

# A Food Strategy for Hull 2022-2027

*Webinar: The National Food Strategy,  
Public Health and Ideas for Action in YH  
17.11.21*

**Aim:** Develop and support a healthy and resilient food culture for Hull. Ensuring that everyone has access to good quality, nutritious, affordable food and can make informed choices about what they eat.



# HULL FOOD STRATEGY

# Key Points to be Covered

---

Why does Hull need a food strategy?

Who is leading on the food strategy and why?

What will it include?

How does it link to National Food Strategy ?

What will success will look like?

What is the process for adoption of a food strategy from Hull CC perspective and timeframes?

# Why a food strategy for Hull?

A coherent food strategy for Hull would seek to tackle these intersecting issues of diet, inequality, health, social cohesion, employment and economic wellbeing as well as address the climate crisis.

- Health Inequalities
- Deprivation & poverty (including childhood poverty)
- 29% of children in Hull (approx. 13,000) are eligible for Free School Meals (FSM)
- Skills gap, employment
- Adult and childhood obesity rates / Whole System Approach to Healthy Weight
- Carbon neutral ambitions
- Access to healthy affordable food
- Help to align any available resources according to strategic needs

# Hull Food Partnership



*Working with:*



**Achievements to date:**



**Funded by:**





# Strategic framework for action: what will it include?



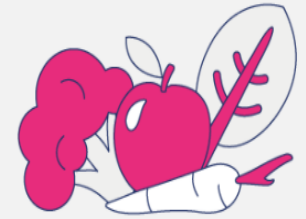
## Food Governance and Strategy

Taking a strategic and collaborative approach to good food governance and action.



## Good Food Movement

Building public awareness, active food citizenship and a local good food movement.



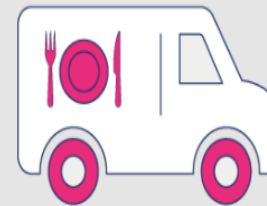
## Healthy Food for All

Tackling food poverty, diet related ill-health and access to affordable healthy food.



## Sustainable Food Economy

Creating a vibrant, prosperous and diverse sustainable food economy.



## Catering and Procurement

Transforming catering and procurement and revitalizing local and sustainable food supply chains.



## Food for the Planet

Tackling the climate and nature emergency through sustainable food and farming and an end to food waste.

# Hull Food Partnership's role in leading the Food Strategy



Hull Food Partnership works to connect businesses, organisations and individuals across Hull and the surrounding area.

Hull Food Partnership is a member of the national Sustainable Food Places Network and has pledged to deliver a food strategy for Hull.



# With a focus on food inequality

## Key Issue 3

### Tackling food poverty and diet related ill-health and increasing access to affordable healthy food

#### So far we have:

- Established a multi-agency partnership to tackle the full range of issues that contribute to food poverty in a joined-up strategic way.
- Worked alongside the University of Hull to pilot a food access report over the course of the Covid-19 pandemic.
- Hosted a Hungry For Change Food Summit 2021.
- Engaged the Hull Food Inequality Alliance in the development of Hull's food poverty action plan.



# National Food Strategy

Independent Review

# THE PLAN



## National context

The [National Food Strategy](#) (published 15th July 2021) proposes a Good Food Bill that advises Local Authorities in England should "*Develop food strategies, developed with reference to national targets and in partnership with the communities they serve*" emphasising the importance and positive impact of local policy action on food.

To meet the goals of the National Food Strategy the following key objectives were recommended:

- Escape the Junk Food Cycle and protect the NHS
- Reduce diet-related inequality
- Make the best use of our land
- Create a long-term shift in our food culture





---

Halt the rise of obesity levels in Hull, contributing to improved health outcomes.

---

Create a culture where people of all ages choose to eat more fruit and vegetables as part of their day to day lives.

---

Reduce the inequalities in access to fresh, nutritious food in Hull, establishing Hull as a 'Right to Food City'.

---

Embed the promotion of physical and mental health benefits that growing, cooking and eating your own food gives us in the advice provided by professionals working across all sectors in Hull.

---

Maximise our fantastic local green spaces and allotments and use them to their full potential for community focused food growing and sharing events.

---

Ensure that all built environments support community growing spaces and the ability for residents to access locally produced food.

---

Motivate individuals, organisations and businesses to sign the Hull Food Charter. Setting the standard for what good food looks like in Hull and how this can be achieved.

---

Become a leading city for food excellence, champion local food enterprises and celebrate the success of local food businesses.

---

Recognise local food enterprises and businesses as key contributors to economic development and regeneration.

---

Reduce the level of pollution, food waste and food related emissions from domestic, business and council establishments, working towards the Carbon Neutral 2030 goals set by the public sector and reducing the negative impact on climate change.

---

# DRAFT: What will success look like?

# How the food strategy will be developed & adopted for Hull

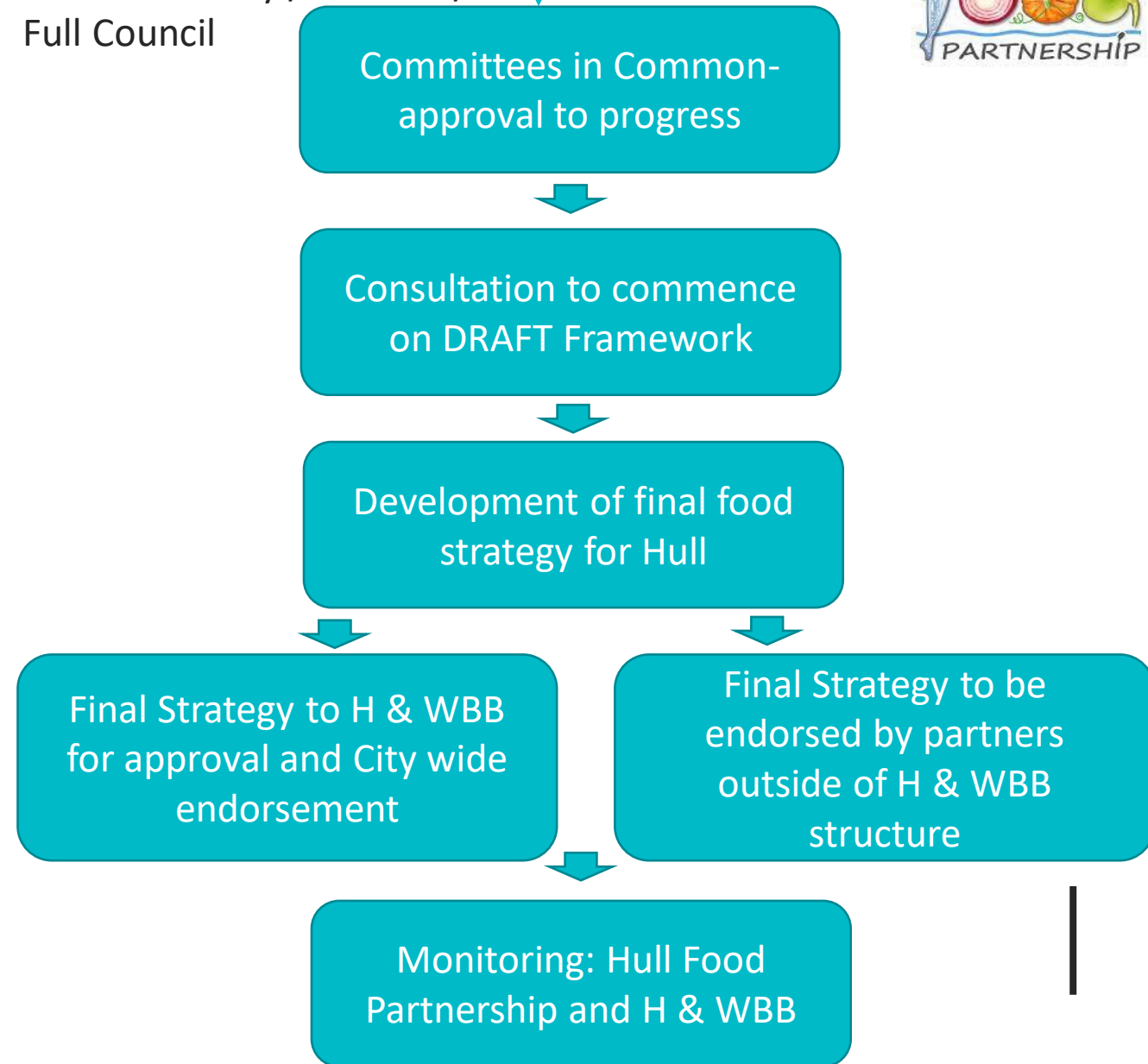
**Endorsement by key partners (now):** Key partners to endorse the work of developing a food strategy for the City and the draft framework.

**Consultation (Jan-March 2022):** Developing a food strategy for Hull will require the engagement of a diverse, cross-sector groups of food-system stakeholders.

**Strategy (June-July 2022):** Adoption by key partners.

**5-year goal:** Cultivate a culture change and a policy landscape that advocates and supports a sustainable, equitable local food system for all. HFP and H & WBB to hold to account.

Various committees including: CCG Board / Health Scrutiny / Cabinet / Full Council



## Next steps

- **Jan-March 2022:** Wide consultation
- **April-May 2022:** Finalising Food Strategy (re-visiting draft Framework)
- **June-July 2022:** Food Strategy & Action Plan to H & WBB and wider partners for adoption

## Any Questions/ More information

- [Cara@rootedinhull.org.uk](mailto:Cara@rootedinhull.org.uk) Food Inequality Officer, Hull Food Partnership
- [Claire.farrow@hullcc.gov.uk](mailto:Claire.farrow@hullcc.gov.uk) Lead for Health Places, Public Health, Hull CC
- [Sharon.clay@hullcc.gov.uk](mailto:Sharon.clay@hullcc.gov.uk) Partnership Development and Engagement Lead, Economic Development & Regeneration, Hull CC
- [Joanne.arro@hullcc.gov.uk](mailto:Joanne.arro@hullcc.gov.uk) Commissioning & Service Dev Manager, Public Health, Hull CC
- [Anna@rootedinhull.org.uk](mailto:Anna@rootedinhull.org.uk) Development Officer, Hull Food Partnership

[www.hullfoodpartnership.org.uk](http://www.hullfoodpartnership.org.uk)