



# Barnsley Food Plan 2022-2025

Barnsley - the place of possibilities



**BARNSELEY**  
Metropolitan Borough Council

# Contents

Our Vision	3
Our Priorities	3
Why food is so important	4
What we aim to change	5
What is already happening and what is next	6
Measurable health indicators	8
How we will deliver the Food Plan	9
Working in partnership	10
Strategic links	11
How can you get involved?	12



# Our vision

For everyone in Barnsley to have access to nutritious food that benefits their health and wellbeing.

# Our priorities for 2022-2025



**Food access**



**Education**



**Diet-related ill health**



**Food environment**



**Sustainability**



# Why food is so important

**Food, after air and water, is the most essential thing for us as humans to be able to survive. But food is about so much more than survival.**

Food nourishes our bodies and supports a healthy life, both physically and mentally. It can bring us pleasure and connect us to others through sharing, celebration and eating together. It drives our local economy, impacts our environment, and is a cornerstone to our cultural and social life.

The importance of good nutrition begins antenatally and throughout the early years. Optimal infant nutrition, especially breastfeeding where possible, is so important for the good health of babies and mothers. **A good diet is crucial throughout our whole lives and plays a huge part in starting well, living well, and ageing well.**

Whilst food brings so much joy to Barnsley, it also presents major challenges. One in five children in Barnsley are starting primary school being overweight or obese and by the time children leave primary school, that rate rises to one in three. In addition, more than 70 per cent of adults in Barnsley are either overweight or obese, with many residents suffering from diet-related ill health.

We also have people living in a situation of food poverty. Between March 2020 and May 2021, over 8,000 individuals received emergency food parcels from the Barnsley Foodbank Partnership. We want every person in Barnsley to have access to good quality, local, affordable, and nutritious food, no matter where they live and regardless of personal circumstance or income. **We also want Barnsley to be a place where healthy choices are the easiest choices.** Where high streets and communities have a positive and inclusive food culture with minimal food waste and effective redistribution of any surplus. This will contribute towards improved health outcomes and health inequalities related to healthy weight, food and associated chronic illnesses.

When we consider that across the UK, we throw away 4.5 million tonnes of food from our homes that could have otherwise been eaten, more needs to be done to reduce food waste, rethink our food system, and prevent food poverty. This serves to benefit us all and our planet.

To help us achieve this, we have launched the 2022-2025 Barnsley Food Plan which has been co-developed by Public Health (Barnsley Council) and Good Food Barnsley CIC, with input from a wide range of food-related services and organisations across public, private and third sectors in Barnsley. The Food Plan will lay out our key priorities and outcomes for the next four years, helping us to remain focussed and accountable against many actions and areas of work that will sit alongside the plan.

**We cannot do this alone. We need everyone to be committed across Barnsley and therefore working together in partnership is essential for enabling the Food Plan to address its priorities, achieve its outcomes, and reach our vision for everyone in Barnsley to have access to nutritious food that benefits their health and wellbeing.**

# What we aim to change

## Food access

Our ambition is for every child and adult to have access to good quality, local, affordable, and nutritious food that benefits their health and wellbeing. We will work with Good Food Barnsley CIC and other key partners to tackle food insecurity across the borough.



## Education

We will support individuals, families and communities to develop knowledge, interest, and skills in relation to food, cooking, and nutrition. The remit of this includes prenatal nutrition, breastfeeding and infant nutrition, right through to older aged adults.



## Diet-related ill health

We will work towards reducing rates of excess weight (being overweight or obese) and other diet-related health conditions, including malnutrition, through promoting and enabling healthy eating as well as reducing our exposure to foods that are high in saturated fat, sugar and salt. We will also improve our links to eating disorder services as we know that a rising number of people in Barnsley are being affected by issues with their relationship with food.



## Food environment

We want to make Barnsley a place where healthy food choices are appealing and easy to make both at home and across public sector catering. Leading by example, we will work with the public sector to promote a healthy, enjoyable and sustainable food offer across Barnsley.



## Sustainability

Working with partners, we will reduce food waste and food packaging and redistribute surplus food effectively. We will encourage local supply chains, promote purchasing from local food suppliers, and will improve food growing opportunities across communities. This ties in to our 'Zero 45' ambition of the borough being net zero carbon by 2045.



# What is already happening and what is next

## Food access

The Good Food Barnsley partnership (GFB) meets quarterly to discuss the food agenda and associated projects relating to food access. Across the last year, GFB has coordinated and contributed to a range of interventions such as; Healthy Start vouchers, cook and eat sessions, food parcels, Community Shop, community pantries, and community fridge projects.



Good Food Barnsley CIC is developing a community based food hub aimed at supporting those experiencing moderate food insecurity called 'Storehouse & Field' which is set to launch early 2022 to provide important support to members of the Barnsley community.

## Education

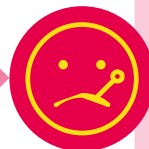
Food education as well as practical cooking skills have been taught across the borough through a range of projects. Extra efforts were made to support families to eat well and stay healthy during the lockdowns of 2020 and 2021, where Area Council teams delivered food boxes and recipe cards, as well as helping residents to cook healthy and family friendly meals with online demonstrations.



We will develop a suite of digital toolkits for different population groups to help them enjoy food and eat healthily. These toolkits will contain tips and advice on many things including meal planning, shopping healthily on a budget, and recipe ideas. Beyond this, we will work with partners to engage communities and improve food knowledge across the borough.

## Diet-related ill health

All of our priorities and work around promoting healthy eating, improving access to nutritious food, and reducing exposure to foods that are high in salt, saturated fat, and sugar, occurs for the purpose of preventing and reducing diet-related ill health. This includes malnutrition, through to obesity, and the many related health impacts in-between that result from poor diet.



The remit work on diet-related ill health is vast and starts with prenatal nutrition right through to older adults. We will continue promoting and enabling good nutrition from every angle. One ambition we are working towards is to adopt a Declaration on Healthy Weight – a borough-wide commitment to tackle excess weight and improve health outcomes related to food and physical activity.

## Food environment

A Health Impact Assessment is being used as part of the planning application process to restrict the number of new hot takeaway outlets opening across the borough. In addition, catering guidelines have been introduced for the food providers of BMBC; this has led to nutritional information being displayed on menus, replacing full sugar drinks with zero sugar alternatives, and removing vending machines from Council buildings that offered high sugar and high fat products.



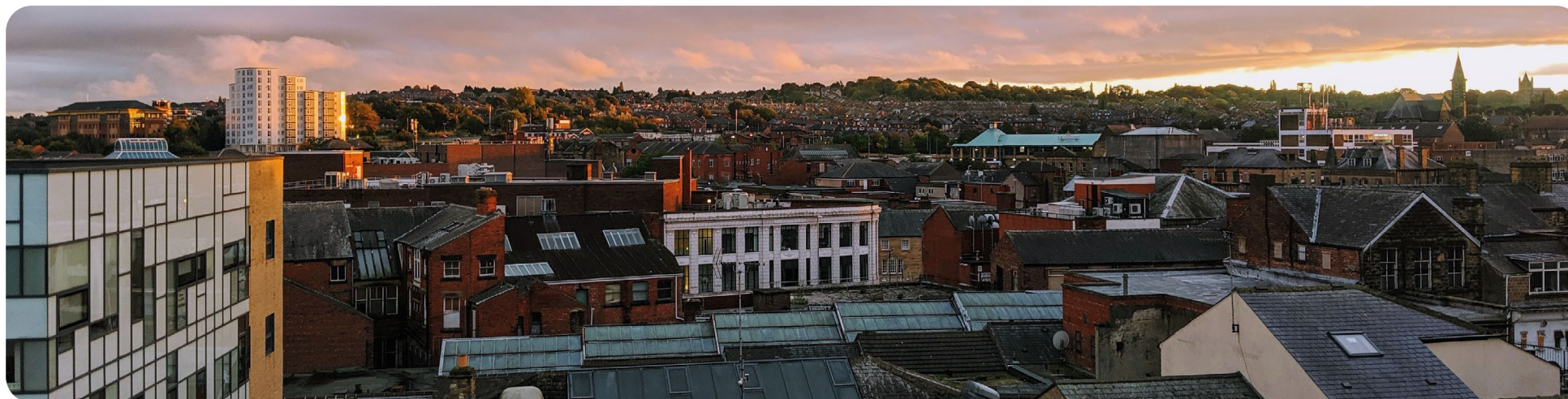
Reducing our exposure to unhealthy foods will naturally reduce how much and how often we eat them. We intend to implement a policy to restrict the advertisement of food and drinks that are high in saturated fat, sugar, and salt, and promote the advertisement of healthier foods and drinks. We intend to work with the local food industry to improve the food offer in Barnsley and make more healthier choices available.

## Sustainability

We have been working with partners to explore and support projects developing innovative methods of local food production and access, working towards a lower carbon food system with minimal waste.



We will continue working with the University of Sheffield's Institute for Sustainable Food, and Wentworth Castle Gardens on projects to develop horticultural skills and local growing capacity and will be building on this partnership to bring further projects forward in the future.



# Measurable health indicators



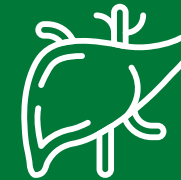
These are regionally and nationally comparable health indicators that we can use to measure progress and health improvements in relation to food.



**Overweight and obese children**



**Underweight children**



**Hospital admission rate for non-alcoholic fatty liver disease**



**Visually obvious dental decay in five-year olds**



**Decayed, missing, or filled teeth in five-year olds**



**Overweight and obese adults**



**Obesity in early pregnancy**



**Proportion of the population meeting the recommended "5-a-day"**



**Breastfeeding initiation and prevalence 6-8 weeks after birth**



# How we will deliver the Food Plan



## One borough

The plan will be led by Public Health but delivered in partnership with all Council directorates and external partners. Success will only be made possible through shared commitments and responsibility.



## Action plan

An action plan has been developed which lists the assigned steps needed to achieve our vision. The action plan includes specific interventions, resources, and timescales. The action plan will be regularly reviewed and continuously updated according to developments and local needs.



## Working and strategic groups

Food is central and/or integrated into the work of a wide range of key stakeholders in Barnsley, feeding into the fantastic infrastructure we have around food. These stakeholders have been consulted in the development of the Barnsley Food Plan and have helped to formulate our priorities moving forward. With the support of these stakeholders, we will work together to achieve these shared priorities and outcomes.

One of the key stakeholders for this work is Good Food Barnsley CIC. Good Food Barnsley, incorporated in June 2020, is a coalition of organisations working across the public, private and third sectors to 'build a better Barnsley where everyone has the right to the food they need to thrive'. When an individual's finances are limited, it is often the case that the possibilities of food are also limited. Food should be something that can bring people together and be a source of joy and excitement. At the root of Good Food Barnsley's work is to build on the capacity of individuals to come together to enact positive change through food.

# Working in partnership



Internal BMBC partners	External partners
<p><b><u>Area Councils</u></b></p> <p>Business Intelligence</p> <p>Communications and Marketing</p> <p>Environment and Transport</p> <p>Environmental Health</p> <p>Events and Culture</p> <p><b><u>Family Centres</u></b></p> <p>Market Kitchen Project Board</p> <p><b><u>Museums</u></b></p> <p>Planning</p> <p>Public Health</p> <p><b><u>Public Health Nursing Service</u></b></p> <p><b><u>Schools Catering Service</u></b></p> <p>School Governor Development</p> <p>Town Centre Management</p> <p><b><u>Trading Standards and Environmental Health</u></b></p> <p>Barnsley Healthy Heart Alliance</p> <p>Barnsley Mental Health Partnership</p>	<p><b><u>Ad Astra CIC</u></b></p> <p><b><u>Alexandra Rose Charity</u></b></p> <p><b><u>Barnsley and Rotherham Chamber of Commerce</u></b></p> <p><b><u>Barnsley CCG</u></b></p> <p><b><u>Barnsley Food Bank Partnership</u></b></p> <p><b><u>Barnsley GP Federation</u></b></p> <p><b><u>Barnsley Hospital</u></b></p> <p><b><u>Berneslai Homes</u></b></p> <p><b><u>Community Shop</u></b></p> <p><b><u>FareShare Yorkshire</u></b></p> <p><b><u>Good Food Barnsley</u></b></p> <p>Food suppliers</p> <p><b><u>Barnsley Health and Wellbeing Board</u></b></p> <p><b><u>Healthwatch</u></b></p> <p><b><u>Incredible Edible</u></b></p> <p>Local food retailers</p> <p>Manufacturing</p> <p><b><u>Salvation Army</u></b></p> <p>Schools and Colleges</p> <p><b><u>South West Yorkshire NHS Foundation Trust</u></b></p> <p><b><u>Town Centre Retail and Hospitality Forum</u></b></p> <p>Voluntary Sector</p> <p><b><u>South Yorkshire Eating Disorder Association (SYEDA)</u></b></p>

# Strategic links

## Barnsley 2030

The Food Plan will work towards the [Barnsley 2030](#) strategy, with particular focus on the [Healthy Barnsley](#) ambition. We want to reduce health inequalities in the borough so our residents can live independently and enjoy life with good physical and mental health for as long as possible.

## Barnsley Health and Wellbeing Strategy 2021-2030

The Food Plan will link in to key aspects of the [Barnsley Health and Wellbeing Strategy](#). Focusing on the three pillars of 'Starting Well', 'Living Well', and 'Ageing Well', the strategy has the vision that all Barnsley residents are enabled to enjoy long, fulfilling and healthy lives in safe, strong and vibrant communities where every person is equipped with the skills and resources they need to thrive.

## National strategies

Some elements of the Food Plan can be accelerated and reinforced through change in policy at a national level. Barnsley Council and our partners support all recommendations in The [National Food Strategy](#) such as:

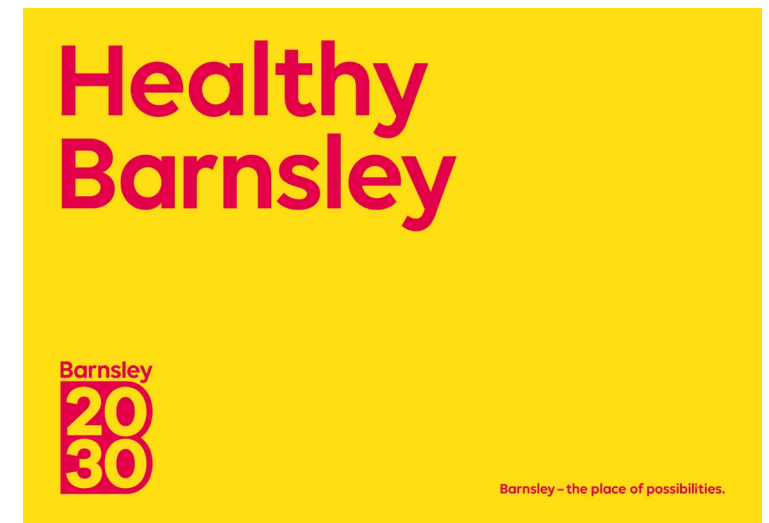
- Extending eligibility for free school meals.
- Introducing a Sugar and Salt Reformulation Tax, using some of the revenue to help get fresh fruit and vegetables to low-income families.
- Expanding the Healthy Start scheme.

Plus other national strategies including:

[Tackling Obesity Strategy](#)

[Childhood Obesity Strategy](#)

[The NHS Long Term Plan](#)



# How can you get involved?

Everyone in Barnsley can play their part in improving health, improving food access, and reducing food waste across our borough.

## Residents

- ✓ **Plan your meals**, make a shopping list, **cook more from scratch**, **use leftovers** and minimise your household food waste.
- ✓ **Reduce single-use plastics** (use refillable water bottles and coffee cups).
- ✓ **Swap sugary food and drinks for healthier alternatives.**
- ✓ Freeze food that you know you won't be able to eat before it expires (e.g. bread, meat, sliced fruit) – you'll reduce food waste and save money on your shopping bill.

## Food Businesses

- ✓ Display nutritional information for items on your menus and clearly label allergens.
- ✓ Redistribute any surplus food or stock – visit **FareShare Yorkshire**.
- ✓ Offer free water with meals.
- ✓ Make healthier options cheaper, not more expensive and position them at the top of the menu.

## Employers

- ✓ Remove vending machines that offer confectionary and junk food or swap out the products available for healthier alternatives.
- ✓ Provide facilities for employees to store and cook food brought from home.
- ✓ Promote and encourage healthy eating, physical activity and good health.
- ✓ Review the food and drink offer if you have a canteen. Can healthier options be subsidised?

## Schools

- ✓ Offer a low-cost or free healthy and active breakfast club.
- ✓ Produce a healthy lunchbox policy to make sure children who take packed lunches are still getting nutritious meals (ask BMBC Public Health for help if needed).
- ✓ Provide access to drinking water.
- ✓ Offer greater opportunities around food such as cooking and growing.



**“Laughter is brightest in  
the place where the food is”**

**Irish proverb**

**Read about our other public health plans for [Barnsley](#).**

**To find out more email: [publichealth@barnsley.gov.uk](mailto:publichealth@barnsley.gov.uk)**

**Barnsley - the place of possibilities**



**BARNSLEY**  
Metropolitan Borough Council