

Bury Food Strategy
Eat, Live, Love Food
2020-2025

Foreword

Good nutrition is an essential part of good health and well-being across the life course, including early years, childhood, adulthood and older age.

The food system is complex, but by understanding it and addressing potential barriers, we can make real, sustainable change leading to a positive food culture. We want to strive for and shape a fairer food system here in Bury where everyone can thrive.

Good food can bring our communities together and should be celebrated. This has been highlighted throughout the pandemic as local communities and businesses offered their support to help those in need.

National and regional food policy is undergoing positive change, identifying the importance of food and the food environment, advocating and promoting improvements at all levels. In Bury there are a large number of partners engaged and interested in healthier food, many of whom have helped to develop this strategy. We thank them so much for their support and look forward to working closely with them as we take our plans forward.

We are delighted therefore to share with you the Bury Food Strategy, setting out our ambition to achieve healthy and sustainable food for all in Bury.

Lesley

Lesley Jones, Director of Public Health, Bury Council

Here in Bury we are passionate about food. From our famous markets to bakeries and black pudding, food is a crucial part of our identity. But more than this we want to be passionate about healthy, affordable food. Some of the best aspects of our food provision remain out of reach of the more disadvantaged in our society, meaning that both hunger issues, and obesity problems can be found side by side. Food insecurity continues to rise, particularly this year as we all battle the COVID-19 crisis.

This strategy sets out our plan to look holistically at Bury's food systems and programmes, bringing them together to make sure that the healthy choices become the easy choices. We want a food system that restores our health and our environment, where food provision can offer solutions to wider problems, and is celebrated.

We are proud to set out here the Bury Food Strategy, as a key component of our health and wellbeing work, moving towards good nutrition for all in our borough.

A. A. Simpson

Councillor Andrea Simpson, First Deputy Leader and Cabinet Member for Health and Wellbeing

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Executive Summary

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.

There is a great opportunity to drive a healthier food agenda. National and regional food policy is undergoing positive change, and 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 excellent community resources. However, despite the opportunities available, there are a range of challenges that ought to be acknowledged and 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 transforming the food system and tailor these to suit our local population, with a focus on collaboration 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 and 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.

Introduction

The relationship we have with food is interesting and complex; it is vital for our functioning and our health, it is a means of connecting and socialising, but it also affects and is affected by the environment and our economy.

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, productivity, food waste, the local economy and on the environment and biodiversity. A healthy diet is defined by the World Health Organisation as one achieving energy balance, limiting energy intake from total fats, free sugars and salt, and increasing consumption of fruits and vegetables, legumes, whole grains and nuts¹.

Significant differences in nutritional knowledge have been linked to different socioeconomic groups, with knowledge declining with lower socioeconomic status. For example, children who live in the most deprived areas are at an increased risk of adult cardiovascular disease, partly reflecting lower exposure to healthy foods. This learned behaviour can then reinforce adult food preferences for less healthy foods, compounding pre-existing health inequalities.

Influences on food choices

The choices we make around food can influence our health and wellbeing, but in turn, they are not made in isolation and are subject to many influences. What we choose to eat is not determined solely by physiological or nutritional needs. Other factors that influence food choice include²:

- Biological determinants such as hunger, appetite, and taste
- Economic determinants such as cost, income, availability
- Physical determinants such as access, education, skills (e.g. cooking) and time
- Social determinants such as culture, family, peers and meal patterns
- Psychological determinants such as mood, stress and guilt
- Attitudes, beliefs and knowledge about food
- Environmental determinants such as the food and drink environment

Evidence shows that the environments in which people develop their dietary behaviour and make their food choices significantly influence what they purchase and, in turn, what they eat.

Nearly half our meals are eaten outside the home, and this trend has been increasing in recent years, yet a large proportion of eateries in England are fast food outlets, providing food that is high in fat, sugar and salt content. Furthermore, there is a positive correlation between deprivation and the number of takeaways in the area, with more deprived areas having more takeaways than less deprived areas³. This is certainly the case in Bury, with areas of higher deprivation having the highest density of takeaways. This highlights the need for a whole systems approach to meeting challenges and improving our food system, working in isolation is unlikely create the changes we need.

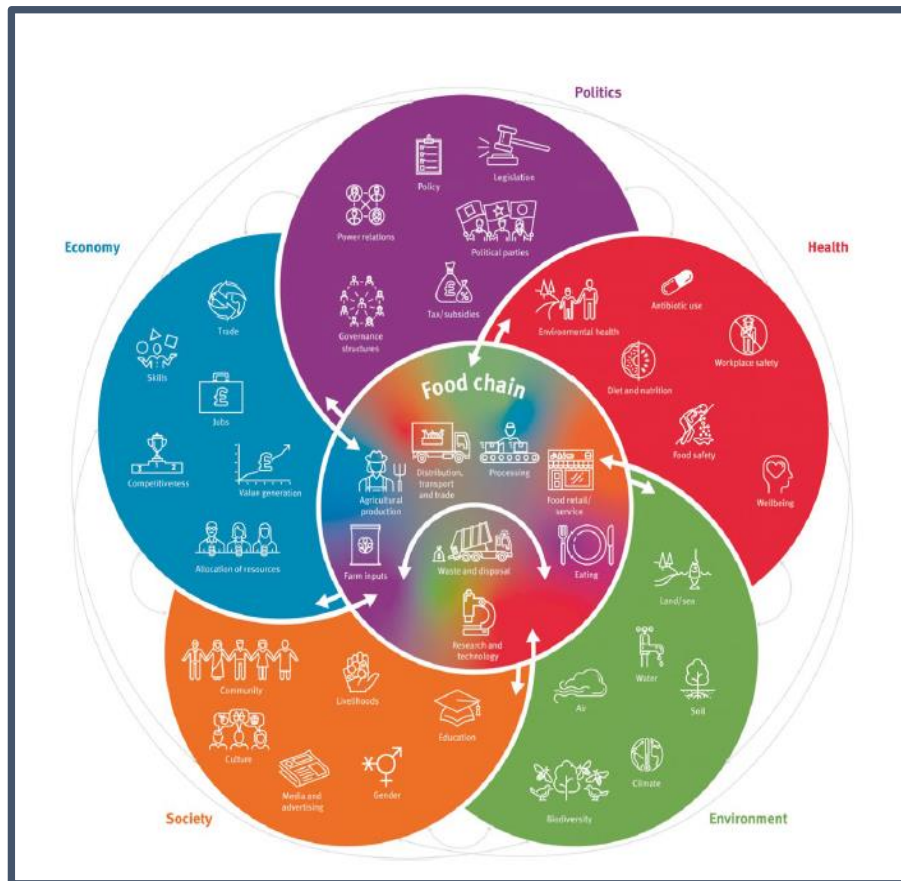
¹ World Health Organisation (2015). Using pricing policies to promote healthier diets, [WHO](#).

² Major Determinants of Food Choice, [EUFIC](#)

³ Health Matters: Addressing the food environment as part of a local whole systems approach to obesity, [PHE](#)

The Current Food System

The UK food system is complex, comprising many different sectors which are all inter-related and summarised in the below diagram⁴. The food system is subject to many of the external influences that shape individuals' attitudes to food.



While our complex food system has many benefits, it is also facing similar challenges to those which we experience in Bury. For example, rising rates of childhood obesity, inequalities in access to fresh fruit and vegetables, increasing food insecurity and negative impacts of our food system on the natural environment.

There are many opportunities to integrate food policy in to other strategic priorities to address these challenges, ranging from how we grow, transport and source food, to how we consume and dispose of food waste. For this reason, a whole systems approach to food in Bury enables us to consider the wide ranging influences on our local food system and change them for the better. This is a real opportunity which can impact the way we see food, and how we can use food to create a more sustainable, healthier, connected community.

⁴ Centre for Food Policy, City University of London

National and Regional Policy Context

This is an exciting time for food policy in the UK, with many regions acknowledging the need for a change to our food system and the benefits of a whole systems approach to achieving this change in a sustainable way.

2020 has seen the launch of the first part of the first National Food Strategy, with the second part due to come out in 2021. The purpose of the National Food Strategy is to set out a vision for the kind of food system we should be building for the future, and a plan for how to achieve that vision⁵. This has focused on short term and emergency actions to address the rising food insecurity brought about by COVID-19. There is a focus on ensuring children's access to food, which ties in with the priorities of the recently published Children's Right to Food Report, brought about by the Children's Future Food Inquiry⁶.

Furthermore, the government has launched its obesity strategy (Tackling Obesity: empowering adults and children to live healthier lives), which aims to widen access to weight management services and ties in with the importance of a healthy diet⁷, and introducing Public Health England's Better Health campaign.

Regionally, across Greater Manchester (GM), the GM Strategic Food Review investigated GM's food policy context, outlining how food cuts across multiple agendas, highlighting that a sustainable food strategy based on a collaborative, cross-sectoral, partnership approach is an important next step. In support of this review, the Good Food Greater Manchester Network are in the process of co-designing a framework to shape what 'good food' looks like in Greater Manchester.

Aim of Bury Food Strategy

The vision for food in Bury 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 aims of this strategy is to move to a position where **healthy and sustainable food** in Bury is:

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

These are based on the priorities outlined in the Sustainable Food Places Framework⁸ and were developed in consultation with a wide range of stakeholders.

⁵ National Food Strategy, Part One, [NFS](#).

⁶ Children's Right to Food, [The Food Foundation](#).

⁷ Tackling obesity: empowering adults and children to live healthier lives, [DHSC](#).

⁸ Sustainable Food Cities, [SFC](#), and [SFC GM](#).

Current picture in Bury – trends and data summary

Bury has a population of nearly 190,000 and this has been growing since 2006. Compared to England as a whole, Bury has fewer 20-39 year olds, but more under 15s and 45-49 year olds. The projected increase in population is expected to mainly be driven by an increasing ageing population, which means this strategy should address factors impacting on diet among the older population, considering factors such as social isolation, malnutrition and food insecurity.

Life expectancy in Bury for males and females has stalled recently, after years of improvement. Life expectancy and healthy life expectancy are both lower in Bury than the rest of England, with marked inequalities in life expectancy between the most and least deprived areas⁹.

This trend in inequalities often follows a social gradient, with those living in more deprived areas experiencing worse health outcomes than people living in less deprived areas.

Children and Early Years

Patterns in inequalities are mirrored in the proportion of children born with a low birth weight, with a higher proportion of low birth weight children born to mothers from more deprived areas, than to mothers from less deprived areas. In Bury, around 3% of children are born with a low birth weight.

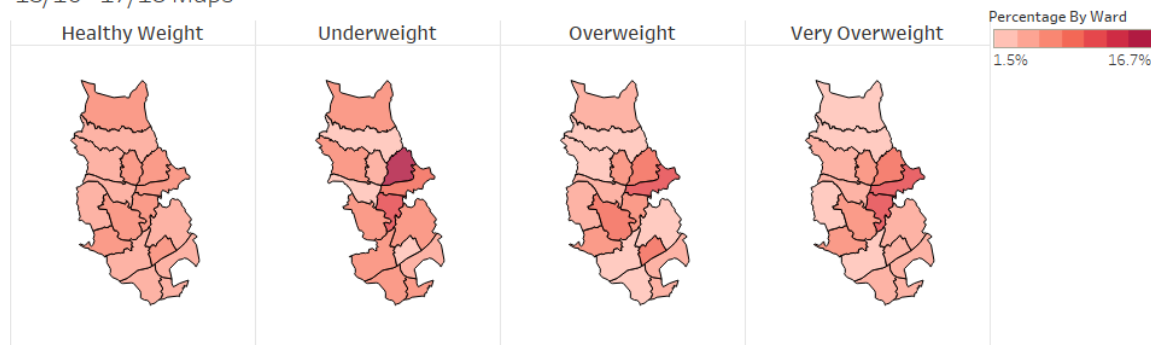
While breastfeeding is important for both the baby's health and maternal health outcomes, due to its nutritional make up as well as protection against infectious diseases, initiation rates and prevalence at 6-8 weeks are low in Bury, with 71.4% of mothers initiating breastfeeding within 48 hours of delivery. By 6-8 weeks of age, only 42.5% of mothers are still breastfeeding. It is important to understand the reasons for this in order to provide the correct support to improve breastfeeding rates locally, in order to provide the best possible nutritional start for babies and children.

Healthy Start Vouchers are a means-tested scheme available to pregnant mothers and those with children under 4 years old, providing families with vouchers that can be used to buy basic foods and vitamins. This national scheme is useful to reduce inequalities and improve access to healthier foods for families who may struggle afford them. However, in Bury, uptake of Healthy Start Vouchers is only around 60% of all eligible families, and the trend has been worsening over the last few years. Bury has the 3rd lowest uptake in Greater Manchester. Efforts should be made to improve uptake of this scheme, this includes understanding the reasons behind the low uptake rates and addressing these.

In Bury, childhood obesity is a significant challenge, and mirrors trends seen nationally. Almost 1 in 10 reception-age children are obese, and this doubles to almost 1 in 5 children classified as obese by the time they reach year 6. Moreover, trends in childhood obesity also reflect inequalities based on deprivation as per the below diagram, with more deprived areas having higher rates of childhood obesity than less deprived areas.

⁹ Figures in this section are taken from [Public Health Outcomes Framework](#), PHE.

15/16 - 17/18 Maps



These figures are reflected in the proportion of children in Bury with one or more decayed, missing or filled teeth, which is 1 in 3 children in Bury.

A recent school survey¹⁰ was conducted across primary and secondary school children in Bury which revealed that only 1 in 5 primary school-age children eat at least 5 portions of fruit and vegetables a day, and the proportion decreases among secondary school-age children.

The school survey also revealed that 2 in 3 children in Bury have sedentary lifestyles, a higher proportion than across the North West and England. However, the survey revealed that while most children enjoy taking part in physical activity, only 3% meet the required targets; this is an opportunity that should be addressed.

Adults

Inequalities in unhealthy weight and diet often continue throughout the life course. The proportion of adults in Bury classified as either being overweight or obese is also very high, with 2 in 3 adults meeting that definition. Less than half of adults are eating the recommended 5 portions of fruit and vegetables daily.

Adults in Bury are much less likely to eat 5 portions of fruits and vegetables a day than elsewhere in England. In 2018/19, only 46% of adults were managing this, and this percentage has fallen from previous years.

Older adults can be at risk of malnutrition, with almost 1 in 10 older adults meeting the definition of being malnourished, and a higher proportion being at risk of malnutrition. A recent intervention has been the 2 year pilot in Bury for a GM Nutrition and Hydration Programme, with positive outcomes for promoting hydration and weight gain.

Reducing social isolation can play a significant part in improving the diets of older adults, and over 40% of social care users in Bury have reported feeling socially isolated. Social eating opportunities are an important way of addressing social isolation and need to be promoted.

¹⁰ Bury Children and Young People Health and Wellbeing Survey, 2018/19. Carried out by PH team and SHEU.

Place

The built environment in which we live and work influences the choices we make around food. The density of fast food takeaways in Bury is very high, at 127.3 per 100,000 residents¹¹. Taking into account that there are an average of 96 hot food takeaways in England per 100,000 population, the number of hot food takeaways in Bury is an issue. This type of food is typically more convenient and cheaper than healthier alternatives, and policies need to be considered on how to improve access to healthier food.

Health inequalities significantly affect individuals and families, through poor health outcomes and life chances. Many of these inequalities start early in life, and the figures presented in this section demonstrate this, along with the social gradient apparent in those inequalities. Many inequalities can be reduced by improving access to healthier, better quality food.

It is prudent to highlight the impact COVID-19 is likely to have on the health outcomes of Bury's local population, and on already present inequalities. Although data on the full impact of COVID-19 is not yet available, evidence so far indicates a looming recession, an increase in unemployment rates, inequalities based on ethnicity, and a social gradient in terms of exposure to the virus and resilience once affected by the virus.

Changing Bury's local food system to minimise these inequalities will have an impact not just at an individual level, but also at a societal level through the health and care system and the wider economy. There needs to be a focus on building community resilience, provision of foodbanks and signposting to welfare support in the short term. In the longer term, reducing reliance on food banks and enabling the community to develop in sustainable ways should be the aim.

This emphasises the need for two key elements. Firstly strong leadership, where the importance of food and the food environment is advocated and promoted at all levels. Secondly, a collaborative, cross-sectoral approach to improving our local food system with a focus on tackling inequalities through a whole systems approach.

¹¹ Bury Council Authority's Monitoring Report 2017/18

Schemes and Initiatives in Bury

This strategy was developed in collaboration with a range of stakeholders, and an audit of strategies and data sources was conducted, in order to help us to understand the current food system within Bury.

There are a range of schemes and initiatives already in place that address healthier eating and food insecurity. These can be split in to schemes led by Bury Council and schemes led by Voluntary, Community and Social Enterprise organisations (VCSE).

Council Schemes

The Public Health department at Bury Council, through their health improvement agenda, lead on initiatives working with schools, nurseries, hospitals and local businesses. These are outlined in more detail below.

The Golden Apple Award

This is an accreditation across Early Years settings in Bury, which aims to encourage these settings to comply with voluntary healthier food and drink guidelines to promote good nutrition, oral health and hygiene. This involves measures including reducing snacks and drinks containing free sugars, promoting fruit and vegetables, and drinking milk or water. There is very good uptake of this scheme across Early Years settings with over 75% of nurseries in Bury taking part.

The Brush Bus Scheme

This is a daily supervised tooth brushing scheme across Early Years settings run by the Community Oral Health Promotion team, equipping settings with tooth brushes, family fluoride tooth paste and racks. Early Years staff are trained on how to deliver this in their settings and have policies adopted to ensure hygienic delivery. Parents reported that they previously struggled to get their children to brush their teeth, since taking part in the scheme their children are happy to brush their teeth at home. 100% of nurseries in Bury are taking part in the scheme. The scheme has been extended to include school reception classes.

The Healthier Catering Award

This is a Bury-specific healthier catering accreditation given to local businesses, including restaurants, cafés, school catering and care homes. It is run by Environmental Health to encourage businesses to promote healthier and locally sourced options on the menu, as well as taking measures to provide a healthier eating environment, such as removing salt shakers from tables.

Healthier Vending

Healthier Vending Guidance has been introduced across some council buildings, including leisure centres, Bury Adult Learning, and workspaces. It aims to reduce the typically ultra-processed products and sugar sweetened drinks on offer in vending machines, increase water and healthier snack provision, and reduce the portion sizes of unhealthy snacks.

Helping Yourself to Wellbeing Course

Helping Yourself to Wellbeing is a 7 week course designed to help individuals to practice self-care and improve their health and wellbeing. The course provides participants with the knowledge, skills and tools to improve their confidence and motivation to set realistic goals for making changes to their lifestyle. Topics include: behaviour change, self-esteem and confidence, dealing with stress and anxiety, lifestyle choices, healthy eating, alcohol and smoking. Courses are usually delivered within community venues, however during the COVID-19 pandemic the course has successfully been delivered on an online platform while social distancing restrictions are in place.

Fuel & Move

The Bury Sports and Physical Activity Service and Lifestyle Service co-designed a course to be delivered in schools during curriculum time. Sessions were designed to be fun, educational and active. Fuel & Move increases both nutritional and physical activity awareness amongst Year 5 primary school children, with the belief that learning will impact healthy behaviours prior to the Year 6 National Child Measurement Programme. Topics include: hydration, breakfast, benefits of exercise, the Eat Well Guide, digestion and a healthy heart. Seven schools took part in the pilot in 2019, prioritising schools in areas of higher obesity levels.

Fit & Fed

Holiday hunger affects many children across Bury. Fit & Fed is part of a campaign addressing holiday hunger in school children, run by Families Active officers from the Live Well Service, working in partnership with the Public Health Team, School Catering Team, local schools, community centres and foodbanks. Fit & Fed provides food, fun activities and lifestyle support to families who accessed their local food banks over the summer period 2020. This year with the need to adhere to COVID-19 regulations the programme was adapted to allow for social distancing, and families had to book an allocated slot to take part in an activity. Despite these challenging restrictions, there were 75 engagements with families across the five venues.

Love Food Hate Waste

This is a national campaign which Bury Council's Waste Management Team have been leading on locally, and which includes educational resources on appropriate food storage, reducing food waste, food recycling and home composting.

In addition to those mentioned above, there are many other campaigns that are promoted locally in Bury such as the Sugar Smart campaign, the National Smile Campaign and Change4life. In previous years, there were successful community family cooking classes, which additionally offered vouchers to families that could be spent in Bury Market fruit and vegetable stalls. These classes and vouchers were very well received but require dedicated staffing capacity and resource to be maintained. There are also community resources such as allotments and community gardens that are available and overseen by the council's Parks and Countryside department.

VCSE Schemes

Many local initiatives are started within the Voluntary, Community and Social Enterprise sector in Bury. Details of some of those initiatives are provided below.

Food Insecurity

There are 16 food banks in operation in Bury, which is a large increase from previous years and has been a direct response to the COVID-19 pandemic. In addition to food banks, there are 2 food pantries and 5 hot meal providers across the borough.

Due to the large increase in demand brought about by the pandemic, a coordinated approach to managing food insecurity in Bury was taken, which resulted in the establishment of the Bury Community Support Network. This brings together food hardship initiatives and is led by the Bury Voluntary, Community and Faith Alliance (VCFA). This is a collective network of Food Aid groups working together to achieve the best outcomes for Bury families. Food is the gateway to wider support while supporting people in moving out of poverty.

Social Eating Schemes

There are 4 social eating initiatives in Bury aiming to address social isolation, located in cafés in local parks, and run by voluntary sector organisations, the Green Café, Welly's Café, Listening Ear Café, and the Attic Project. Evaluations of these initiatives show these are popular and reach those at risk of social isolation.

Food Growing Opportunities

There are several food growing opportunities across Bury, including allotments and community gardens such as the Corrie Gardeners and projects run across the borough by the Incredible Edibles. The impacts of food growing on mental and physical health, reducing social isolation, building community resilience and addressing food insecurity are well known, and a key aim of this strategy is to increase food growing opportunities in Bury. Connecting food growing projects with food banks and food pantries can help increase the fresh food offer.

Vision and Priorities

The overarching vision for the Bury Food Strategy 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.

This will be achieved through a focus on six key objectives, ensuring that **healthy and sustainable food** in Bury is:

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

These objectives are based on the six key areas identified by the Sustainable Food Places Framework (SFP)¹², and have been tailored to reflect local priorities in Bury based on consultation with a wide range of key stakeholders. The Framework has been used by approximately 50 local food partnerships across the UK to frame their activity when taking a whole food system approach, and allows flexibility in framing local approaches to the food system, as well as a useful framework for navigating the complexity of the whole food system approach.

The Sustainable Food Places Framework focuses on six key areas of action:

- Promoting health and sustainable food to the public
- Tackling food poverty, diet related ill health and access to healthy food
- Building community food knowledge, skills resources and projects
- Promoting vibrant and diverse sustainable food economy
- Transforming catering and food procurement
- Reducing waste and the ecological footprint of the food system.

There are cross-cutting themes and links between this Food Strategy and the Physical Activity Strategy, the Poverty Strategy and the Ageing Well Strategy.

A key output of this strategy will be the formation of a Bury Food Partnership, which will be important in delivering the strategy and bringing together stakeholders from different sectors to drive the agenda forward, developing a strong leadership for food in Bury.

The driving measure of success for this strategy is the increase in healthier food consumption across the whole population. This will be measured through the Public Health Outcomes Framework (PHOF) by PHE and results are updated annually.

¹²Sustainable Food Places Framework, [SFP](#)

A working group will be set up as part of the Bury Food Partnership to quantify the successes of each indicator. The Bury Food Partnership will report directly to the Health and Wellbeing Board.

Opportunities

There are key opportunities in Bury that this strategy aims to build on, and these can be summarised as follows:

National and Regional Food Policy

There is national, regional and local impetus around improving the food system due to its cross-sector impact and links to many other agendas, for example, mental and physical health, food poverty, and climate change and the environment. This is demonstrated through the recent publication of the first part of the national food strategy, and the imminent GM food strategy, and means that food is high on the agenda.

Wide range of key partners engaged

In developing this strategy, we engaged partners across many different sectors, including health, education, social care and the business and VCSE sector. Many of these partners are keen to remain engaged and to form part of a Food Partnership going forward.

Large network of volunteers

Bury has a large network of passionate and driven volunteers and a vibrant VCSE sector, which is as large as it is diverse.

Community resources

There are many community resources in use in Bury, and others that are available to be used, and these can be used to develop community skills and knowledge while tackling key issues such as mental health and social isolation.

Healthy settings approach

This strategy fits well with a healthy settings approach to food, and a whole systems approach to the food system.

Challenges

Despite the opportunities available, there are a range of challenges that should be acknowledged and addressed locally.

There are high levels of diet-related ill health in Bury, including high prevalence of childhood obesity, low levels of physical exercise and high prevalence of adults living with Type 2 Diabetes¹³.

There are inequalities in diet-related ill-health and in healthy life-expectancy, with a clear social gradient, demonstrating higher levels of diet-related ill health and lower healthy life expectancy

¹³ Public Health Outcomes Framework, [PHE](#).

among individuals living in more deprived areas. Variations in food knowledge and cooking skills is likely to compound inequalities related to healthier food access.

There are increasing levels of poverty and food insecurity, and this is likely to be worsened due to the impact of COVID-19.

There is a complex and disjointed local food system, however, this challenge is not specific to Bury, and needs to be addressed on a wider footprint. That said, changes can be made locally such as local food procurement, promotion of healthier diets, restricting unhealthy food options in the environment, for example through planning restrictions for takeaways and limitations on food advertising. Many of these measures are easier to address on a GM footprint, which is why ongoing engagement with the GM Food Strategy and Partnership is so important.

Finally, there are limited resources and budgets for service provision in relation to healthier food, in a climate of austerity where budgets have been cut across many services. This means a collaborative approach between partners, maximising existing resources, and investing in capacity, new resources and leadership is vital in order to promote the healthier food agenda.

Consultation and Stakeholder Engagement

As part of the strategy, consultation with stakeholders took place in order to identify local priorities in Bury for the food environment. Four virtual consultations took place and were delivered in stakeholder groupings, of which there were stakeholders or stakeholder representatives from various sectors including health, education, council departments, the business sector and the VCSE sector¹⁴.

The themes coming out of the consultation are summarised in the table below:

Theme	Key Points
Current Good Practice	Providing education, signposting to services or schemes, review and improvement of catering options, recruitment of community champions.
Barriers to Progress	Systemic factors: bureaucracy, silo working, limited resources. Community factors: awareness of the impact of food on health which can lead to resistance in uptake of campaigns.
Barriers to Healthy Eating	Impact of the wider determinants on individual choices related to food, e.g. availability of and accessibility to healthier food. Cost of healthier food, time required to prepared meals and knowledge of the importance of food to health, but also food preparation skills were other barriers cited.

¹⁴ Please see Appendix 1 for list of stakeholders

Opportunities	System-wide opportunities: collaborative working, changing priorities due to COVID-19, available resources and support for the strategy at a senior level. Behavioural: opportunity to develop habits early, and to develop community interest. Educational: provision of food education.
Priorities	Education, including food knowledge and skills. Reach and accessibility, ensuring equal access to the community and to professional groups. Resilience among the community and reducing reliance on short term interventions. Resources that are relevant and resonate with the community System change to develop a collaborative way of working.

Achieving the Vision and Priorities

This strategy has been informed by guiding principles on how to achieve a whole population, cross-sectoral approach to improving the food environment. As outlined throughout, it is clear that we will need to take a whole system approach to achieve our ambitions. This will be underpinned by a series of guiding principles that will be outlined in more detail in this section.

Life Course Approach	We will consider needs at different stages of the life course (including early years, childhood, adulthood and older age), with a priority towards addressing gaps and reducing inequalities.
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Whole Systems Approach	A collaborative approach between different sectors is key in order to address the complexity of the food system. This will involve breaking down silos, improved communication and collaboration between partners and involvement of the local community.
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A Place Focus	There is a strong focus on place, and the relationship between the individual, the choices they make and the built and natural environment. This involves highlighting place-based inequalities across Bury, and using community assets. The strategy also links with the GM public sector reform model, which has a strong focus on neighbourhoods.
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Proportionate Universalism¹⁵	The strategy commits to Marmot's Proportionate Universalism Approach. This means that there will be actions taken across the whole population, as well as targeted action with specific communities and specific neighbourhoods based on inequalities identified and levels of need. Therefore, to narrow the gaps in health and access to healthier food, proportional allocation of attention, capacity and resources is needed to engage communities with higher levels of need and those facing the greatest barriers.
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Inclusive	This strategy is for the <i>whole</i> population of Bury and we must continually challenge ourselves to ensure that we are addressing barriers to engagement. We will ensure that our people have a strong voice in shaping what needs to change to enable active lives for everyone.
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Community Engagement and Empowerment	Active engagement to mobilise communities is one of the most powerful ways to change behaviour and change social norms. This means local communities should be actively encouraged to take control of the determinants of their health through active engagement in shaping policies and interventions that will enable a healthier food environment.
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¹⁵ Fair Society, Healthy Lives – The Marmot Review, [Institute of Health Policy](#), 2010.

Bury Food Strategy Action Plan 2020-2025

Key: Short Term – by 2022, Medium Term – by 2023, Long Term – by 2025

1. Promoted and Celebrated Promote healthy and sustainable food choices for all			
Key Actions	Key Deliverables	Progress Indicators	Timescale
1a Promote healthier food and healthier food environments	Promote use of Essential Parent as an educational resource on healthier nutrition	- Number of referrals	Short Term
	Promote the Brush Bus Scheme among nurseries	- Number of settings taking part	Short Term
	Promote the Golden Apple Accreditation among nurseries	- Number of settings taking part	Short Term
	Promote National Smile Month across different settings	- Number of settings taking part	Short Term
	Promote Healthier Catering Award across different settings	- Number of settings with Healthier Catering Award	Medium Term
	Encourage Healthier Vending in work and leisure facilities	- Number of settings with healthier vending options	Ongoing
	Promote use of Nutrition & Hydration (malnutrition prevention) materials in care homes, intermediate care facilities and to those being discharged from hospital who are at risk of malnutrition	- Number of care homes using programme materials - Number of intermediate care facilities with food policies - Referral pathways established	Short Term
	Limit number of takeaways by restricting licensing	- Takeaways per 100,000	Long Term

1b. Engage with the community	Actively adapt messaging and address the community's needs	- Regular updates on The Bury Directory	Short Term
	Accessible information about available food initiatives	- Community settings/services aware of local initiatives and able to direct bury residents	Short Term
	Target engagement and tailor to specific population groups, ensuring culturally appropriate communications	- Information on TBD on services that can assist with translating materials into different languages	Short Term

2. Accessible to all Tackle food poverty and diet related ill health across the life course			
Key Actions	Key Deliverables	Progress Indicators	Timescale
2a. Address food poverty	Improve access to Healthy Start Vouchers among families that are eligible, through knowledge sharing of changes to the scheme (digital and eligibility)	- Uptake rate of Healthy Start Vouchers in Bury	Short Term
	Promote breakfast clubs and holiday camps in schools in more deprived areas	- Number of initiatives	Medium Term
	Improve uptake of Free School Meals among eligible families, through improvements to school catering offer	- Uptake rate of FSM	Medium Term
	Support the work of the Bury Community Support Bury Network across all areas of activity	- Number of food packages distributed - Number of food banks - Number of pantries	Ongoing Ongoing Ongoing

	Promote FareShare membership within different settings to increase the fresh food offer and bulk buying economic benefit	- Number of settings with FareShare membership	Ongoing
	Promote guidance on food parcel content	- Develop guidance on food parcels and share with Bury Food Aid Network	Short Term
	Effective signposting linking welfare support to those accessing food banks as part of a trajectory towards food security	- Resources available and distributed	Ongoing
2b. Address diet-related ill health	Promote the Start 4 Life campaign which has nutritional information from pre-conception through to maternal nutrition and weaning	- Number of partners regularly signposting	Short Term
	Midwives, health visiting, children's centre staff to have mother centred conversations about infant feeding , including benefits of breastfeeding/breast milk	- Service Audits - PHOF Breastfeeding rates	Medium Term Medium Term
	Promote the Eat Well Guide across weight and health services	- Number of partners engaged and promoting the Eat Well Guide	Short Term
	Promote Sugar Smart and Bite Back 2030 awareness campaigns across workplaces settings, secondary schools and colleges	- Number of settings promoting Sugar Smart and Bite Back materials	Short Term
	Offer obesity and weight management services that are holistic and accessible	- Weight management services in place	Short Term
	Promote use of Nutrition & Hydration (malnutrition prevention) materials in the community	- Number of malnutrition staff training sessions/E-learning module completed	Short Term

		- Range of bespoke materials developed and delivered across Bury -Malnutrition prevention questions built into the Quality of Life Tool	
	Address social isolation through signposting to social eating opportunities	- Effective signposting to social eating opportunities	Ongoing

3. Built on Education Build community food knowledge, skills and resources			
Key Actions	Key Deliverables	Progress Indicators	Timescale
3a. Develop public's knowledge of healthy food	- Work with school catering team and VCSE organisations to promote education about food, growing and cooking in schools and EY Settings	- Number of schools with initiatives such as Food for Life, or Sow the City Growing Projects -Number of schools working with the school catering team on growing projects	Long Term Medium Term
	- Improve uptake to Bury Adult Learning Centre (BALC) food education courses available (cookery, health and wellbeing) for adults - Improve uptake to BALC food education courses for parents within school venues	- Number of courses delivered -Number of schools participating	Short Term Medium Term
	- BALC food education courses available are promoted, accessible and available to different communities	- Courses promoted through Food Partnership, TBD, school catering team	Short Term

		- Courses in more than one setting and at different times and days - Courses targeting communities with inequalities, such as BAME, lower income families.	Medium Term Medium Term
3b. Upskill staff across different sectors with skills related to healthier food and cooking	Ensure staff have skills to provide healthier meals for service users	- Ongoing training opportunities - Number of training courses available	Medium Term
	Services providing food have appropriate qualifications (food hygiene ratings, basic food hygiene qualifications and food allergen awareness)	- Number of cafés with a scoring of 5 in Food Hygiene Rating	
3c. Develop community food and growing skills	Work with VCFA to enable community groups to set up and manage food growing projects	- Number of food growing initiatives - Leadership courses available to community groups	Ongoing Medium Term
	Provide opportunities for developing cooking skills in the community	- Number of courses available in community venues	Medium Term

4. Vibrant and Resilient Promote a resilient and diverse local food economy			
Key Actions	Key Deliverables	Progress Indicators	Timescale
4a. Support a move from food poverty to food security by addressing the wider determinants of food poverty	Identify and map out 'food deserts'	- Map out areas with high density takeaways and limited healthy food outlets	Medium Term
	Limit number of takeaways in food deserts	- Reduce licenses available for takeaways in Bury	Medium Term
	Reduce reliance on food banks and shift to food pantries which are more sustainable	- Number of food pantries	Long Term
	Monitor Food Bank use	- Number of households supported by Food Banks	Ongoing
	Improve access to help schemes among eligible families (e.g. HSV, FSM)	- Uptake rates Healthy Start Vouchers - Uptake rates FSM	Short Term Short Term
	Strengthening the Bury Food Aid Network by ensuring wide membership and regular meetings to address reasons/solutions for food aid	- Regular meetings with partners	Short Term
4b. Offer Business incentive schemes for companies that promote healthier choices.	Encourage local businesses to offer healthier choices to attract customers through HCA accreditation as a mark of achievement. Develop Bury Market as a popular destination known for a local healthier food offer	- Number of settings taking part in the HCA from Bury Market	Medium Term
	Incentivise cafés and businesses to open up in food deserts	- Work with Economic Development to develop incentives	Long Term

5. Resourced and Sustainable Transform catering, food procurement, and maximising resources			
Key Actions	Key Deliverables	Progress Indicators	Timescale
5a. Maximise use of available community resources	Work with Parks and Countryside to identify available and suitable areas for food growing	- Map of available spaces	Short Term
	Increase use of allotments	- Number of allotments in use	Ongoing
	Promote educational courses to voluntary groups to develop project management skills	- Educational courses available and promoted	Medium Term
5b. Support healthy and sustainable catering in all settings	Widen Healthier Catering Awards to other sectors, such as education and social care, parks and countryside venues	- Number of settings across each sector that are HCA accredited	Medium Term
	Support School Catering Team to achieve the Food For Life Catering mark	- Award achieved (Bronze, Silver or Gold)	Medium Term
5c. Local and sustainable food procurement	Work with Bury Market to offer events involving local suppliers and food businesses	- Number of events available	Medium Term
	Provide information to education settings, workplaces, care settings and food businesses about the support available for procuring healthy and sustainable food through the Government Food Buying Standards	- Number of settings supported	Ongoing
	Develop a local supplier directory to encourage local businesses to support each other in food procurement	- Supplier Directory developed and promoted	Medium Term
	Work with education settings, workplaces and food businesses to promote campaigns for sustainable food like Meat Free Monday	- Number of settings engaged	Ongoing
5d. Reducing Food Waste	Promoting the Love Food Hate Waste Campaign	- Number of settings campaign promoted	Short Term

		-Communicate messaging through email reminder programme	Short Term
	Encouraging Home Composting by including information on The Bury Directory, and linking to WRAP Campaigns	- Numbers accessing page	

6. Connected and Collective Collaboration and partnership between and within sectors			
Key Actions	Key Deliverables	Progress Indicators	Timescale
6a. Joined up, collaborative working across council, education, health, local businesses and the voluntary sectors.	Establish a Bury Food Partnership	- Bury Food Partnership established	Short Term
	Ensure thorough and up to date Food section on The Bury Directory	- Updated and accessible TBD Food section	Short Term
6b. Local Food Leadership	Develop a local food charter	- Bury Food Charter developed	Short Term
	Identify local food lead in Bury Council	- Food Lead identified	Short Term
	Establish Food Partnership Group with range of stakeholders	- Bury Food Partnership established	Short Term

Appendix 1

Stakeholders Consulted

Sector	
Education	School Catering Team Early Years Team School Nursing and Health Visiting Soil Association Bury Adult Learning Centre
Health	CCG Clinical Leads Public Health Dietetics Malnutrition Team
Council	Waste Management Environmental Health Workforce Wellbeing Advisor Lifestyle Services Business Sector Representatives Bury Market Management
Community	VCSE Organisations Parks & Countryside Team Bury Directory Bury Community Support Network
Questionnaires	Corporate Parenting VCSE Organisations Staying Well Team