

# Healthy Markets - Healthy Communities

## Public Health Intervention at Darley Street Market, Bradford

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### Background

Municipal markets are often overlooked as public health infrastructure. Markets bring together food access, social connection, local economies, and community services. The £32.3m Darley Street Market development illustrates how a municipal market can operate as a strategic setting for public health interventions.

### Intervention Model

Four distinct interventions have been advanced within the Darley Street Market which contribute to a healthier food environment within Bradford District.

### Healthier Hot-Food Offering

- A public health commissioned programme supported traders to improve the nutritional quality of takeaway foods
- Traders received tailored nutrition guidance to support healthier food preparation and menu design
- The Hot Food Court used Point of Sale (PoS) machines to promote and increase visibility of healthier meal options

### Cooking Skills & Food Confidence

- The Cookery School supports residents to develop practical cooking skills and confidence in preparing nutritious meals
- Community food education sessions promote healthy eating, food safety, and awareness of diverse cooking methods
- School engagement activities help build an early understanding of nutrition and healthy food practices

### Community Health Infrastructure

- The 'Wellnest' space provides community access to health and wellbeing support within the market setting
- Mental health support and wellbeing services are delivered through accessible community-based provision
- Health screenings and 'Living Well' services support early intervention and preventative health approaches

### Trader Engagement & Sustainability

- The 'Healthy & Sustainable Market Charter' was co-developed with traders to address food waste and define principles for sustainable market operations
- Research at St James Wholesale Market identified the role of wholesale markets with local food systems and highlighted significant amounts of food waste
- The 'Plenty at the Square' initiative delivered community workshops promoting waste reduction, sustainability, and healthier food practices.

### Learnings & Reflections

- Public marketes enable upstream, place-based public health interventions, where Officers can have greater influence than within the wider food-system
- Responding pragmatically to local opportunities supported the development of effective interventions and partnerships
- Whilst the 'Market Charter' sets out a shared ambition, successful implementation requires adequate resourcing