

SCRUTINY COMMISSION FOR RURAL COMMUNITIES	Agenda Item No. 7
1 APRIL 2014	Public Report

Report of Public Health

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PUBLIC HEALTH

1. PURPOSE

- 1.1 This report provides the Commission with an overview of developments being undertaken by Public Health and partners, notably Peterborough Environment City Trust related to local and sustainable food produce.

2. RECOMMENDATIONS

- 2.1 The Commission is asked to note the information provided within the report and to identify any specific areas that it wishes to scrutinise in greater depth.

3. LINKS TO THE SUSTAINABLE COMMUNITY STRATEGY

- 3.1 This report links to the following priorities within the Sustainable Community Strategy:

- Creating opportunities, tackling inequalities
Activity outlined below positively impacts on existing health inequalities with evidence demonstrating the potential of programmes such as Food for Life referenced below to 'close the gap' for disadvantaged children in terms of their health and academic attainment.
- Creating the UK's Environment Capital
Activity outlined below related to local and sustainable food is an important part of the Environment Capital Action Plan.

4. BACKGROUND

- 4.1 Local authorities were given renewed responsibility for public health as part of the health and social care reforms introduced in April 2013, alongside a new public health outcomes framework and dedicated funding. The framework sets out a vision for public health, desired outcomes and the indicators that will help us understand how well public health is being improved and protected.
- 4.2 However, in order to achieve improvements at a local level, not only on how long people live, but also on how well they live at all stages of life, consideration of the many factors that influence public health over the course of a lifetime need to be understood and acted upon. Programmes and services will need to be planned in the context of the broader social and economic determinants of health to achieve positive outcomes.
- 4.3 At a local level Public Health working within the local authority has been developing and embedding a range of programmes, services and initiatives aimed at achieving sustainable positive outcomes. Of particular relevance to the Commission is the work that Public Health is developing related to local and sustainable food.

- 4.4 Peterborough is a founding member of the UK's **Sustainable Food Cities Network** and through our local **Food Partnership** aims to bring local food producers and local people closer together.
- 4.5 The national network led by the Soil Association, with Food Matters and Sustain, has been supporting pioneering communities at every scale - from individual institutions through to entire city-regions – who have recognised the key role food can play in dealing with some of today's most pressing social, economic and environmental problems. As the Soil Association has noted from obesity and diet-related ill-health to food poverty and waste, climate change and biodiversity loss to declining prosperity and social dislocation, food is not only at the heart of some of our greatest problems, but also a vital part of the solution.
- 4.6 The Soil Association has been encouraging public, private and third sector organisations and local communities to work together to improve their food system and to use food as a catalyst to tackle local challenges for a number of years. They have been at the cutting edge of work to develop sustainable and stable markets for producers - and to improve public access to organic food. At a local level our partnership works with, amongst others: farmers, farming organisations, social landlords, food distributors and schools.
- 4.7 One specific example of work being developed with the Soil Association is to commence a Food for Life pilot programme locally. Working within schools the programme is about bringing people together – teachers, pupils, families, cooks, caterers, farmers and the wider community – to enjoy good, wholesome food and change food culture. The programme will also seek to establish the Soil Association Food for Life Catering Mark related to freshly prepared, locally sourced meals within selected pilot schools.

5. KEY ISSUES

- 5.1 As a founding member of the Sustainable Food Cities Network Peterborough can benefit from sharing challenges, exploring practical solutions and developing best practice in all aspects of sustainable food with other partners across the UK. However, Peterborough, while shortlisted, was not among the six UK cities selected in 2013 to receive funding to employ dedicated Sustainable Food City officers for the next three years.
- 5.2 As such developing our local food plan, that is critical in helping to make local food more of a priority in our city, will inevitably be more challenging. However, the work undertaken by our Food Partnership to date provides a strong foundation to create a joined up approach to food related issues in our City with the following priorities identified:
- Sustainable supply chains
 - Community food projects
 - Food knowledge and skills

6. IMPLICATIONS

- 6.1 As a result of the Local Authority now having responsibility of Public Health there is an opportunity to develop the work identified above to achieve positive health outcomes.

7. CONSULTATION

- 7.1 As part of Peterborough's aspiration to create the UK's Environment Capital, the city has created an Environment Capital Action Plan that sets out priority areas for ongoing improvement. Local and sustainable food is an important part of the Action Plan and this section has been drafted and passed by Peterborough City Council's full council meeting. In addition Public Health will continue to work closely with partners externally and colleagues internally to develop work through our local Food Partnership.

8. NEXT STEPS

- 8.1 Embedding the Food for Life pilot programme in selected pilot schools and the further development of the local Food Plan.

9. BACKGROUND DOCUMENTS

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985

- 9.1 See web links to referenced initiative.

<http://sustainablefoodcities.org>

<http://www.foodforlife.org.uk>

10. APPENDICES

- 10.1 Appendix 1 - An outline of Sustainable Food Cities is provided in Appendix 1, while further details can be accessed at the web link provided in 9.1.
- 10.2 Appendix 2 - The Peterborough Food for Life proposal is attached as Appendix 2 for reference, while further details related to the national Food for Life programme can be accessed at the web link provided in 9.1.

APPENDIX 1

Note: Information taken from Sustainable Food Cities website

About Sustainable Food Cities

We are passionate about towns and cities taking a joined up approach to food and want to help public agencies, NGOs, businesses and communities to work together to make healthy and sustainable food a defining characteristic of where they live.



Throughout the UK, pioneering communities at every scale - from individual institutions through to entire city-regions - have recognised the key role food can play in dealing with some of today's most pressing social, economic and environmental problems. From obesity and diet-related ill-health to food poverty and waste, climate change and biodiversity loss to declining prosperity and social dislocation, food is not only at the heart of some of our greatest problems, but also a vital part of the solution.

The Sustainable Food Cities Network is an alliance of public, private and third sector organisations that believe in the power of food as a vehicle for driving positive change and that are committed to promoting sustainable food for the benefit of people and the planet. The Network - which is run by a coalition of NGOs led by the Soil Association, Food Matters and Sustain and is funded by the Esmée Fairbairn Foundation - aims to help people and places to share challenges, explore practical solutions and develop best practice in all aspects of sustainable food.

Principles of sustainable food

The following 10 principles try to capture the full breadth of critical food issues and may help to provide a framework for people and places wishing to develop their own programmes.

Health and wellbeing for all

- Access to affordable healthy and sustainable food and to information that helps people make better food choices is a fundamental right for everyone in society.
- All food providers - manufacturers, retailers and caterers - should provide safe, healthy and sustainable food to promote the wellbeing of the people they serve.

Environmental sustainability

- Food production should conserve and enhance terrestrial and marine ecosystems and natural resources including soil, water and air.
- Food should be produced, processed, distributed and disposed of in ways that minimise both its local and global ecological footprint.

Local economic prosperity

- Planners and policy makers should support local food economies by promoting a high number and diversity of food enterprises throughout the food chain.
- Public and private sector bodies should procure and provide healthy and sustainable food in a way that promotes local economic prosperity.

Resilient communities

- Everyone should have an opportunity to develop food growing, cooking and buying skills that foster community resilience and individual self-reliance.
- Planners should ensure communities can access land, buildings and other resources and assets that enable them to take more control of their food.

Fairness in the food chain

- Workers throughout the food chain, both in the UK and abroad, should have good working conditions and be fairly paid for their work.
- Tackling food poverty, which has become one of the most prevalent forms of social injustice in the UK, should be a priority for institutions and policy-makers.

APPENDIX 2

The Food for Life Partnership (FFLP) Pilot Programme for Peterborough City



Food for Life Partnership Funded Programme for Peterborough Schools

Peterborough's "Live Healthy" programme is the City's Health Improvement Service that encompasses programmes, support and services for the population of Peterborough and includes Healthy Eating and Physical Activity strands of work. Part of this remit is to improve the way children and the wider population of the City eat and has access to fresh and healthy food, leading to better choices around food and health. FFLP operates a whole systems based approach that enables change for individuals and communities, in line with the objectives of the Live Healthy programme.

This programme outline is based on a 12 month pilot FFLP programme. The programme will aim to engage and focus training and main FFLP activities in two Secondary school clusters in two different Wards within the City (i.e. two clusters in total). The Wards will be identified by the Live Healthy team, but the offer of engagement will be available to all schools within those Wards to identify proactive schools willing to engage. Engagement, communications and strategy around messaging and delivery will be shared closely with other local support mechanisms, such as Healthy Schools, Youth Health Champions, Love Local and the Peterborough Environmental City Trust (PECT).

In addition to work centred in the school clusters, all schools in the City will be able to receive telephone and email support from the Local Programme Manager (LPM), online support and resources, benefit from changes to catering services, learn from cluster schools and attend/be able to access available training and events as part of the wider grant support.

FFLP is a multi-component programme that works to develop embedded change within settings, leading to positive impacts associated with health, education and environmental sustainability, and independent evaluation of FFLP demonstrated impacts over 2-3 years. FFLP would recommend that a longer term approach to changing food culture is facilitated following this pilot programme to enable settings to incorporate a holistic approach to food culture and sustain changes.

What is the Food for Life Partnership?

The Food for Life Partnership (FFLP) has created a network of over 4,800 schools across England committed to transforming their food culture. We support them to provide fresh, nutritious and sustainably sourced meals and make lunchtime a positive social experience. The programme helps children, their teachers and families understand the importance of good nutrition and where their food comes from, through practical cooking and food growing activities and farm visits.

The Soil Association is the lead organisation in the FFLP partnership of five charities: Garden Organic, Focus on Food, Health Education Trust, and the Royal Society for Public Health. It is free for schools in England to enrol and we provide a wealth of resources to support their progress through the award

framework. The programme was developed over five years with £16.9 million funding from the Big Lottery. In March 2012 it moved to a locally commissioned model, with local authorities and the NHS contracting the programme to support key health and wellbeing priorities in their areas.

In May 2013 the programme received a two year funding grant of £3.6 million from the Big Lottery wellbeing fund to support its further development and extension into new settings, including early years, hospitals, workplaces, sports & leisure centres and care homes. The extension of the FFLP work started in Early years settings – this programme is now developed and the approach is currently being piloted in Early Years Settings. Work in the other setting is in the development stages.

Impact

Independent evaluation of the FFLP programme shows that it has impact on the health and wellbeing of both participating children and their families. The evidence supports all six recommendations from the 2010 Marmot Review 'Fair Society, Healthy Lives'.

Some key findings from the independent evaluation:

- The number of children reporting eating five or more portions of fruit and veg portions a day increased by 28% in FFLP primary schools.
- 45% of parents report eating more vegetables as a result of the FFLP programme.
- For every £1 invested in Food for Life menus, the social, economic and environmental return on investment for the local authority is over £3, mostly in the form of new jobs in the local economy.
- Free school meal take-up increased by an average of 13 percentage points overall in FFLP schools & 20 percentage points in FFLP secondary schools.
- Twice as many primary schools received an Outstanding Ofsted rating after working with the Food for Life Partnership.
- Researchers also noted that FFLP was:
 - Effective at re-engaging pupils with learning issues.
 - Attracting high levels of parental engagement.
 - Particularly effective in schools within areas of high social deprivation.
 - A useful tool for improving emotional health and wellbeing and an increase in pupil voice.

For the summary and full reports, please visit www.foodforlife.org.uk/evaluation

The recent Big Lottery Funding awarded to FFLP is enabling further independent evaluation to be undertaken over the next two years.

The WHO found that school based health improvement interventions that use a multi-factorial approach, teaching knowledge and skills in the classroom, changing the social and physical environment of the school and creating wider links with the community have the most impact on health outcomes and sustainable changes in school practice.

NICE guidance also highlights the importance of family-based approach to nutrition education and weight management provision, and of involving parents, carers and wider family members, as appropriate to the age of the child or young person.

School Food Plan

The Department for Education's School Food Plan was launched on 12th July 2013. The plan makes the case for the importance of changing school food culture and increasing the take up of healthy school meals in improving children's health and wellbeing. The School Food Plan cites the success of the FFLP in this regard. The plan includes a number of actions, and funding has been allocated to help expert organisations like FFLP support Head Teachers to adopt a whole school approach that puts food, including cooking and growing, at the heart of school life and increases the take-up of healthy school meals. FFLP is supporting the School Food Plan and has applied for allocated funding to support schools as appropriate over the next two years (to end of 2015).

Universal Free School Meals

Government has announced that all children at school in Key stage 1 will be eligible for a free school meal from September 2014. This enables the school meal to become the norm for children starting school and improves the viability of the school meal service.

The Food for Life Partnership (FFLP) awards

The Food for Life Partnership awards schools' achievement at three levels: Bronze, Silver and Gold. For each award, there is a set of criteria which help form an action framework for schools but also leaving scope for teachers and pupils to be creative and set their own priorities. The criteria are centred on four areas of development:

- **Food leadership and school food culture** – for example, at Bronze: engaging school leaders in improving the lunchtime experience and setting a 'whole school framework'; monitoring school meal take up and taking action to maximise the take up of free school meals.
- **Food quality** – for example, at Bronze: removing trans fats; fresh, seasonal menus served by skilled catering staff; sourcing traceable meat and free range eggs. This area is backed by Food for Life Catering Mark inspection where external caterers provide meals.
- **Food education** – for example, at Bronze: pupils learn to cook and grow food; an annual farm visit; these activities feed into wider learning and are supported by curriculum-linked resources.
- **Community and partnerships** – for example, at Bronze: involving parents and/or the wider community in food events, school markets and growing and cooking activities.

Why FFLP is important

What people eat and levels of physical activity are second only to smoking tobacco in impacting on ill health and disease. Obesity is responsible for 9000 premature (before retirement age) deaths each year in England, and reduces life expectancy by, on average, 9 years and diabetes is rising sharply.

The FFLP programme demonstrates through independent evaluation how the holistic FFLP approach to changing food culture in schools and their communities can support key health and wellbeing priorities by focusing on prevention and working with communities. Please see [‘Good Food for All’](#) for evidence of FFLP’s impact associated with tackling inequalities.

Access to a balanced and nutritious meal at lunchtime supports children to concentrate and learn while at school. Many children depend on the school lunch as the main meal of the day and reports show that some children in England arrive at school hungry. Many parents may be unaware of how the school meal service has changed over the last few years and not value this important service. Good lunch services in schools and early years settings, and support for all children eligible for free school meals to access them, are important steps in supporting the most disadvantaged children. The School Food Plan and the introduction of the Universal free school meal for Key stage 1 pupils (from September 2014) are an important opportunity to bring larger numbers of children to eat in school, establishing the school meal as the norm for all children. This has the added benefit of creating the potential for a viable catering service in school, preventing the need for subsidy from school or local authority budgets.

FFLP current activity

FFLP commissioned areas

FFLP has been commissioned to run programmes in schools in eleven areas across England: Lincolnshire, Calderdale, Devon, Kirklees, Warwickshire, Bath & North East Somerset, Cornwall, Cambridgeshire, Derbyshire, Leicestershire and Rutland. FFLP has also been commissioned to work with Early Years Settings and older people in care settings in some of these areas.

National enrolments and awards:

- Over 4,800 schools are enrolled with the programme nationally.
- Over 600,000 Food for Life Catering Mark accredited meals are served in schools every day (See Appendix 1 for details of the FFL Catering Mark Award).
- Since the programme’s inception, 731 schools have been awarded Bronze, 159 Silver & 19 Gold (figures to Feb 2014).

Food for Life Partnership work in Early Years settings

Work is currently being piloted to use the FFLP framework as a basis for extending the work into Early Year settings. The Early Years award, training package and resources will be available early in 2014.

The Local Picture

To date, FFLP has had limited ‘on the ground’ delivery and input in Peterborough since 2008. Under the BIG Lottery funding stream, FFLP selected one Flagship school in the City (Sacred Heart RC Primary School) and subsequently supported two others to their Bronze Awards (St Thomas More RC Primary and Abbotsmede Primary) by the end of 2011. 14 schools are enrolled in the City, with Abbotsmede also achieving Silver in 2013. From 2007 to 2011 the City Catering Service did not achieve FFL Catering Mark standards to support schools with progression and the Service has since changed significantly and many contracts with schools been lost, resulting in a fragmented catering service in the City. A list of the schools can be found at: <http://www.foodforlife.org.uk/whats happening/Findaschool.aspx>

The FFLP Programme has an open and collaborative approach to working with other organisations from the 3rd, public and business sectors. In this proposal we would anticipate partnerships and collaboration with local voluntary organisations to ensure the programme builds local capacity and any

potential duplication in delivery is prevented. Schools, Head Teachers and other stakeholders would also be key partners in our approach and engagement from settings involved is sought throughout programme delivery.

Aims and objectives of the FFLP Programme

FFLP aims to support and facilitate schools, the wider school community, and caterers to have the opportunity, confidence, and ability to access healthy and sustainable food, providing the skills and knowledge to make informed food choices leading to healthy and sustainable food behaviours. In addition, FFLP aims to enable change within school settings, and across wider health, education, and school meal systems through influencing stakeholders and strategy at local and national levels to adopt the FFLP framework and ethos.

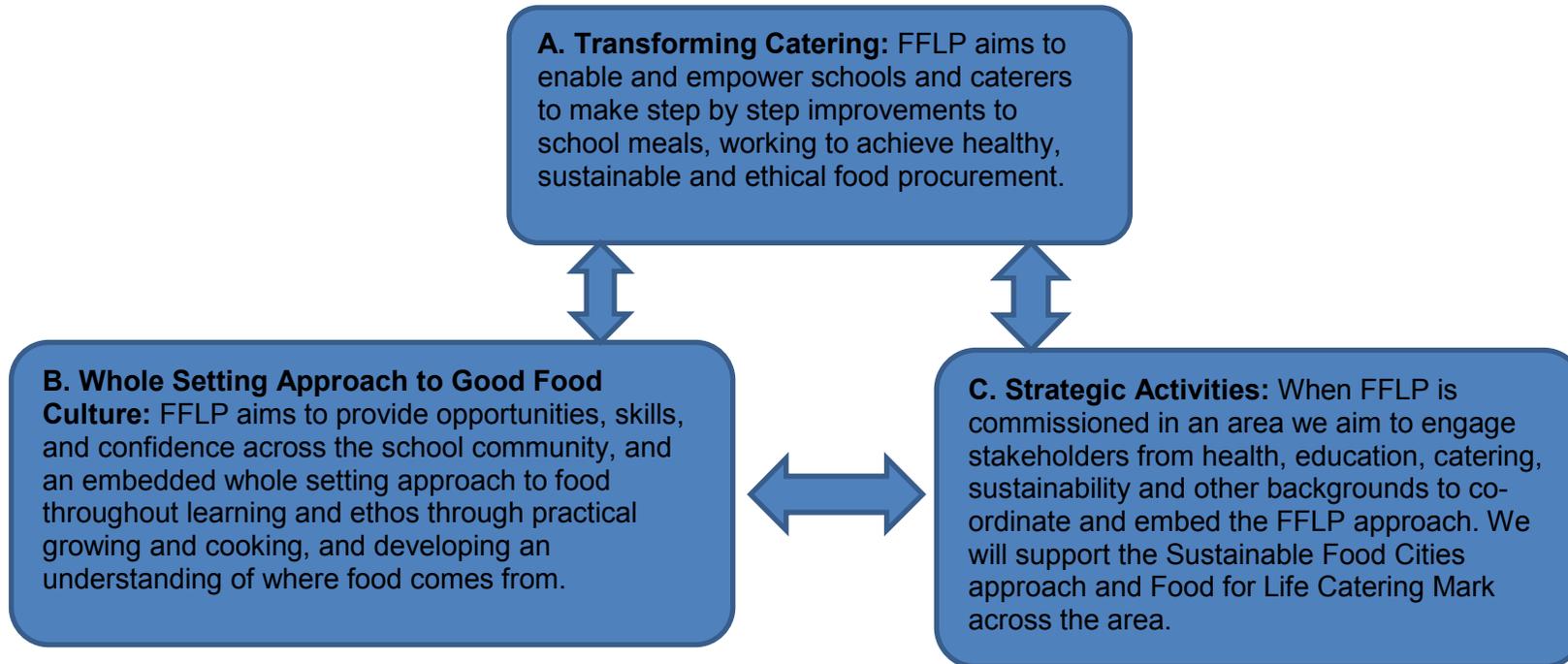
**Aim: To enable the positive transformation of food culture within schools and their communities
To develop the FFLP approach in Early Years and Care Settings**

Objectives:

- 1. To support and facilitate schools, the wider school community, and caterers to have the opportunity, confidence and ability to access healthy and sustainable food.**
- 2. To provide the skills and knowledge for the school communities to make informed food choices leading to healthy and sustainable food behaviours.**
- 3. To enable change in food culture within the settings engaged through a whole setting approach.**
- 4. To enable change in food culture across wider health, education, and school meal systems through influencing stakeholders and strategy at local and national levels to adopt the FFLP framework and ethos.**

Strategy for delivery of FFLP in Peterborough

FFLP involves three key areas of activity that are closely linked and approached simultaneously in local areas: A. Transforming Catering, B. Whole Setting Approach to Good Food Culture, C. Strategic Activities.



Programme outputs, performance measures and outcomes

FFLP are currently working closely with the University of the West of England to establish appropriate systems for monitoring and evaluating local commissioned FFLP programmes. We anticipate that systems will be in place by the end of March 2014 and we are happy to share our progress with Peterborough City Council at any time. The FFLP Portfolio is being evaluated by the University of the West of England through Big Lottery funding, and an FFLP Evaluation Steering Group exists to advise and steer this process. The Steering Group includes independent experts and a representative from Public Health England.

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