

NORTH LINCOLNSHIRE COUNCIL

Health and Wellbeing Board

**Food in North Lincolnshire Pledge
(part of the Sustainable Food Cities programme)**

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To inform the HWB about current activity with regards to sustainable food cities project
- 1.2 To share the pledge, this has been developed following community engagement. This is attached at Appendix 1.
- 1.3 To obtain a commitment of the members of the HWB to the values established in the Food in North Lincolnshire Pledge

2. BACKGROUND INFORMATION

- 2.1 One significant element of addressing the big ticket item of Obesity is improving the food environment in North Lincolnshire; this is in addition to increasing physical activity and improving provision of weight loss services.
- 2.2 The Sustainable Food Cities model was discussed at HWBB in March 2016 as a mechanism to improve the availability of healthy, affordable and sustainably grown food to people to the benefit of the local economy and environment. It received positive support at this meeting.
- 2.3 Since then a cross sector partnership has been formed with representatives attending from public sector, food industry and retail and voluntary sector. This partnership has led the programme of activity and included the development of the attached pledge and branding to give the project an identity. The partnership group hope to improve the public visibility of the project in the forthcoming weeks and months with a public launch, large community activity and celebrating the positive work already going on in the area.

- 2.4 The pledge itself was developed using the comments and thoughts of the people of North Lincolnshire, the project had a presence at a number of community events and gave the opportunity to explore what people really felt was important to them about food. This was further supported using an online questionnaire and the results have been used to form the pledge which will guide the partnership and its activity.
- 2.5 The partnership will submit a portfolio for assessment to receive national recognition for the North Lincolnshire region from the national Sustainable Food Cities programme (led by the Soil Association) in the summer of 2017.

3. **OPTIONS FOR CONSIDERATION**

- 3.1 **Option 1:** The members of the HWBB do not commit to the pledge on behalf of the organisations they represent.
- 3.2 **Option 2:** The members of the HWBB commit on behalf of the organisations they represent to uphold as far as practical the values contained within the pledge. This is the preferred option.

4. **ANALYSIS OF OPTIONS**

- 4.1 **Option 1:** Project will continue as planned however without support of organisations on the HWB inertia will be slower to build and outcomes may be delayed. This option will also fail to fulfil the commitment made by the HWB as a major element of the Obesity priority.
- 4.2 **Option 2:** The Pledge and associated project work will quickly gain credibility and local interest and ability of the partnership to deliver outcomes will be improved.

5. **RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

- 5.1 Whilst there are no direct resource implications, signing up to the pledge demonstrates personal and organisational commitment to its aims and actions. Board members are asked to give the necessary input to achieving this aim, both in their own lives and in the culture of the organisation that they represent. This may require small actions such as promoting the project through existing social media channels, or wider actions that may require decisions about the allocation of resources.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT

6.1 Integrated Impact Assessment

An Integrated Impact Assessment has been completed for this project. No negative impacts have been identified

6.2 Diversity implications

Consideration will be given to diversity issues as part of the ongoing development of the project, activity and impact assessments will be undertaken as necessary to ensure benefits are shared across the region with a targeting of those communities with greatest need.

6.3 Environmental implications

There are no known environmental implications

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

7.1 The document has been created through consultation with the community and partners from the statutory, voluntary and public sectors. Continued engagement will be sought to guide the project as it progresses.

8. RECOMMENDATIONS

8.1 The all members of the Health and Wellbeing Board, on behalf of their organisations, commit to the Food in North Lincolnshire Pledge and the values, aspirations and actions captured within the pledge document.

8.2 That all members of the Health and Wellbeing Board, both individually and on behalf of their organisations, consider practical methods of implementing the pledge.

8.3 That all organisations represented on the Board agree to contribute to the ongoing work to tackle obesity.

8.4 That the Board consider the implications of the Food in North Lincolnshire Pledge during future work to update the Joint Strategic Assessment and Joint Health and Wellbeing Strategy.

DIRECTOR OF PUBLIC HEALTH

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Appendix 1 : Food in North Lincolnshire
Pledge



THE FOOD IN NORTH LINCOLNSHIRE PLEDGE

The Food in North Lincolnshire partnership is proud to be part of the sustainable food cities network. It is made of representatives from public, private and voluntary organisations which want to promote good food, accessible to all in the area. The vision for the region is of healthy people, vibrant communities and a strong food economy which is good for the environment.
All the partnership members have agreed to the following pledge to support this vision

<p> FOOD FOR PEOPLE</p> <p>PEOPLE CAN ACCESS</p> <p>Food which is affordable, tasty and nutritious</p> <hr/> <p>Help for people and families to develop their cooking skills</p> <hr/> <p>Fresh food, even for those with very limited means</p> <hr/> <p>Workplaces which promote healthy eating to those who work there</p>	<p> FOOD FOR THE COMMUNITY</p> <p>HELPING TO</p> <p>Bring people together to celebrate both traditional food from our area and food from our diverse community</p> <hr/> <p>Promote produce which people are proud of</p> <hr/> <p>Recognising the importance of sharing food as a time for families and friends</p> <hr/> <p>Support individuals who want to improve the wellbeing of the community</p>	<p> FOOD FOR THE ECONOMY</p> <p>SUPPORTING THE ECONOMY BY</p> <p>Promoting local jobs by supporting markets and our local food economy</p> <hr/> <p>Encouraging smaller independent retailers to create a vibrant food culture in our area</p> <hr/> <p>Supporting retailers to provide healthier options</p> <hr/> <p>Promoting the value within local produce</p> <hr/> <p>Recognising the achievement of business which achieve this</p>	<p> FOOD FOR PLACE</p> <p>IMPROVING THE LOCAL ENVIRONMENT BY</p> <p>Celebrating local and seasonal food, grown sustainably or reared to high welfare standards</p> <hr/> <p>Helping people and communities to grow their own food</p> <hr/> <p>Encouraging the reduction of food miles and packaging waste</p> <hr/> <p>Promoting ways to dispose of food waste in a way that protects the environment</p>
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