

Bury Health and Wellbeing Board

Report Title	Bury Food Strategy		
Meeting Date	18.11.2020		
Contact Officer	Francesca Vale		
HWB Lead			
1. Executive Summary			
Is this report for?	Information x	Discussion <input type="checkbox"/>	Decision <input type="checkbox"/>
Purpose of report:	To make the Board aware of the creation of the Bury Food Strategy, and approve adoption of the strategy for use in Bury.		
Key Actions:	To note the report To approve adoption and implementation of the strategy To identify a Bury Food Strategy Lead from the Health and Wellbeing Board		
What requirement is there for internal or external communication?	Internal communications with partners will be required to advocate the adoption of the strategy. External communication will be required with key partners in their role as outlined in recommendations for action		
Assurance and tracking process:	No		

2. Introduction / Background

The impact of poor diet on health is well known and understood. However, a poor diet also has wide reaching consequences beyond poor health, for example, on children's educational outcomes, on productivity, on the local economy and on the environment and biodiversity, with food waste accounting for almost one third of global emissions. There are multiple influences on the choices we make around food, many of which are beyond the individual's control.

Our UK Food System is complex and interdependent, it spans across multiple sectors and partners. To improve the food system, there needs to be a concerted effort at a national, regional, local and individual level to commit to healthier food for people and for the environment. Now is an exciting time for

food policy as the first part of the National Food Strategy has recently been published, and Greater Manchester are working towards a regional Greater Manchester food strategy.

National and regional food policy is currently undergoing positive change. In Bury there are a large number of partners engaged and interested in healthier food, who have helped develop this strategy. We also have a large network of volunteers and great community resources. However, despite the opportunities available, there are a range of current challenges we are experiencing which need to be addressed locally. These include high levels of diet-related ill health, place-based inequalities in health outcomes and rising levels of food insecurity brought about by COVID-19.

The Bury Food Strategy aims to dovetail with the national and regional approaches to the food system and tailor these to suit our local population. Our local approach will focus on multi-agency collaborative working to improve our food environment.

The Bury Food Strategy Vision is:

- **For Bury to be at the forefront of promoting and celebrating good food for all, through a knowledgeable, connected, supported and vibrant food culture.**

The priorities of the Bury Food Strategy are that **healthy & sustainable food** in Bury is:

- Promoted and Celebrated
- Accessible to All
- Built on Education
- Vibrant and Resilient
- Resourced and Sustainable
- Connected and Collective

These priorities are based on the Sustainable Food Places Framework identifying 6 key areas across the whole food system, and were developed in consultation with a wide range of stakeholders.

A key output of the strategy will be to set up a Food Partnership in Bury, formed by a wide range of stakeholders to drive the food agenda forward and deliver on the Action Plan.

This document is the result of widely researching the food system to understand what works well across the UK, and how this transfers to Bury specifically. Engagement events with partners in Bury have been key, with representation from health, education, local businesses and the VCFA sectors. This engagement has been the source of the identified themes and priorities outlined, and this careful consultation and collaboration will continue into future activity, fine tuning the strategy as it is implemented. Bringing together the many changes,

activities and interventions contained within this strategy will have a collective effect on the health and wellbeing of Bury as a whole, measuring these many small gains in an ongoing process of refinement and improvement.

3. key issues for the Board to Consider

Adoption of this strategy will require collaboration both internally and externally, across a broad range of actions encompassing the whole food system in Bury. These are detailed in the strategy action plan, and will require time, capacity and resource to achieve.

This is a strategy for the next five years, and will evolve in response to the wider public health landscape over that time, in response to the work of all partners.

4. Recommendations for action

1. To note and comment on the Bury Food Strategy
2. To approve the adoption and implementation of the Bury Food Strategy
3. To support the strategy as outlined in recommendations for action
4. To identify a Bury Food Strategy Lead from the Health and Wellbeing Board

5. Financial and legal implications.

If necessary please seek advice from the Council Monitoring Officer Janet Witkowski and Section 151 Officer Lisa Kitto.

There are no immediate financial implications, though as the strategy is implemented specific areas of activity may need support through seed funding or in identifying potential financial resource.

6. Equality/Diversity Implications. Please attach the completed Equality and Analysis Form if required.

The Bury Food Strategy adheres to council equality and diversity standards, and seeks to reduce inequality and inequity through a targeted approach aimed at supporting those most in need.

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