

<b>REPORT TO:</b>	<b>HEALTH AND WELLBEING BOARD (CROYDON)</b> 8 June 2016
<b>AGENDA ITEM:</b>	<b>10</b>
<b>SUBJECT:</b>	<b>Food Flagship programme</b>
<b>BOARD SPONSOR:</b>	<b>Rachel Flowers – Director of Public Health</b>
<b>BOARD PRIORITY/POLICY CONTEXT:</b>	
<ul style="list-style-type: none"> <li>The programme is linked to the joint health and wellbeing strategy priorities of reducing obesity in children and adults. It also contributes to the reduction of diabetes and aims to improve educational attainment in children from disadvantaged groups. The Food Flagship programme provides an opportunity to improve health outcomes for communities and maximise the opportunities for sustained change via regeneration.</li> </ul>	
<b>FINANCIAL IMPACT:</b>	
This report is to update the board on the progress of the programme.	

## **1. RECOMMENDATIONS**

- 1.1 This report recommends that the health and wellbeing board
- notes the recent developments of the Food Flagship programme and
  - ratifies the direction of travel for the future which is to embed system transformation across the council and its partners

## **2. EXECUTIVE SUMMARY**

- 2.1 Obesity is an increasing problem in Croydon. The causes are multi-factorial and include greater consumption of processed food, more sedentary lifestyles in both adults and children, and changes in employment and family norms. Obesity rates in Croydon children and adults are higher than the London average.
- 2.2 The national School Food Plan was published in 2013, with a recommendation that two London Boroughs be established as Food Flagship Programmes, with schools being the catalyst for change in a whole system transformation of the food landscape.
- 2.3 After a competitive bidding process, Croydon and Lambeth were awarded food flagship status by the GLA (Greater London Council) in 2014. The high level outcomes for the Croydon food flagship programme which have been specified by the London Food Board are:
- Reduction in levels of childhood obesity
  - Increase in school attainment
  - Decrease in the numbers of new cases of type-2 diabetes

- 2.4 The programme is intended to last five years, to allow time for the whole system transformation needed, and to make an impact on the chosen outcomes. The two year funding from the GLA of £530k ends in December 2016.
- 2.5 The programme has achieved significant successes in the past 14 months with key funded projects achieving, and in some cases exceeding targets (listed later on in the report). Aside from the funded projects, a vast amount of work has gone in to establishing relationships with other sectors and departments to help transform the food environment in Croydon, whilst at the same time focusing on the wider determinants of health. Examples of these are given later in the report.
- 2.6 An independent evaluation of the programme is currently underway at both the Croydon borough and GLA level. It will look at the effectiveness and cost effectiveness of some of the elements and make recommendations for embedding the programme in the future, . Preliminary findings will be presented in November 2016 and final recommendations made in January 2017.
- 2.7 The vision is to transform the food environment in Croydon through increasing skills, knowledge and access to good food.. The key challenge is to build on the successes of the first two years and embed transformation throughout the system after the GLA funding ends. Over the coming months the programme aims to embed the principles of the Food Flagship programme across the council and with partners. We request that the health and wellbeing board support the direction of travel for the future of the programme.

### **3. DETAIL**

#### **Strategic context**

- 3.1 The Food Flagship programme links to Croydon Council's themes of "Ambitious for Croydon":
- Longer, healthier lives
  - Healthy and resilient families
  - Quality schools and learning
  - Places that communities are proud of
  - Financial resilience and affordable living
- 3.2 The programme links to Croydon Clinical Commissioning Group's objectives of reducing the difference in life expectancy between communities and enabling children to achieve their full potential. It contributes to the local priority of reducing diabetes.

#### **The Programme**

- 3.3 The principles underpinning the design of the programme are as follows:
- When children experience the benefits of eating good food at school, this will encourage longer term behaviour change not only in themselves but also in their parents, wider family and local community

- Learning to cook real food at school (for parents/carers as well as children) will influence food shopping habits and cooking at home
- Learning how to grow food, and experiencing the satisfaction of cooking and eating the produce will similarly change longer term shopping habits and diets.

The programme includes the following specific projects which aim to deliver on the local outcomes:

- School Food Plan – improving the quality of school meals and increasing uptake by involving children in growing and cooking from reception onwards
- Community Food Learning Centre – expanding the work of this innovative community regeneration project and offering free cooking and growing courses.
- Developing Food Businesses – supporting the development of new small businesses which sell good quality food.
- Community Grants - providing support and opportunity to those groups and individuals who have innovative ideas for growing and cooking healthy food, partnering with the councils Active Communities Fund.
- Community Gardening Projects – building the communities capacity for growing and to optimise the potential of new growing areas in Croydon.
- Food Partnership Board – develop a strong partnership board to continue changing the food environment in Croydon.
- Eat Well Croydon (non FF Funding) – Support current food businesses to provide healthier food provision and make small changes.

<i>Project</i>	<i>Outputs to date</i>
<i>School Food Plan</i>	<p><i>175 staff members (from 75 schools) have received food training.</i></p> <p><i>Flagship schools have delivered 11 parent/carers healthy eating workshops.</i></p> <p><i>All 11 caterers signed to agree to meeting School Food Standards in all schools.</i></p> <p><i>Universal Infant Free School Meal:</i>  <i>Autumn 2014= 81.7%</i>  <i>Autumn 2015= 84.8%</i></p> <p><i>KS2 meal uptake overall:</i>  <i>Autumn 2014= 53.7%</i>  <i>Autumn 2015= 62.1%</i></p>
<i>Community Food Learning Centre</i>	<i>119 residents have completed a catering or horticultural course as of March 2016.</i>
<i>Food Businesses</i>	<i>6 businesses have successfully completed the first course and 18 businesses are currently on the second course.</i>
<i>Community Grants</i>	<i>£21,000 has been awarded to 6 projects.</i>
<i>Community Gardening</i>	<i>22 Master Gardeners have been trained, 12 food buddies have been trained and 41 referrals to date.</i>

<i>Food Partnership Board</i>	<i>15 core members have joined the food partnership board with a wider 30 who receive updates.</i>
<i>Eat Well Croydon (Non FF funding)</i>	<i>19 businesses have signed up to this scheme in the last year, 39 businesses have signed up in total.</i>

Aside from the funded projects, several other additional projects have been developed together with other sectors and departments. Three examples are given below:

- **Glass Houses** –The Food Flagship programme has an aim to grow more food locally and the Food Partnership Board are working in partnership with Quadron to re-instate 1/2 of the glass houses off Conduit Lane.
- **Housing** – Planned Maintenance; Kitchen Refit - A Food Flagship package is to be offered to a selection of council households that receive a new kitchen. Working with the contractor Mulalley to agree sponsorship and deliver against their social value objectives.
- **Edible Playgrounds** - Edible Playgrounds transform areas in school grounds into vibrant outdoor spaces that excite and teach children about growing and eating healthy food. Rockmount Primary, St Giles, and Fairchildes and Meridian school all have an edible playground soon to be launched in June 2016.

### **Programme Management**

- 3.4 The programme has a full time Programme Manager who is responsible for overseeing the programme of funded projects, administering the grant in accordance with the terms and conditions, and developing strategic partnerships around the programme area introducing new initiatives where appropriate. There is also a full time School Food Improvement Officer who is the lead for the School Food Plan.

### **Embedding the programme – future direction**

- 3.5 Public health plans to continue funding the programme manager and School food improvement roles beyond March 2017 when funding from the GLA will end. The food flagship programme will contribute to two of the Public Health key priorities; *Healthier Urban Realm* and *Children's Health and Wellbeing*. As well as continuing to support the schools work, the Programme Manager will consider the wider determinants of health, and work with regeneration, planning and development to embed policies around good food and healthy eating. The future direction will be influenced by the independent programme evaluations. Preliminary evaluation findings will be presented in November 2016 and final recommendations will be made in January 2017.

A review of the funded projects is currently taking place including exploring funding opportunities and exit routes.

## **Risks**

- 3.6 The Food Flagship programme has a 5 year vision, to help transform the food environment in Croydon in a bid to reduce childhood obesity, type 2 diabetes and increase attainment in schools. Without continued support this vision will not be realised and momentum and enthusiasm may cease affecting the potential for whole system change.

## **4. CONSULTATION**

- 4.1 There are ongoing discussions with GLA around the future of the Food Flagship programme and the support needed to ensure sustainability. The Governance Group has also been consulted on a monthly basis. A borough wide and programme wide evaluation is currently in progress and is due to present initial findings in November 2016 and a full report in January 2017.

## **5. SERVICE INTEGRATION**

- 5.1 The Food Flagship programme brings together a number of partners including statutory, third sector and private organisations to achieve shared objectives. The Food Partnership Board is currently in development and has the aim to be the main vehicle for promoting an integrated approach to transforming Croydon's food landscape.

## **6. EQUALITIES IMPACT**

- 6.1 An equalities impact assessment has not yet been conducted.

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**CONTACT OFFICER:** Ashley Brown, Public Health Programme Manager (Food Flagship), Public Health Croydon  
Extension: 88416 Email: [Ashley.Brown@croydon.gov.uk](mailto:Ashley.Brown@croydon.gov.uk)

**BACKGROUND DOCUMENTS:** None