

The Development of a Food Strategy for Barnsley as part of Fit for the Future

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To cover...

- Fit for the Future
- Barnsley Statistics
- Role of Food Co-ordinator
- Food strategy development
- Supporting work
- Challenges



Fit For the Future

- Barnsley's Action Plan to reduce inequalities in health.
- Programme areas:
 - SNAP – Smoking, nutrition, alcohol and physical activity
 - Families, children & young people
 - Strengthening communities
 - Wider determinants of health
 - Improving primary care
 - Role of NHS in the local economy



Snapshot of Barnsley

- 127 sq miles
- Pop: 218, 063
- Economy historically based on coal mining industry – collapsed in 80s/90s
- 68% borough green belt, 9% National Park and 23% urban industrial
- Life expectancy lower than national average for men & women
- 4% popⁿ employed in food sector (10% agriculture, 11% retail, 22% manufacturing and 44% in catering).
- 1/3rd borough in most deprived 10% in England. Most areas fall within the most deprived 30% of England.



Snapshot of Barnsley

- High levels of long term illness, health problems or disability and permanent sickness & disability.
- 41% aged 16 – 74 have no qualifications – 8th highest in England.
- 24% children from households with no income
- 18% & 21% of primary & secondary school age children respectively are eligible for free school meals



Snapshot of Barnsley

- Estimated that:
 - £6.9 million is spent per week on food and drink *(Source Family Food. Report on the expenditure & food survey 2002/03. DEFRA 2004)*
- Fruit & vegetable consumption low
- Obesity rates high
 - Estimated it costs the local economy at least £17 million p.a. *(Source: House of Commons Health Committee Obesity report 2004)*



Food Co-ordinator

- Belong to directorate that crosses over PCT & LA (Jointly appointed DPH)
- Line managed by Consultant in Public Health / Social Enterprise Barnsley Manager
- Accountable to DPH
- Professionally accountable to District Dietitian



Role of Food Co-ordinator

to develop a strategic and coordinated approach to food work in Barnsley by:

- Linking food work across the borough into strategic planning processes
- Leading on the development and support the implementation of a food strategy
- Ensuring that food policy work is coordinated and fit for purpose
- Establish links with existing food projects and promote examples of good practice
- Support & encourage new food projects
- Establish, develop and coordinate a local food network
- Develop opportunities for food based social enterprises.
- Raise profile of locally produced food and impact this has on local economy



Aim of Food Strategy

Improve nutritional health of local people whilst supporting environmental and economic stability

- To redress inequalities in peoples access to a healthy diet and combat food poverty
- To maximise local food production for local consumption
- To establish a sustainable local food economy



Process

- Multi-agency food strategy development group set up
- Identification of gaps through audit of food activities
- Development of draft food strategy with key recommendations for different part of the food chain
- Consultation
- Work on final draft still ongoing...!



Content – 10 sections 'from farm to plate'

- Farming, Local Food Growing and the environment
- Food industry
- Food retailers
- Procurement
- Catering
- Consumers – Food Poverty & Health
- Consumers – 0-5 years
- Consumers – School Aged Children
- Consumers – Older People
- Obesity




Links with...

- Barnsley Food and Health Policy
- Obesity Strategy & Action Plan (Childhood & Adult)
- Children & Young People's Plan



Supporting work

- 
www.barnsleyfoodnetwork.org.uk
- Joint Improvement Plan for Scrutiny Commission Inquiry 'School meals and the role in healthy eating and addressing the issue of obesity'
- PCT Local Food Pilot project



Challenges

- Working across a joint directorate – both organisations are large and complex – differences between health and local government
- Performance management
 - LAA – development of food and nutrition baselines and indicators
 - Comprehensive Performance Assessment (CPA) / Joint Area Review (JAR)



Thank you

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