (Food, Fitness and Fun); 19 schools Stay on Site
- HENRY (Health Exercise and Nutrition for the Really Young 0-5s) Programme rolled out
- New Sheffield Green Commission
- Development of Food Banks – demand for emergency food

New Food Strategy - Three underpinning Themes

- 1. Environmental sustainability**
- 2. Improved health and wellbeing by increasing healthy life expectancy and reducing health inequalities**
- 3. A strong economy**

New Food Strategy – overarching aims

1. Everyone can access, a diverse offer of food that is safe, nutritious & benefits their health and wellbeing
2. We don't waste food
3. Food plays a key role in strengthening our local economy and the food offer draws people to our city
4. Our local food system is sustainable and the environmental impact of our food production, processing, retail and consumption is minimised
5. Our public sector bodies lead by example through regulation and sustainable procurement and provision of food

Priorities proposed in the strategy next 2 years

1. Tackle Food Poverty in Sheffield
2. To improve the food offer - Implement the 'Takeaways Toolkit' in Sheffield
3. *Establish a Healthy Eating Campaign & Support Communities to Grow their own Food*
4. Boost the role food plays in the local economy
5. Establish an independent Sheffield Food Trust

FS underlines SCC as an 'enabler' + deliverer of Food priorities

Progress to Date

- First Draft of new Strategy presented to Food & Physical Activity Board (July 2013)
- Draft Terms of Reference for new Food Executive Group/date set
- **Consultation** process proposed includes:
 - Consultation with some Elected Members
 - Stall at the Sheffield Food Festival September 2013
 - Questionnaire to be widely circulated &
 - Round table discussions being planned for October 2013 (to be planned jointly with Physical Activity 'Move More' strategy)

Next Steps include:

- Food & Physical Activity Board Meeting November 2013
- First Meeting of Food Executive Group 15th October 2013
- Consultation on new Food Strategy
- Agree Final Draft ready for period of Consultation
- Collate consultation feed back and launch final strategy before December 2013
- Prepare detailed action plan ready to implement
- Identify resources

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We would like to acknowledge Ellie Houlston formerly of Place PH Team

Supporting slides if needed

Figure 1: The Food System

