

Sheffield Food Strategy(ies)

Jessica Wilson - Health Improvement Principal

Sheffield has a long history of Food Strategies and Plans...

- ▶ Originally Public Health led focussing on diet and nutrition
- ▶ 2008 Sheffield Let's Change 4 Life (whole systems approach to child obesity) commissioned "whole systems" food strategy to be developed
- ▶ 2014 PH asked to write a new Food Plan - whole systems again, practical in focus, context of austerity and PH just moved to Local Authority
- ▶ 2018 - current "Food and Wellbeing Strategy" - largely a diet and obesity strategy, health focussed outcomes
- ▶ 2021 - commitment to review and broaden food strategy, increased focussed on sustainability and climate, more collaborative

Sheffield City Council Food and Wellbeing Strategy 2018

Diet & nutrition focus: Poor diet and obesity are two of the biggest contributors to ill health and early death and a major cause of inequalities.

Aim: to increase the proportion of people eating a well-balanced diet, reduce the prevalence of conditions related to poor diet and for the greatest improvements to be made in the poorest parts of the city.

High level indicators: obesity & oral health (and inequalities in these)

Governance: Food and Obesity Board, council led, reluctance to formally engage with local food partnership

“Wherever possible the proposed actions in the strategy will seek to support wider outcomes related to food including mitigating the worst effects of poverty, strengthening the local economy, reducing carbon emissions, increasing the resilience of our food supply networks and promoting social cohesion and general wellbeing through food.”

Themes

- ▶ **Transform food environment**
- ▶ **Provide services and support** (e.g. weight management: less resource, more targeted)
- ▶ **Children, Young people and Families**
- ▶ **Reducing inequalities** - targeting of services and interventions; and through putting greater emphasis on structural and policy change
- ▶ **Focus on Sugar**- simple but impactful message, reflected national approach and emphasis

How - focus on structural & policy change

- ▶ Addressing the factors that affect people's food choices including by using the public sector's influence over:
 - ▶ food provision in our buildings and via our contracts and leases (Leisure, Olympic Legacy Park, parks cafes, school food)
 - ▶ Junk food ads and sponsorships - in progress
 - ▶ Support use of public sector owned green space and vacant premises for initiatives such as social supermarkets, urban agriculture and community eating spaces
 - ▶ Use council services such as environmental regulations to engage private industry with responsible retailing
 - ▶ Hot food takeaways policy in local plan - in progress
 - ▶ Healthy Schools (Food For Life) and early years award schemes
 - ▶ Working with public sector partners to take a similar approach

Initiatives commissioned directly through Food Strategy

- ▶ Healthy Holidays - now merged with HAF
- ▶ Healthy Early Years Scheme
- ▶ Whole school approach to food - Food For Life
- ▶ Sheffield's Sweet Enough campaign
- ▶ Weight management (more upstream, more targeted), use of additional grant to target underserved groups
- ▶ Early years parenting support and staff training (Start Well, local scheme similar to HENRY)

Future Plans - a new Food Strategy

- ▶ Changing political landscape - cooperative executive, move to committee system = more cross party involvement in policy development
- ▶ SCC one year plan priorities -
 - ▶ Communities and Neighbourhoods
 - ▶ Climate Change, Economy and Development
- ▶ National Food Strategy - need for more systems thinking, problems and solutions are v complex. Calls for all councils to have food strategies that consider whole food system - field to bin/compost heap
- ▶ Cross party scrutiny inquiry into food poverty highlighted need for stronger response in this area
- ▶ Resulted in “Right to Food” motion to full council - range of commitments made including
 - ▶ developing a Food Access Plan
 - ▶ developing a Food Strategy linking the need to reduce carbon to meet climate change targets and boosting biodiversity to protect nature, along with developing a wellbeing economy and improving health equality across the city
 - ▶ commits to working with local organisations like ShefFood, Heeley City Farm, FoodWorks, the University of Sheffield, and others, to develop a Food Strategy to support a rapid increase in urban and peri urban food production

Refreshed Food Strategy - likely direction of travel

- ▶ To consider a broader set of outcomes. A food system that is
 - ▶ Greener - Reduce carbon impact of food system and use food to improve biodiversity (urban agriculture, use of SCC land, procurement, waste)
 - ▶ Fairer - Food Access plan. Reducing inequalities (in access to food and in health outcomes)
 - ▶ Healthier - stick with actions in existing Food Strategy, potential for greater emphasis on role of food in broader wellbeing (eating together, growing...)
 - ▶ That supports the local economy / a wellbeing economy
- ▶ Increased collaboration and co-production, more closely and formally aligned to ShefFood partnership and SFP - SCC match funding SFP bronze to silver bid

ShefFood: recent developments



SFP Bronze award acknowledging positive city wide food system developments.

This has unlocked SFP Bronze - Silver funding, match funded by SCC, to oversee the Silver award process. We also welcome the opportunity to use this pot for collaborative working on revision of Sheffield's **Food Strategy**.

Working Groups - to simplify partnership working and enable a more streamlined expert response from individual partners to key Food Strategy issues.

These include, but are not limited to:

- Food poverty / food equity
- Procurement
- Skills & Training

ShefFood: increasing local low-carbon food production



National projects: Sheffield is a Pathfinder Place with the [Urban Agriculture Consortium](#), alongside Lancaster, Leeds, Middlesbrough and Nottingham.



ShefFood have joined with Bristol, London and Glasgow to deliver the [Fringe Farming](#) Programme. Continuing into 2nd year.

Sheffield's recent activities detailed in three [webinars](#) at the Northern Real Farming Conference, inc. Food Hubs' role in democratising local food systems.

Different models:

- Potential for field scale production explored in - [Farming Sheffield's Fringe](#) paper.
- Ongoing work on [FarmStart](#) feasibility study, supporting new entrants to farming.
- Urban community gardens on NHS and public land? Discussions with P&C and Sheffield Children's Hospital Trust.

Ongoing challenges

- ▶ Ensuring Food is seen as not just a “PH” thing - getting others to lead/own objectives
- ▶ Capacity to engage - food is often just one of numerous priorities for other council depts and partner orgs
- ▶ Balancing priorities - political, partners, changing over time
- ▶ Working in a whole system, whole council way - it's hard for the above reasons! Lot's of conversations needed with lots of people, changing the narrative each time to reflect their perspective and priorities