

# Focus on Food



**Solihull Food Strategy & Action Plan  
2015 - 2017**

**Collaboration**



**This food strategy document was written in consultation with:**

**The Food Sub group**

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**The Food Strategy Event**

Big Green Group	Local campaign groups
Birmingham Food Council	Local Councillors
Business Transformation, SMBC	Local food bank
Catering SMBC	Local Housing Association
Children's Services SMBC	Local social enterprises
Children's Society	Local voluntary services agency - Sustain
Food Dudes	Planning SMBC
Garden Organic Ryton Gardens	Public Protection SMBC
Gro-Organic	Social Marketing
Income and Awards, SMBC	You+ Service Manager
Kitchen School and Edible Eastside	

**Respondents to the online consultation**

**Other Support**

Brighton and Hove City Council  
Forum for the Future  
Warwickshire Wildlife Trust

## **Note from the Director of Public Health**

Food is essential not only for our health and survival, it is integral to our economy; helps shape our environment, and forms a basis for our social lives and culture. There are a wide range of issues regarding food that significantly impact upon our lives: cost, safety, accessibility to healthy nutritious food, sustainability, production, preparation, distribution, consumption and waste.

Solihull Council therefore recognises the importance of addressing food related issues. In its early analysis of the determinants of health and local priorities, the Health Development Group (which reports to the Health & Wellbeing Board), highlighted the broad spectrum of food related issues as a key area that needed to be addressed within the borough. As a consequence, the Food Sub Group was established a year ago, and already the work of this group has demonstrated the benefits to be gained through partnership working, to address a number of food related issues.

The overall aim of the Solihull Food Strategy is to enable all residents, in particular those who are more vulnerable, to enjoy access to sustainable, safe and healthy food via an innovative and holistic approach. The Solihull Food Strategy will serve to further encourage partnership working across food initiatives to provide strength and ensure consistency of approach. The Solihull Health and Wellbeing Board is committed to the aims and action plan of the Solihull Food Strategy and ratified the draft strategy at the Board meeting in June 2015.

The strategy provides an integrated approach and tackles the widest impact of food on the health and wellbeing of Solihull residents. The success of the strategy is reliant upon the engagement and commitment of all stakeholders, including local government, health services, voluntary and community sectors and community groups working in partnership. I would like to take this opportunity to thank the Food Sub Group for their continued commitment in developing this valuable strategy towards health improvement in Solihull.



**Stephen Munday**

**Director of Public Health and Commissioning, Solihull Council**

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# Solihull Food Strategy and Action Plan

## Focus on Food

### Vision

**A healthy, sustainable and fair food system for Solihull with a population that enjoys all aspects of food and feels enabled and informed to choose healthy options.**

### Consumption

1. A borough where everyone has the opportunity to enjoy affordable, fresh, safe, healthy food from sustainable, ethical sources.
2. A borough where everyone feels confident in cooking nutritious meals, where people are healthier, and where, from a young age we learn to grow food and to cook using fresh ingredients.
3. A borough where we reduce, reuse and recycle the food waste we produce.
4. A borough where our public institutions and key businesses lead by example, serving a choice of healthy foods from sustainable sources and minimising the food they waste.



*Solihull Neighbourhoods in Bloom - Our Lady of the Wayside*

### Production

5. A borough with a rich variety of local produce; where a range of local food businesses work in ways that respect natural resources, generate employment, contribute to economic prosperity and in return get a fair price for their produce.
6. A borough where individuals and communities are supported and encouraged to grow their own food.

# Strategy on a page

## Vision

A healthy, safe, sustainable and fair food system for Solihull with a population that enjoys all aspects of food and feels enabled and informed to choose healthy options

## Aims

**Aim 1:** Food is at the heart of the community and is used as a mechanism to reduce health inequalities, social isolation and crisis in the most vulnerable, so that all residents have better access to safe, healthier, affordable, sustainable food.

**Aim 2:** There are networking opportunities to encourage links between sectors and the borough is engaged with national campaigns

**Aim 3:** The borough has a vibrant, diverse, sustainable food economy of thriving local businesses, local products and employment opportunities

**Aim 4:** Public and private organisations have healthy, ethical, safe and environmentally responsible food procurement policies and practices

**Aim 5:** Waste generated by the food system is reduced, redistributed, reused and recycled

**Aim 6:** Local policy and planning decisions take into account food issues

**Aim 7:** Local and sustainable food and food growing is promoted and championed by residents and visitors

**Aim 8:** Public awareness is raised through high-quality information, support and training on food safety, food fraud, sustainable food and nutrition

## Outcomes

**1.** Reduction in the number of people with diet-related ill health (Aim1, 2, 3, 8)

**2.** Increased joint partnership work influencing factors associated with food poverty (Aim 2, 7)

**3.** Stronger communities engaging people across all life stages in communal activities around food to develop a healthy food culture (Aim 1, 4, 6, 7)

**4.** A borough that is economically resilient with skills that contribute to a vibrant, diverse and sustainable food economy (Aim 4, 5)

**5.** Reduction in waste generated by the food system through increases in people eating 5 portions of fruit and vegetables, redistribution of food excess and increases in recycling (Aim 1, 5)

**6.** Increase in public and private organisations with recognised food and health related accreditation (Aim 1, 3, 5, 6, 7)

**7.** The impact of food is considered as part of the planning process (Aim 6)

**8.** Improved understanding of and access to healthy food and increased skills in the community to prepare it (Aim 1, 3, 6, 7, 8)

# Context

## Why is food important?

Not only is food essential to our health and survival, it is at the heart of our economy, shapes our environment and helps form our culture and our social lives. It is hardly surprising therefore that there are a wide range of issues around food that impact significantly on our lives: its availability, production, distribution, preparation, consumption and waste generated. This strategy links three themes –the overlapping issues of:

- 1) food and health
- 2) food and poverty
- 3) food and the environment

Overall it aims to ensure that healthy, environmentally and socially sustainable food is affordable and accessible to all.

## Food and Health

Being overweight or obese is on the increase. In 1993 53% of adults in the UK were overweight or obese, which increased to 62% in 2012 (HSCIC 2014). Diet-related diseases such as diabetes are also on the increase among the general population - the number of people diagnosed with diabetes in the UK has increased by more than 163,000 between 2012 and 2013 (Diabetes UK 2014). There is also evidence of links between the quality of our diets and the quality of our cognitive performance, as well as with children's behavioural problems (Cornah 2006). Overall, DEFRA estimates that sub-optimal diets cost the UK £20.5 billion annually (DEFRA 2010).

There is a strong relationship between spatial planning and the wider determinants of health (Royal Town Planning Institute 2009). The planning system can shape the built environment and influence human behaviour and lifestyles. Planning can help to improve healthy eating choices and opportunities by allowing for initiatives such as urban growing. It can also promote physical activity by encouraging active travel and improve access to open spaces, sports and recreation facilities (NHS London Healthy Urban Development Unit 2013). Our globalised food supply chains have disconnected communities and individuals from how and where their food is produced and the impacts it has on our health, the environment, the economy and the lives of those working in the food production chain (DEFRA 2006).



*Kingshurst Community Gardens*

## Food and Poverty

Europe has seen a marked rise in food insecurity in the last few years. Food insecurity is strongly associated not just with malnutrition, but with sustained deterioration of mental health, inability to manage chronic diseases and worse child health (Loopstra et al 2015).

Fresh food tends to be less available in more deprived areas compared to more affluent areas (Food Standards Agency 2007). Smaller outlets tend to be more accessible to low income households and they often have less choice, poorer quality food and higher prices (DH 2010). This is compounded by the fact that a quarter of low income households nationally use pre-payment energy meters, which involve the most expensive tariff (Save the Children 2010). This may be a contributing factor to the reduction in the proportion of energy spent on cooking by two fifths from 1970 to 2008 (Department of Energy and Climate Change 2011) and also the increase in poorer households purchasing energy dense frozen meals on special offers resulting in a decline in cooking (Butler 2013). Hot food takeaways also tend to cluster in more deprived areas creating an obesogenic environment (NHS London Healthy Urban Development Unit 2013).

The UK has seen an increase in concern around food fraud in recent years following several high profile scandals such as the horsemeat scandal in January 2013. The poorest in society are disproportionately affected by food fraud, with many trapped buying cheap processed food which is the most likely to be adulterated (Donaldson 2014).

The UK throws away 7 million tonnes of food and drink every year, and more than half of this is food and drink that could have been safely eaten. Wasting this food costs the average household £470 a year, rising to £700 for a family with children, the equivalent of around £60 a month (Love Food Hate Waste 2015). At the same time there has been a national increase of people experiencing food poverty since the economic downturn and a huge increase in people accessing food banks (Cooper et al 2014).

## Food and the environment

It can be said that we are living in a privileged era, food is better than ever before, there is more of it, the quality is more consistent and food is safer. However, trends in global food production, processing, distribution and preparation present new challenges - people demand a wider variety of foods than in the past, they want foods that are not in season and often eat away from home. Liberalisation of the world's food markets has diversified the availability of some foods, but nonetheless has the potential to increase our vulnerability to future food crises.

The Foresight Report on the Future of Food and Farming (2011) set out very clearly the challenge of managing a food system at a time of an “unprecedented confluence of pressures”. A growing population, alongside the increasing demand for limited resources such as water, energy, land and the pressing need to address key environmental challenges such as climate change, water availability, soil degradation and biodiversity loss, means that food security is seriously and increasingly threatened. The food production system is intimately linked with biodiversity and natural resources- a healthy, functioning natural environment is a foundation for food production, economic growth and prospering communities, as recognised by the Government's Natural Environment White Paper (DEFRA 2011) and the Green Food Project (DEFRA 2012).



*Solihull Neighbourhoods in Bloom, Coppice Junior School*

## Solihull a Community for Change

The Solihull Food Strategy and Action Plan has been written with support from the community and has taken an asset based approach. A consultation event was used to assess the strengths and resources within the borough and consider how best to capitalise on our assets. An asset based approach opens the door to new ways of thinking about improving health and food systems.

Whilst many issues will need to be tackled at an international and national level there are many things we can do locally, as communities and as individuals to make our lives more sustainable.

For example, on a local level, food growing and community gardening can play an important role in encouraging community engagement and cohesion as well as having a role in greening our borough, which is so important in terms of reducing our environmental impact, adapting to climate change and creating a healthy, attractive place for citizens and visitors alike. Measuring sustainability is difficult -we have used proxy measures, such as an increase in consumption of fruit and vegetables for the borough, this has the added value of improving health; a diet high in fruit and vegetables has a reduced environmental impact compared to a processed diet and diets higher in meat (Pimentel et al 2008).

## Solihull's current food system

Deprivation and health are intrinsically linked (Office of National Statistics 2014). The National Index of Deprivation identifies that deprivation in Solihull is highly spatially concentrated in the three 'North Solihull' regeneration area wards (Chelmsley Wood, Kingshurst & Fordbridge and Smith's Wood). There is a life expectancy difference of over 10 years between the most affluent and the least affluent areas of the borough (Public Health England 2014). Poor diet is associated with many of the causes of premature death and life limiting illness such as diabetes, Coronary Heart Disease (CHD), strokes and cancers (Press 2004). Local data from the Quality Outcomes Framework (2014) shows that the three regeneration wards had a prevalence rate of about 4% for CHD compared to 3% for the rest of Solihull. For diabetes the three regeneration wards had a prevalence rate of 8.5% compared to 6.5% for the rest of Solihull. The Health Survey for England (2008) found that these three most deprived Wards in Solihull also had the lowest intake of fruit and vegetables with an estimated 17.8% of these residents eating five portions of fruit and vegetables a day compared to a Solihull average of 28.5% and an England average of 28.7%. Based on Health Survey for England data in 2012 it can be assumed that 41,000 adults in Solihull are obese. This is estimated to have cost the NHS in Solihull Borough £13 million in 2012 (assumption based on Foresight 2007).

However it must be remembered that there are significant pockets of deprivation in South Solihull (Solihull Observatory 2013) and parts of the rural South and East score low for available services and facilities (SMBC 2009), compounding deprivation. Food is an essential commodity for health and wellbeing therefore access is a priority across the borough.

The Money Advice Team (part of Solihull Community Housing) have identified that high food and fuel prices are placing very severe pressures on household incomes – particularly households reliant on benefits (and therefore with a fixed household income), but also low waged working households whose income is too high to receive benefits (Solihull MBC 2011). There are two food banks in Solihull, one in Smiths Wood and one on the outskirts of Solihull town centre. The Smiths Wood food bank gave out food parcels to feed 198 people April – September 2013 (108 adults, 90 children), this has risen to 892 (459 adults, 433 children), April – September 2014. This is a 450% increase compared to a national increase of 38%. The most quoted reason for requiring the emergency food is benefit delay. This food is for emergency only, contains no fresh food and is enough for only 3 days and can only be claimed three times within six months (Trussell Trust 2015). There are therefore people in our borough who are in crisis.

Solihull has seen a rise in Black, Asian and Minority Ethnic communities from 5.4% in 2001 to 11% in 2011. This food strategy will aim to enable communities to recognise this diversity ensuring access to a variety of foods.

There are between 1,600 and 1,700 food premises registered within the borough of Solihull. Food is an important part of the economy of our borough and contributes to our Office for National Statistics status as a prospering smaller town.

In the year 2013/14 Solihull Council received 602 service requests from Birmingham Airport, this equates to approximately 780 tonnes of fruit and vegetables being imported through the airport. This is increasing year on year. Airport checks are made on a risk related basis to tackle issues such as food fraud and illegal imports.

In Solihull there are 52.7 fast food outlets per 100,000 people, which compares favourably to the England average of 86 (Public Health England 2013). There



*Good Food Show NEC*

is currently a Hot Food Supplementary Planning Document (SPD) going through consultation that hopes to restrict new hot food takeaways within a 400 meter buffer zone around schools and to try to reduce the proliferation of takeaways. The planning system defines and manages the role and function of town centres and other centres and seeks to maintain their economic vitality and viability. An overconcentration of non-retail uses can harm the economic health of centres (NHS London Healthy Urban Development Unit 2013).

The Borough covers about 17,828 Hectares, more than two thirds of which are green belt and 50% is farmland. It has seven main rivers, the largest of which are the Blythe and Cole, 1,300 acres of parks and open spaces and is home to around 200,000 people. Solihull is bordered by the mainly rural counties of Warwickshire and Worcestershire, and also by Britain's second biggest city, Birmingham. Solihull has more than 4,000 businesses and is the hub of an air, rail and road network which joins every part of the United Kingdom, Europe and the world (Solihull MBC 2008).

To produce enough food to feed the population of Solihull would require approximately 50,000 hectares of productive agricultural land (assumption made and calculated from Brighton and Hove Food Partnership 2012). This area of land would be more than twice the size of our borough. It is clear that we will never be able to become self-sufficient, but growing more of our own food;

- Would save money on expensive items like salad leaves
- Gardening is a cheap form of exercise and a great way to burn calories and get some fresh air
- Helps children understand where food comes from, and could encourage more interest in eating fresh fruit and vegetables
- Growing can help people to get their five-a-day portions of fruit and vegetables
- Helps people become more aware of what's in season, enabling them to choose seasonal food when shopping (seasonal food is likely to need less energy to produce)
- Gardening can be a sociable activity which involves people in their local community
- Would help to reduce stress and can give a sense of achievement (NI Direct 2014)



*Photograph provided by Gro Organic*

Solihull has 21 allotment sites in the borough. There is a waiting list (waiting times vary from one area to another) for people requesting allotments. Allotments have seen a small decline in popularity since their peak in 2010 (Campbell and Campbell 2013). Solihull is engaging with the community to increase the number of community gardens in the borough.

## What has been achieved since the first Food for Health Strategy was adopted in 2005 (against original strategy objectives)

- Mapping of the Solihull food outlet data
- Over 90% of Solihull schools are taking part in the National Child Measurement Programme (NCMP)
- Make and Taste (healthy cooking programme) runs across Solihull and is now being implemented and run in community settings
- Make Every Contact Count (MECC) training is being delivered to Solihull council employees and other professionals
- Solihull School Catering has achieved the Food for Life Silver awarded by the Soil Association
- Awarded Fairtrade Borough status in 2010
- Increase in food related businesses achieving food hygiene rating of 3 or above from 80% to 83% 2013 -2014



*John Lewis Staff celebrating Fairtrade Fortnight*

There is a great deal of food related activity already taking place, for a sample of these activities and how these activities already tackle our aims please see Appendix 1.

## This strategy supports a number of other strategies including

- UK food security report (2010)
- Solihull green spaces strategy (August 2006) reviewed 2014
- A vision for allotments in Solihull 2013-18
- Food 2030 (Sustainable food policy 2010)
- Public Health Responsibility Deal (2011)
- Food Plan resulting from Independent review of food in schools Dimbleby and Vincent in (2013)
- Healthy People Healthy Places – Obesity and the environment regulating the growth of fast food outlets (Guidance from PHE 2013)
- Solihull annual food and safety service plan
- Social and economic inequalities in diet and physical activity (Public Health England PHE 2013)
- Solihull Health and Wellbeing Strategy (2014)
- Solihull Sustainability Strategy (2012)
- Solihull For Success – Realising Potential, Delivering Growth – Economic Development Strategy (2013-16)

This food strategy reflects the fact that people are becoming more interested in how we produce and consume our food and are concerned about the relationship between our food, our health and our environment. Access to more local food, for example, seems to be a widespread interest. The aims of this

food strategy are holistic and reflect health improvement, access to food, protecting the most vulnerable, partnership working, economic growth, procurement, waste, planning, food environment, growing and knowledge. It seeks to establish an integrated, strategic asset based approach to deliver positive change in the food system. It will act as a virtuous circle taking into account and interacting with the wider determinants of health rather than becoming a collection of individual initiatives, an all-encompassing shift in focus to work with the community to change the underlying food culture of Solihull (see figure 1).



(Fig .1)

The action planning process for this strategy is intended to be active, community led and developed by the Food Forum in Solihull. The following action plan has been drafted by extracting from the ideas generated from the food strategy event and subsequent consultation exercise (see Appendix 1); looking at those we know that we can deliver. The remainder (see Appendix 1) will be discussed and taken through the Food Forum. Appendix 2 looks at the outcomes and identifies how we will measure these outcomes.

# Action Plan

Aims	Outcomes	Action and Milestones	Dates: Commencing – Completed:	Responsibility	Resources required
1, 2, 4, 5, 7,	1, 2, 5, 8	<b>Affordable fruit and vegetable box delivery scheme.</b>  Milk Float to be acquired to deliver food  Source local produce  Promote service and build customer base	Summer 2015 – on-going	Alison Trout (AT) & Sarah Gill (SG)  Alison Lush (AL)	Milk Float
1, 2, 4, 5, 7, 8	1, 2, 3, 4, 5, 8	<b>Develop the social media presence of the strategy aims</b>  Commission social media service to train the community and develop web support	Autumn 2015 – on-going	AT	
1, 2, 4, 5, 7, 8	2, 3, 4, 5, 6, 8	<b>Maximise resources and minimise duplication through a food forum</b>  Invite interested parties to launch event  Establish terms of reference and time table of meetings	May 2015 – on- going	Dave Biss (DB), Bryoni Barbosa (BB), Kevin Kane Brooks (KKB) and Rebecca Webber (RW)	Budget to start the food forum
1, 3, 4, 6, 7	3, 4, 6, 8	<b>Look at including healthy, sustainable food provision as part of the retendering for council owned parks and services</b>  When contracts come up for renewal add a healthy and sustainable food section.	Autumn 2015 – on-going	RW  Nick Garnett (NG)  BB	
1	2, 3, 4, 6, 8	<ul style="list-style-type: none"> <li><b>Look at creating a tool that helps event organisers to produce healthy vendors for events</b></li> <li><b>Create healthy commissioning guidance which is user friendly and backed up from a commercial standpoint</b></li> </ul> <p>A working group to create a document that can then be uploaded onto the Council website</p>	Spring 2016	BB, RW, Jacqueline Patterson (JP), Helen Mercer (HM) and KKB	
3, 4	3, 4, 6, 8	<b>Continue to promote and facilitate involvement with the Workplace Wellbeing Charter</b>  Council to achieve the commitment level of the	Spring 2016	AT, and BB Deryn Bishop (DB)	

		Workplace Wellbeing Charter Invite and support relevant businesses to engage with the charter			
3, 4, 5, 6, 7	3, 4, 5, 6, 7, 8	<b>Develop a Solihull Council Food Policy</b>  This would look at provision, procurement and commissioning  Consultation with relevant departments  Communication with Council  Monitoring of effectiveness	Autumn 2015	BB William Tigbe (WT)	
1, 3, 4, 6	1, 3, 4, 7, 8	<b>Support the draft Hot Food Takeaways Guidance note which will manage the concentration of hot food takeaways</b>	Autumn 2015	Charlene Jones (CJ)	
1, 3, 4, 5, 7	2, 3, 5, 6, 8	<b>Solihull Borough Food Mapping web page.</b>  An online interactive map that shows you potential food growing sites, local access to food, local food related projects, food safety, good food businesses,  Establish a team to develop the mapping  Create an application which can be developed and updated  Launch and promote the website	Summer 2016 – on-going	Alison Lush (AL), AT and BB, CJ	GIS and website Mapping training, software
6, 8	8	<b>Solihull MBC will continue to implement the recommendations that have arisen from the Elliot Review on food fraud as part of their work in the borough.</b>  Currently in progress	On going	JP	
1, 7	3, 8	<b>Continue to support food growing projects across the borough.</b>  The council works closely with a number of local social enterprises; they are fully engaged in increasing growing in the borough.	On going	AT, AL, SG, and RW	Resources as required

1, 8	1, 3, 4, 5, 8	<p><b>Continue and expand community based peer to peer healthy cookery projects.</b></p> <p>Evaluate current programmes</p> <p>Investigate other venues</p> <p>Provide support for promotion</p> <p>Monitor progress and effectiveness</p>	On going	AT, Kim Westman (KW), BB	Training, resources and funding
3,4	4,6	<p><b>Continue to increase number of food premises in Solihull borough that are achieving 3 or above FHRs</b></p>	On going	JP	
1,3,4,8	1,4,6,8	<p><b>Develop health takeaways award scheme</b></p> <p>Train food safety team</p> <p>Recruit businesses</p>	Winter 2015	JP	Funding for training, Equipment and Analysis

# Appendix 1

## Aims

Aims	Current Work	Ideas generated from the food strategy event and subsequent consultation exercise
<p><b>Aim 1</b> Food is at the heart of the community and is used as a mechanism to <b>reduce health inequalities, social isolation and crisis</b> in the most vulnerable, so that all residents have better <b>access</b> to safe, healthier, affordable, sustainable food.</p>	<ul style="list-style-type: none"> <li>• There are two food banks (Smiths Wood and Solihull centre)</li> <li>• There are several farmers Markets across Solihull – Solihull Town Centre, Balsall Common, Bentley Heath,</li> <li>• There are a variety of places that people can access fresh local, fruit and vegetables across the borough</li> <li>• There are 15 SMBC owned allotment site (500+ tenants) and 6 Parish/Town Council sites</li> <li>• There are a number of community cafés delivering health related projects such as; Meriden Park café, Olive Branch Café in Chelmunds Cross</li> <li>• Bluebell Allotment site and Lumley gardens both in Chelmsley Wood have Community Gardens which are utilised and promoted by local services</li> <li>• Auckland Hall in Smiths Wood has recently been fitted with a Community Kitchen</li> <li>• Bosworth community centre owned by Ashram Housing operates a lunch club and the annual Big Lunch community event. They run a Holiday Kitchen for children during the summer holidays</li> <li>• Meriden adventure park run cooking sessions for children during school holidays</li> <li>• The You+ shop offers a variety of health services including weight management and dietary advice and sign posts to others</li> <li>• There has been development of Incredible Edible style growing projects in appropriate unutilised land in Kingshurst</li> <li>• Newlands Bishop Farm gives people with learning disabilities and mental health problems the opportunity to learn work based skills. Providing work experiences in horticulture, woodwork, gardening, catering and retail and animal husbandry. The produce is sold on site</li> <li>• SMBC Fruit Trees have been mapped on councils Arbour track system</li> <li>• Solihull MBC Catering provide lunches for the majority of the schools in the borough and have been awarded the Food For Life Partnership silver award</li> <li>• Warwickshire Wildlife Trust are delivering gardening and wildlife projects as part of the social prescribing agenda</li> </ul>	<ul style="list-style-type: none"> <li>• Affordable fruit and vegetable delivery scheme</li> <li>• Increase in resources helping people to eat healthily on a budget utilising social media and working with local shops with point of sale recipes</li> <li>• Mapping and documenting of what is happening across the borough to maximise use of resources. Working towards an online atlas of Solihull identifying local food sources, growers, providers, retailers, recycling points, and healthier alternatives</li> <li>• Maximise resources and minimise duplication through a food forum</li> <li>• Support and facilitate the creation of economically sustainable healthy restaurant/café</li> <li>• Look for ways to work with supermarkets to improve access to healthier food.</li> <li>• Investigate ways to reduce the impact of hot food takeaways on the health choices of people in the borough</li> <li>• Expand work with schools to incentivise healthy food choices and access including breakfast clubs and help them to address sales of unhealthy snacks outside of schools</li> <li>• Look at ways to increase Intergenerational work through allotments, national campaigns, charitable food donation clubs, luncheon clubs etc.</li> <li>• Outdoor Kitchens</li> <li>• Look at including healthy food provision as part of the retendering for council owned parks</li> <li>• Look at creating a tool that helps event organisers to procure healthy vendors for events</li> <li>• Look into ways to develop a food for free approach in Solihull</li> <li>• Encourage businesses to set up community programmes that bring food to people that are vulnerable</li> <li>• Investigate ways to utilise empty premises and disused land to increase food access</li> </ul>

<p><b>Aim 2</b> There are <b>networking opportunities</b> to encourage links between sectors and the borough is engaged with <b>national campaigns</b></p>	<ul style="list-style-type: none"> <li>• Solihull is involved in several national and local campaigns such as Fairtrade, Big Lunch,</li> <li>• Solihull has developed a Fairtrade/Local Food Directory</li> <li>• The Big Green Group acts as a network for local Green Groups</li> </ul>	<ul style="list-style-type: none"> <li>• Create a food forum that actively promotes national campaigns and organises events</li> <li>• Look into communicating and providing training to people involved in all aspects of the food system</li> <li>• Talk to our geographical neighbours and share ideas</li> <li>• Enable people to work together to tackle food issues through social media</li> </ul>
<p><b>Aim 3</b> The borough has a vibrant, sustainable food economy of thriving local <b>businesses</b>, local <b>products</b> and <b>employment opportunities</b></p>	<p>See Aim 1 and 2;</p> <ul style="list-style-type: none"> <li>• Fairtrade/Local Food Directory</li> <li>• Farmers Market – Solihull Town Centre, Balsall Common, Bentley Heath</li> <li>• Access to fresh local fruit and vegetables</li> <li>• Community cafés</li> <li>• Newland Bishop farm</li> </ul>	<ul style="list-style-type: none"> <li>• Promote and facilitate an active food forum which is supportive in enabling networking and promoting healthy, sustainable businesses</li> <li>• Work with public bodies and their procured services to investigate ways to improve food procurement including developing toolkits and awards</li> <li>• Use standardised tools and systems to monitor businesses</li> <li>• Continue to promote and facilitate involvement with the Workplace Wellbeing Charter</li> <li>• Make use of social media to connect people and share messages</li> <li>• Create healthy commissioning guidance which is user friendly and backed up from a commercial standpoint</li> </ul>
<p><b>Aim 4.</b> Public and private organisations have healthy, ethical and environmentally responsible food procurement policies and practices</p>	<ul style="list-style-type: none"> <li>• Solihull uses the Food Hygiene Rating Scheme</li> <li>• The majority of schools in Solihull have achieved the National Healthy Schools status and this has been maintained</li> <li>• Consultation has been undertaken for Solihull's draft Hot Food Takeaways SPD</li> <li>• Solihull takes an active role in the Healthy Start programme</li> <li>• The Workplace Wellbeing Charter is being adopted by Solihull Council and we are actively working with three large businesses to develop the scheme for them Solihull is a Fairtrade borough.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a Solihull Council Food Policy</li> <li>• Continue to work towards achievement of the Workplace Wellbeing Charter and support and incentivise businesses to work with the charter.</li> <li>• Ensure that schools are made aware of opportunities to link with food growing and production</li> <li>• Look at ways to create a community hub for food especially fruit and vegetables with recipes at the point of sale</li> <li>• Investigate the creation of an award for healthy businesses</li> <li>• Create simple clear commissioning guidance for businesses that wish to provide healthier food options</li> <li>• Train local businesses in healthier choices, using local fresh produce and healthier preparation methods</li> </ul>

<p><b>Aim 5</b> Waste generated by the food system is <b>reduced, redistributed, reused and recycled</b></p>	<ul style="list-style-type: none"> <li>• Solihull offers subsidised composters and water butts through getcomposting.com Solihull is actively promoting the Love Food Hate Waste campaign</li> <li>• Solihull actively promotes Eco Schools, which includes topics such as waste, food growing, purchasing and energy. Solihull MBC works with schools to help them to achieve this award</li> <li>• Ryton Organic Gardens has trained key allotment representatives to become Master Composters</li> </ul>	<ul style="list-style-type: none"> <li>• Increase peoples skills in recycling, using social media for food excess and improve the routes to get unwanted food to where it is needed</li> <li>• Provide shopping tips</li> <li>• Create a dialogue with our local farmers</li> <li>• Ensure that where required and practical food banks have relevant storage equipment</li> <li>• Provide the opportunity for people to learn traditional food preservation techniques and using this for enterprise</li> </ul>
<p><b>Aim 6</b> Local <b>policy and planning</b> decisions take into account food issues</p>	<p>See Aim 4;</p> <ul style="list-style-type: none"> <li>• Food Hygiene Rating Scheme</li> <li>• Healthy Schools</li> <li>• Consultation undertaken for Hot food SPD – Planning regulations</li> <li>• Healthy Start</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate ways to influence town planners to leave local community markers or open spaces for small traders to operate</li> <li>• Support the draft Hot Food Takeaways SPD or Guidance Note</li> <li>• Investigate temporary spaces and community green spaces that can be used to grow food</li> <li>• Investigate a procurement model which gives preference to food businesses that have healthier options built into their business plans</li> </ul>
<p><b>Aim 7</b> Local and sustainable food and food growing is <b>promoted and championed</b> by residents and visitors</p>	<ul style="list-style-type: none"> <li>• Solihull is a Fairtrade borough</li> <li>• Solihull has developed a Fairtrade/Local Food Directory</li> <li>• Solihull Sustain is the local volunteering council and they are actively engaging local residents through volunteering</li> <li>• Solihull in Bloom is an annual contest for residents, schools etc. 2014 was the first year that they offered prizes for Best Wildlife/Wildflower Plot</li> <li>• Eco Schools</li> <li>• See Aim 1;</li> <li>• Community Gardens and allotments</li> <li>• Warwickshire Wildlife Trust gardening work</li> <li>• Incredible Edible style projects</li> </ul>	<ul style="list-style-type: none"> <li>• Mapping of what is happening across the borough to maximise use of resources. Working towards an online atlas of Solihull identifying local food sources, growers, providers, retailers, recycling points, and healthier alternatives</li> <li>• Create a food forum that facilitates networking and enables local growers to connect with producers, retailers and restaurants</li> <li>• Increase promotion of the benefits of growing your own and the support available, including the creation of gardening clubs and working with people without gardens</li> <li>• Promote farmers markets/ cooperatives and investigate ways to create opportunities for these to be piloted in the north of the borough</li> </ul>

		<ul style="list-style-type: none"> <li>• Investigate temporary spaces and community green spaces that can be used to grow food</li> <li>• Look at opportunities to use awards, events and competitions to promote local and sustainable food</li> <li>• Facilitate the creation of food champions that are able to connect communities</li> <li>• Connect food banks, community cooking groups, community café's, cookery classes with food growing spaces</li> <li>• Work with town planners and architects to give people gardens/space at home and in the community to grow things.</li> </ul>
<p><b>Aim 8</b> Public Awareness is raised through high-quality <b>information, support and training</b> on food safety, sustainable food and nutrition.</p>	<ul style="list-style-type: none"> <li>• Solihull is contracting with people already working in the community to deliver community skills peer development – (Three Trees - Cook it/ Make and Taste, Hatchford Brook Youth service - Cook and eat, Solihull MIND Make and taste, Green Acres - Make and taste)</li> <li>• Ryton Organic Gardens – Master Gardener's schemes</li> <li>• Warwickshire Wildlife Trust are delivering gardening and wildlife projects as part of the social prescribing agenda</li> <li>• Solihull is actively promoting the Love Food Hate Waste campaign</li> <li>• Solihull offers a weight management programme accessible to those that are in need of support to lose weight</li> <li>• Solihull college offers cookery courses for community groups</li> <li>• School growing is encouraged and delivered by many of the schools across Solihull with some schools having allotment plots on site</li> <li>• Solihull MBC is currently supporting several social enterprises and community organisations to deliver information, support and training to the public i.e. Gro-Organic, Three Trees</li> <li>• There is a school registered as a Forest School in Solihull which teaches foraging to children</li> <li>• MECC training is being delivered to employees across the borough</li> <li>• Health Trainers offer support to residents that need help to improve their lifestyle</li> <li>• Schools are signed up to a variety of food related initiatives including Eco Schools, Healthy Schools, Food Dudes, Food For Life Partnership, Lets Get Cooking, Animal Husbandry etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Create and promote a suite of training in all aspects of food open to workplaces and the community including safety, health aspects, cookery, preserving</li> <li>• Look at ways to expand interventions that improve knowledge using the community, voluntary sector and workplaces</li> <li>• Look at ways to involve supermarkets</li> <li>• Education and food advice at all levels from retailer to consumer for all initiatives</li> <li>• Look at ways to strengthen communication utilising social media and other avenues for food related promotional messages to ensure that messages reach all members of the community</li> </ul>

## Appendix 2

### Making our vision a reality will achieve the following outcomes

Outcome	Measurement
1. A reduction in the number of people with diet-related ill health	Local data on rates of diabetes, cancer, strokes, heart disease and obesity
2. Increased joint partnership work influencing factors associated with food poverty	Number of projects that engage multiple partners Number of newsletters, events for networking, joint meetings Membership of the food forum
3. Stronger communities engaging people across all life stages in communal activities around food to develop a healthy food culture	Increase in people accessing community events, support improvement in balance of food offered at events Number of unused allotment plots Number of training sessions delivered to allotment holders Number of community gardens and projects around community growing
4. A borough that is economically resilient with skills that contribute to a vibrant and sustainable food economy	Number of training opportunities and courses delivered and number of attendees Number of opportunities to work with community café's Numbers of sustainable farmers markets
5. Reduction in waste generated by the food system through increases in people eating 5 portions of fruit and vegetables, redistribution of food excess and increases in recycling	Numbers of people reporting an increase in fruit and vegetables post interventions Numbers of people eating five or more portions of fruit and vegetables Increase in donations of food to community cafés, food banks and community groups. Increase in uptake of discounted compost bins and people trained in composting Work with getcomposting.com to monitor the number of people that receive compost bins Number of Master Composters Number of Love Food Hate Waste champions and ambassadors
6. Increase in public and private organisations with recognised food and health related accreditation	Number of private/public institutions with Workplace Wellbeing Charter accreditation Number of private/public with other recognised food and health related accreditation i.e. Eco Schools, Food For Life Partnership, Fairtrade, Soil Association
7. The impact of food is considered as part of the planning process	Number of planning documents that mention food related issues Number of planning applications made where health or food impact is highlighted Number of health impact assessments conducted
8. Improved understanding of and access to healthy food and increased skills in the community to prepare it	Number of referrals and attendance at food and health related courses and training Number of farmers markets Increased number of people reporting access to fresh fruit and vegetables

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## Glossary

Biodiversity	Sustaining the diversity of species in each ecosystem as we plan human activities that affect the use of the land and natural resources.
Ethical Food	Food that has low food miles, low carbon footprint, high animal welfare standards, produced with sustainable farming methods, traded fairly with suppliers, food that is not over-packaged and where resources are not wasted.
Food Fraud	Also known as food crime. This is when food is deliberately placed on the market for financial gain with the intention of deceiving the consumer. Food fraud is no longer random acts carried out by rogues within the food industry but an organised activity carried out by groups who knowingly set out to deceive those purchasing food.
Food Security	Peoples physical and economic access to sufficient safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life
Food Waste	This refers to food that is discarded or cannot be used. The causes of food waste or loss are numerous, and occur at the stages of production, processing, retailing and consumption.
Healthy	World Health Organization (WHO) defines health as a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.
Healthy Food	A healthy balanced diet is, eating the right amount of food for how active you are, eating a range of foods. The range of foods in your diet should include: plenty of fruit and vegetables, plenty of bread, rice, potatoes, pasta and other starchy foods (choosing wholegrain varieties when possible), some milk and dairy foods (choosing lower-fat varieties when possible), some meat, fish, eggs, beans and other non-dairy sources of protein, just a small amount of foods high in fat and sugar
Local Food	The National Farmers' Retail and Markets Association defines local as the radius from the market, 30 miles being ideal and 50 miles for larger cities and coastal towns or remote villages. Producers from further away are only permitted when no local equivalent can be found.
Safe Food	Food is not safe if it would be likely to cause physical harm to the person when consumed. Safe food activities include prevention, surveillance, detection and control.
Service Requests	Request for a member of the food safety team to provide one of their services which include site visits, advice, checks.
Sustainable Food	Food that is produced, processed and traded in ways that: Contribute to thriving local economies and sustainable livelihoods – both in the UK and, in the case of imported products, in producer countries; Protect the diversity of both plants and animals (and the welfare of farmed and wild species), and avoid damaging natural resources and contributing to climate change; Provide social benefits, such as good quality food, safe and healthy products, and educational opportunities.



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