

Middlesbrough has a history that is steeped in grandeur, being at the fore of the chemical and iron industries, with Teesside steel creating iconic structures such as the Sydney and Auckland Harbour Bridges and the Tyne Bridge and our own Tees Transporter Bridge.

More recently, due to closure of major industry and austerity measures Middlesbrough makes the headlines for the high levels of deprivation (7th most disadvantaged town in England with the highest proportion of disadvantaged neighbourhoods nationally (nearly half are within the top 10%) and significant health issues (nearly 2 out of 5 children in Year 6 are overweight or obese).

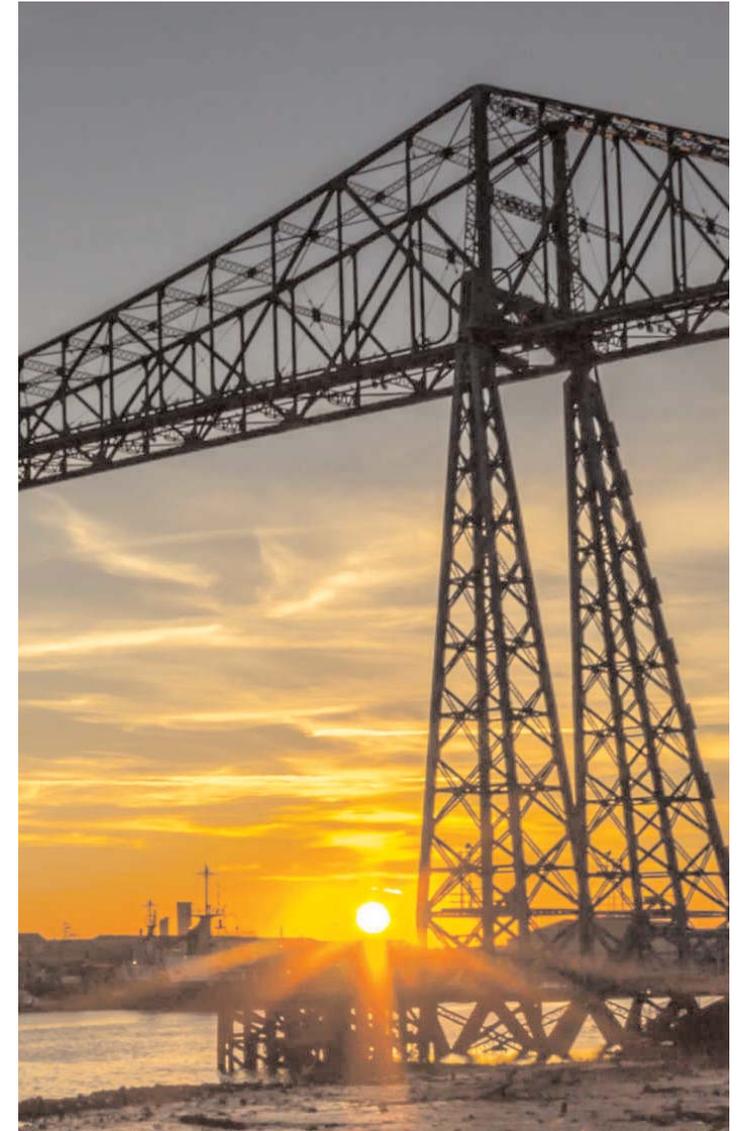
However, this perception is not one held from within or how it is in reality. It is home to very proud and resilient people and is very much 'on the up'. It has an extremely strong 'can do' attitude and one of the most progressive animation and digital scenes in the UK.

The food scene in Middlesbrough follows that same mould. Middlesbrough's most famous food is the somewhat unhealthy 'Parmo' (<https://en.wikipedia.org/wiki/Parmo>) but in the last five years significant work has taken place by the Middlesbrough Food Partnership to improve the quality, availability and image of food in the town. 2015 saw a shift in the food culture within the town, and we have seen a boom in the number of local independent food businesses opening in the town and high demand for healthy and sustainable locally grown food – making for a much stronger circular food economy.

The Middlesbrough Food Partnership is extremely proud of the work addressing food poverty and the highly successful Middlesbrough Town Meal, and hasn't focussed all efforts and resources on one or two areas of greatest need (food poverty and health issues) but has developed an extremely effective whole food system approach to healthy and sustainable food, embedding it into the fabric of the town. It is now a key feature of Middlesbrough, particularly within the major anchor institutions. This is an ever-expanding group of people representing all sectors who are active food activists within their own organisations, leading by example with best practice and inspiring other to do more.

Dr Mark Fishpool

Chair of Middlesbrough Food Partnership



Minimum Requirements Relating to Food Partnership, Action Plan and Policy



BRONZE & SILVER

Partnership

The Middlesbrough Food Partnership (MFP) is chaired by Middlesbrough Environment City (MEC) and was established in 2010 and has since developed a Food Action Plan for Middlesbrough.

The Middlesbrough Food Partnership is a multi-agency partnership drawn from organisational structures and agencies which have expertise with the issues pertinent to Middlesbrough's food economy and food related health and well-being. The Steering Group consist of members from:

Middlesbrough Council; Public Health, Environmental Health, Procurement, Economic Development and Waste & Recycling Teesside University, Middlesbrough College, Askham Bryan horticultural college, Middlesbrough Foodbank, Thirteen Group, Warrens Group and community groups and food activists.

A wider stakeholder partnership focussing on delivery of the Action Plan includes representation from community groups, charities, public sector and voluntary sector organisations.

The Food Partnership works closely with The Health and Wellbeing Board and Middlesbrough Council's One Planet Living board – a high level board which oversees Middlesbrough's Environment and Sustainability agenda.

Silver

The MFP and the Food Action Plan (FAP) have strong links with all relevant networks within the town, either through direct representation on steering groups from either the chair or the coordinator of the Food Partnership or through MFP members. Where there isn't direct representation, chair/ key members of those networks have been briefed on the relevance and importance of the FAP. Examples include food poverty is now a key theme within Middlesbrough's Financial Inclusion Group (FIG), and a number of members of the FIG are also members of the Food Power Alliance and the Food Partnership (see 2.1). The chair of the MFP also chairs the Affordable Warmth Partnership is a part of the steering group for the Sport England Local Delivery Pilot and the local authority One Planet Living Action Group. The MFP is also represented on the North Ormesby Big Local Three Year Plan group and the Middlesbrough wide BAME network.

Middlesbrough Council's Sustainable Food Policy recognises the Food Action Plan as an integral strategy in achieving outcomes set out in the policy. Other evidence of formal recognition by the local authority is that at least five departments of the local authority are represented as members of the MFP, including the Executive Member for Public Health.

The MFP continues to meet every two months and has met 12 times within the last 24 months, and in 2018 the partnership refreshed the Food Action Plan where targets that were achieved were removed and new targets were set.

Minimum Requirements Relating to Food Partnership, Action Plan and Policy



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Plan

The Food Action Plan for Middlesbrough was first launched in September 2015. In 2017 it was revised and can be found on a dedicated webpage

<http://mencity.org.uk/wp-content/uploads/2018/06/MFP-Food-Action-Plan-2017.pdf>

The introduction to the plan provides a summative report on progress, and on page 3, it states that progress toward the actions are monitored regularly and it will be evaluated and reviewed in November 2019.

The Food Partnership has completed their first biannual summative newsletter which covers progress against action plan targets. <http://mencity.org.uk/middlesbrough-food-partnership/>

In 2016 a balanced scorecard was developed in conjunction with Teesside University which scored progress over the previous 12 months and informed the 2017 refresh of the Action Plan. A copy of the balanced score card is included in the appendix.



Minimum Requirements Relating to Food Partnership, Action Plan and Policy



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Policy

The Joint Strategic Needs Assessment for Middlesbrough headlines a commitment to making healthy lifestyle choices easier and developing actions to achieve Middlesbrough's One Planet Living status.

Middlesbrough Council has been endorsed as a One Planet Living Council and, under the One Planet Middlesbrough banner, the Council is working in partnership with MEC to deliver practical actions to bring immediate and long term environmental, economic and social improvements to residents across the town. A significant number of the actions under One Planet Middlesbrough included the promotion of sustainable food, healthy eating, composting and food waste reduction. A summary of progress is here <https://www.middlesbrough.gov.uk/environment-and-public-protection/one-planet-living>

Middlesbrough Joint Health and Wellbeing strategy 2013 – 2023 – states tackling obesity, childhood obesity and promoting healthy lifestyles, as primary actions. https://middlesbrough.gov.uk/sites/default/files/Health_Wellbeing_Strategy_2013-2023.pdf

Silver

Middlesbrough Council have developed a Sustainable Food Policy (see point 5.2) that promotes the procurement of local and sustainable food, as well as a range of healthy eating topics to address key issues, such as obesity. The aim of the policy is for Middlesbrough Council to work in partnership with the Middlesbrough Food Partnership to develop and maintain a sustainable and fair food system in Middlesbrough that promotes and offers healthy affordable good food to staff, clients and visitors within the established One Planet Middlesbrough framework.

Teesside University have a sustainable food policy that actively promotes incorporating the environmental, ethical and social considerations into the products and services provided to support their responsibility to provide healthy and sustainable food to its customers. (Appendix 01)

Middlesbrough College are a Food4Health Gold Standard setting and lead by example. Middlesbrough Council work in collaboration with Middlesbrough College to promote their achievement. The college's commitment to healthy and sustainable food is included in their Food4Health scheme.

Healthy and sustainable food is a key priority in the Food4Health and Better Health at work Award strategies, as well as the Extra Life programme, all led and delivered by Middlesbrough Council.

Food4Health Awards recognise and reward food businesses that offer healthy food options and promote healthy eating. There are three awards: Bronze, Silver and Gold. Each award considers the types of foods and ingredients used, how food is prepared and cooked, and how the business promotes healthy eating. Awards are free and businesses working towards achieving an award will receive advice and support on nutrition and healthy catering practices.' (<https://www.middlesbrough.gov.uk/environment-and-public-protection/advice-and-information/food-businesses/food4health>)

The Financial Inclusion Group (a multi agency town wide group looking at addressing economic deprivation) has refreshed its strategy, and the work of the Food Power Alliance and the Food Power Action Plan has become a theme within FIG and therefore will be reported on every time it meets.

Minimum Requirements Relating to Food Partnership, Action Plan and Policy



BRONZE & SILVER

Policy

MEC have developed an Events Guidance policy (Appendix 02) using the One Planet Living principles, and are promoting these to partners and similar organisations as examples of best practice. It promotes that staff are “walking the walk” has far more positive impact on our participants and beneficiaries than “talking the talk”, and local, sustainable and healthy food is also incorporated into other One Planet principles such as Zero Waste, Sustainable Water, local and Sustainable Food, Equity and Economy and Health and Happiness.

Middlesbrough Football Club have created a Sustainable Food Policy for all catering for their academy and senior playing staff. The Training Ground catering “recognises its responsibility to provide healthy and sustainable food to its customers and will work to incorporate environmental, ethical and social considerations into the products and services provided. MFC recognise that it is our responsibility to encourage our suppliers and contractors to minimise negative environmental, ethical and social effects associated with the products and services they provide. We will also strive to ensure that local and smaller suppliers are not discriminated against in the procurement process and through our specifications.”

Now the Training Ground have established this policy, the head chef is working with stadium catering and corporate hospitality to devise a food policy that covers all food at the football club.

1.1

Healthy eating campaigns – such as breastfeeding, healthy weight, 5-a-day, Eatwell, cook from scratch, and sugar, salt and fat reduction – that aim to change public behaviour, particularly among hard to reach audiences, are being delivered.

Middlesbrough Council is actively delivering a Breastfeeding Awareness Scheme, with over 120 venues committed to normalising breastfeeding. Venues range from independent coffee shops, hairdressers, dentists/GPs to large organisations such as Middlesbrough College and Middlesbrough Football Club (MFC) (the first senior football club in the country to sign up). MFC Head of Safeguarding, Brian Robinson, said: “We’re delighted to be the first club to become actively involved. We pride ourselves on being an all-inclusive club, and this is another key initiative for us.” Businesses who sign up pledge to provide a welcoming atmosphere for breastfeeding women and implement a breastfeeding policy, ensuring all staff are aware of the rights of breastfeeding women and provide appropriate support. During visits by staff signing up businesses to the scheme, Middlesbrough’s Refill campaign is also promoted. 21 town centre businesses have signed to be a refill station <https://refill.org.uk/refill-middlesbrough/>



Middlesbrough’s Sugar Smart campaign is a network that supports settings across sectors to reduce sugar levels within their provisions and promote healthier options. The general public are engaged in the campaign through media channels such as local BBC and community radio, University and College newsletters, promotional materials in cafes and outlets, and through Middlesbrough Council internal news bulletins. Engagement and training events were also delivered to pupils and staff in two secondary schools and three higher education settings, raising the profile of levels of sugar and how and why to reduce intake. Work continues to promote Sugar Smart through MEC’s Healthy Cooking Team, Hearty-BEATS and Better Health at Work Award (BHAWA). Other campaigns to actively promote healthy eating to staff include Middlesbrough Council led Extra Life, Food4Health and BHAWA. Healthy eating is an integral part of BHAWA, with healthy food choices being made available in canteens, restaurant or vending machines, or ensuring employees are aware of dietary issues and healthy food choices.



Middlesbrough Council’s Public Health continues to support the Change4Life campaigns. They encourage participation from partners (the focus for 2019 is all Children’s Centres and Libraries) and ask all, as a minimum, to post on their social media channels. Public Health are also supporting the national Veg Power campaign to increase consumption of vegetables through the Middlesbrough Veg Cities project. The Council supported the campaign through supplying Adshel poster locations and prime bus station and car park poster locations, and partners displayed posters and supported the social media campaign.



Teesside University (TU) continue to deliver a range of wellbeing campaigns through their Health & Wellbeing (H&W) programme which is promoted to all c.18,000 students and 2000 staff. This includes the popular 4-6 week H&W Festival with average annual participation of 1,000 students and staff. Over last 2 years, approximately 3,000 students and staff have been involved in the wider H&W programme through 15-20 one-offs, weekly or monthly events and activities. Key health messages include healthy cooking classes, vegan/vegetarian options in catering outlets, and seminars and workshops on healthy eating. TU also run a Health Exam Fit Salad offer in catering outlets and the Students’ Union give free fruit and water to students studying in libraries. In September 2018, a Wellbeing Welcome Fair was delivered as an alternative to Fresher’s Fair, where healthy eating and drinking alternatives were promoted and local health services were available to engage and support students.

1.2 Campaigns to promote more public consumption of sustainable food – including fresh, seasonal, local, organic, sustainably sourced fish, high animal welfare, meat free and/or Fairtrade – are being delivered.

Middlesbrough Council's Food4Health programme and Better Health at Work Award (BHAWA) are a part of a campaign to promote more public consumption of sustainable food: it encourages businesses to deliver responsible business practices, including sourcing local food, sustainable fish, fair trade products; and promoting Breast Feeding Welcome programme and local schemes such as Growing Middlesbrough and Middlesbrough Fairtrade. 64 venues currently have a Food4Health award, which includes 37 schools and 20 nurseries, Teesside University, Middlesbrough College and Northern School of Art.

BHAWA actively encourages participating businesses to adopt ethical purchasing and use local suppliers <http://www.betterhealthatworkne.org/index.php?section=2> with 11 of the 15 workplaces (c. 6,650 staff) adopting these measures and encouraging other workplaces through mentoring schemes. Both Food4Health and BHAWA are underpinned and supported by the wider promotion of the Middlesbrough Food Charter promoting sustainable food consumption and encouraging as many people as possible to get involved. This is delivered through providing simple and easy steps for individuals and businesses to follow, with more information and support provided by partners through links on the MFAP website <http://menvcity.org.uk/middlesbrough-food-partnership/> The campaign is delivered by all MFP partners, who encourage food suppliers and partners to sign the charter and get involved. To date, 23 businesses/organisations and 48 individuals have signed <http://menvcity.org.uk/wp-content/uploads/2018/10/Food-Charter-Supporters-A4LS-Mk2.pdf>



The Veg Cities campaign is promoting seasonal and local vegetables within education settings and through all communications. It delivered a Soup Bag project in eight schools, with a reach of over 350 pupils. The project linked with the national Veg Power campaign, distributing school packs to every primary school pupil in Middlesbrough (c.13,500) and a coordinated poster, adshell and social media campaign promoting the consumption of more veg. Veg Cities worked with Teesside University to set-up the Veg Patch – a student run weekly pop-up stalls at the Middlesbrough campus redistributing surplus veg and fruit from the Co-op on a pay-as-you-feel basis. Seasonal produce from local growers will supplement surplus food; recipes are distributed and students can sign up to cooking classes. The Facebook post reaches nearly 3,000 people. The Veg Patch model is now being replicated at three primary schools within deprived wards to provide fresh produce from Sainsbury's and Tesco's to compliment Fairshare stalls supporting struggling families.



Promoting Healthy and Sustainable Food to the Public

1.2

Campaigns to promote more public consumption of sustainable food – including fresh, seasonal, local, organic, sustainably sourced fish, high animal welfare, meat free and/or Fairtrade – are being delivered.

Middlesbrough's campaign to increase the awareness and use of Fairtrade products continues with the annual celebration of Fairtrade during Fairtrade Fortnight, multiple press releases (7 in 2018) and the annual Christmas Fairtrade shop. Middlesbrough Council use Fairtrade products in all eight Community Hubs and the central library, and information boards are displayed disseminating the benefits. There are 118 locations that sell Fairtrade products and new businesses are recruited through visits as a part of the Breastfeeding Awareness campaign, Food4Health and BHAWA. Teesside University are keen to maintain their Fairtrade status and support their Food Co-op society that sells Fairtrade and healthy sustainable food. Seven students have also become Fairtrade volunteers, supporting a range of initiatives on campus that promote Fairtrade as well as the town's two yearly Fairtrade Town status application.

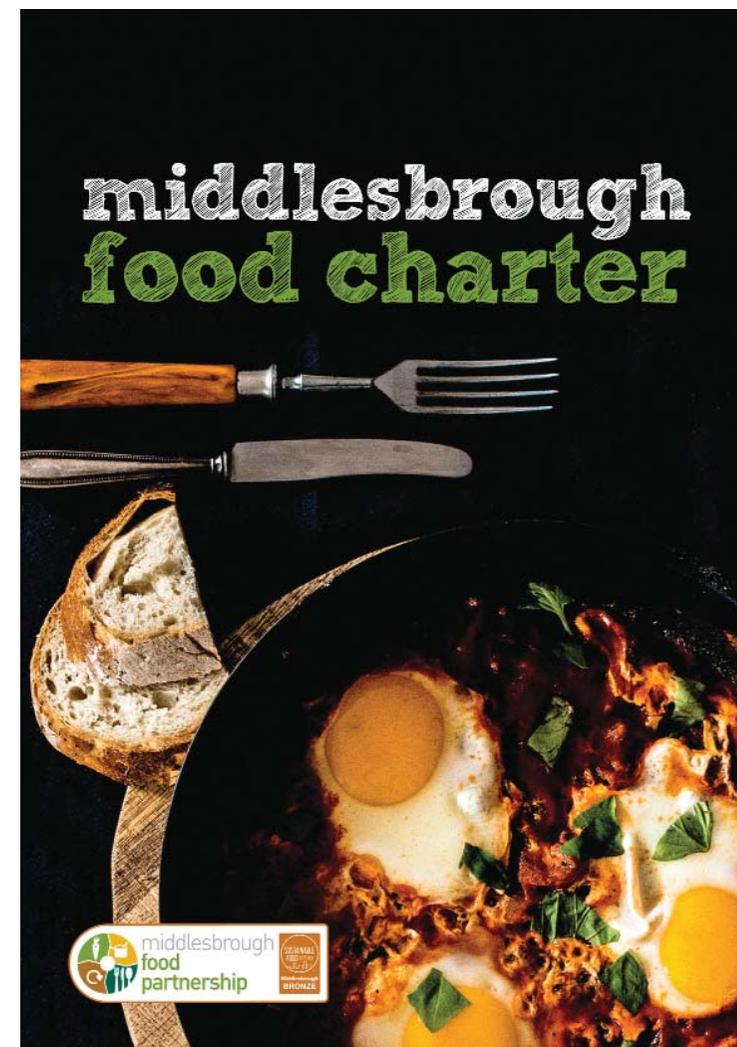


1.3 A food charter or equivalent that encapsulates the food ambitions/vision for your city/place has been developed and a range of organisations have pledged/committed to taking specific practical actions to help achieve those ambitions.

In 2017 the Middlesbrough Food Partnership reviewed the Middlesbrough Food Action Plan and the then People's Food Pledge and the Business Food Charter (see below). It was decided to combine the Food Charter and People's Food Pledge into one Food Charter, making it simpler and easier for the general public and businesses to find out how they can get involved with the food culture in Middlesbrough – by signing up to the Food Charter <https://www.surveymonkey.co.uk/r/QFLYP25>

Business and organisations were invited to sign up to the charter on via the Middlesbrough Environment City website and also via printed flyers. Signing the Charter gives businesses the opportunity to make a commitment to supporting and achieving a range of ambitions as set out in the Food Action Plan for Middlesbrough and they pledge to:

- procure more sustainable, local and responsibly sourced food
- serve healthy, seasonal and responsibly sourced food
- reduce and recycle food waste or dispose of it responsibly
- try to buy food that doesn't have lots of packaging and recycle any packaging that you can
- buy Fairtrade food
- encourage and support your customers and employees to do as many of the points below as they can



1.3

A food charter or equivalent that encapsulates the food ambitions/vision for your city/place has been developed and a range of organisations have pledged/committed to taking specific practical actions to help achieve those ambitions.

Similarly to business and organisations, individuals were also encouraged to show their support of the work of the Middlesbrough Food Partnership by signing the charter via the same channels. The charter also sets out how they as individuals and households can make positive changes by trying to:

- eat a healthier diet that is low in salt, sugar and fat
- eat less meat and more fresh vegetables and fruit
- not cook more than you need and re-use leftover food
- buy food that has less packaging and recycle as much packaging as you can
- buy food that is produced locally to Middlesbrough – find local food at www.growingmiddlesbrough.org.uk
- buy Fairtrade items
- use local independent shops
- grow some of your own food
- ask your employer, school or local community organisation to support the work of the Food Partnership and sign up to the Food Charter too

A range of support is available to help individuals and businesses to achieve these pledges via <http://menvcity.org.uk/middlesbrough-food-partnership/>

All business, organisations and individuals are encouraged to get in contact with the Middlesbrough Food Partnership to access the wider support network, with the hope they would also become more involved in working towards achieving the aims of the Food Action Plan.

The MFP is actively promoting the food charter and recruiting businesses and individuals to sign up. For example, Food4Health, delivered by MBC Environmental Health/Public Protection are promoting the Food Charter to all food businesses they work with, and Warrens Group Ltd are raising the profile of the Middlesbrough Food Partnership through engaging larger food processors with the Food Charter. To date 23 businesses and organisations and 48 individuals have pledged their support. These can be viewed here: <http://menvcity.org.uk/wp-content/uploads/2018/10/Food-Charter-Supporters-A4LS-Mk2.pdf>

A key ambition of Middlesbrough Food Partnership is that the whole community should be given the opportunity to get involved with the creation of a food culture which gives access for everyone to good food which is healthy, locally produced and value for money. Prior to 2018 and initially under the brand 'Growing Middlesbrough' a Food Charter was developed aimed at all businesses, charities and organisations based in the Borough. A People's Food Pledge was also created which was aimed at anyone living, working or visiting the town.

1.3

A food charter or equivalent that encapsulates the food ambitions/vision for your city/place has been developed and a range of organisations have pledged/committed to taking specific practical actions to help achieve those ambitions.

Business Food Charter

Business and organisations were invited to sign up to the charter on the Growing Middlesbrough website. Signing up to the Charter gave businesses the opportunity to make a commitment to supporting and achieving a range of ambitions as set out in the Food Action Plan for Middlesbrough.

Businesses and organisations could pledge to work towards some or all of the following ambitions:

- *Health and Nutrition – find help and support to help turn their organisation into a healthy food environment.*
- *Local and Sustainable Food – support initiatives which bring people and businesses together and help increase the availability, consumption and production of healthy affordable food.*
- *Reducing Food Waste – support for businesses to reduce food related waste.*
- *Fairness in the food chain and tackling food poverty – promoting Middlesbrough’s Fairtrade programme and ensuring priority is given to tackling food poverty.*
- *Education and Skills – giving everyone the opportunity to learn about food production and how to grow and cook healthy food.*
- *Strong local food production and catering – helping businesses procure and provide healthy and sustainable food.*

The Growing Middlesbrough website provided information and advice linked to all the ambitions to help organisations achieve their commitments. Upon signing the Charter the business received a certificate confirming they are part of the Growing Middlesbrough food network. Since its launch in Summer 2016, seven organisations have signed the Food Charter.

People’s Food Pledge

The People’s Food Pledge was launched in September 2015 at the Town Meal and gained over a hundred signatures. The Food Pledge invites everyone living, working or visiting Middlesbrough to get involved with the Food Action Plan’s vision of creating a town where local people can eat good quality, healthy food that is easy to buy, offers good value for money and is produced locally wherever possible. By signing the Food Pledge and agreeing to make small changes to their eating and shopping habits, people can link into an online range of support, including advice, links to healthy cooking workshops and horticultural courses, and information about enjoying a more healthy diet, reducing food waste, composting kitchen waste, buying Fairtrade food, buying local food wherever possible and growing some food at home. The Pledge is available on line at the Growing Middlesbrough web page and once signed up – people become part of the Growing Middlesbrough food network and receive newsletters and information about local food events, skills workshops etc.

1.4 An identity (brand/logo/strapline) for your city-wide initiative has been developed and is being promoted to the public as an umbrella for all the great work on healthy and sustainable food in your city.

Middlesbrough Food Partnership have created a new brand (see below) to promote the Food Partnership. It is an umbrella for the diverse work being delivered in Middlesbrough around the food agenda and to encourage people to get involved and become a part of a sustainable local food culture and movement. Members of the partnership use the brand on work that is delivered that is in line with the aims and actions of the Food Action Plan. This increases the visibility of the Food Partnership and the work of the Food Action Plan. See Appendix 03 of examples of partners using brand.



Other important brands include Middlesbrough Council's Food 4 Health which is a widely recognised brand that promotes healthy food and healthy eating within businesses and settings.

Food4Health

Prior to the Middlesbrough Food Partnership brand, the Growing Middlesbrough brand was adopted to promote local sustainable food and the ambitions of the Food Action Plan. Growing Middlesbrough became an extremely visible and popular initiative within the town, and became synonymous with local, sustainable and healthy food and in general the work of the Middlesbrough Food Partnership and the aims of the Food Action Plan. Growing Middlesbrough and the brand are still widely used and recognised, and are used in conjunction with the new MFP brand.

growing middlesbrough

Improving access to local food

1.4

An identity (brand/logo/strapline) for your city-wide initiative has been developed and is being promoted to the public as an umbrella for all the great work on healthy and sustainable food in your city.

Growing Middlesbrough acts as a supportive network of businesses and organisations, retailers and food enthusiasts.

Joining the Growing Middlesbrough movement provides:

- *membership of a supportive network representing all food sectors;*
- *a free listing on the Growing Middlesbrough local food website and database;*
- *free regular events and workshops;*
- *use of the 'Growing Middlesbrough' logo for POS materials and displays; and*
- *a quick and easy application process with self-certification.*

The Growing Middlesbrough web page <https://www.mencity.org.uk/gm/> provides users with many links to the work being delivered across Middlesbrough. As well as details of all the food-related events that are taking place in Middlesbrough, including regular Farmers' Markets and the local Orange Pip market, there are details of other specialist food markets and food events such as Local Food Weekends. There are also links to a database of local food producers and restaurants serving locally produced food.

Growing Middlesbrough has developed and produced two cookbooks which focus on healthy eating on a budget using seasonal produce and low cost, sustainable cooking methods of microwave and slow cooker. The recipe books can be downloaded free of charge from the website and details of slow cooker workshops are also available where people can learn about shopping and cooking healthy food on a budget.

<https://www.mencity.org.uk/gm/cooking/>

Growing Middlesbrough's Local Food Directory provides a database of local food producers and restaurant serving locally produced food. There is also a link to the Middlesbrough Fairtrade Directory which lists all the retail outlets for Fairtrade produce in the town as well as a list of cafes and other venues where Fairtrade food is served.

<https://www.mencity.org.uk/gm/food-businesses/>

1.5

Public understanding of food, health and sustainability issues is being raised through a variety of communication tools including web sites, social media, magazines, film shows, radio and press pieces, talks and conferences.

In addition to section 1.1, the following messages are being delivered by the Middlesbrough Food Partnership (MFP) and wider partners.

Websites and social media

- Growing Middlesbrough and Middlesbrough Environment City twitter, Facebook and website pages promote a wide variety of food, health and sustainability messages (@Growingmbro @menvcity) (/growingmiddlesbrough and /menvcity) (www.growingmiddlesbrough.org.uk
<http://menvcity.org.uk/middlesbrough-food-partnership/>)
- Positive food, health and sustainability messages are promoted by MFP partners eg. Teesside University's website and social media channels promote work that staff and students are involved in that support the Food Action Plan e.g. messages tackling obesity (<https://twitter.com/TeesUninews/status/1093474501302644742>), the 'Happy Pear' talk (https://www.tees.ac.uk/sections/stud/news_story.cfm?story_id=7049&this_issue_title=January%202019&this_issue=308) and the launch of the Veg Patch project (www.tees.ac.uk/sections/news/pressreleases_story.cfm?story_id=7056&this_issue_title=February%202019&this_issue=309)

Magazines and press

- The Love Middlesbrough magazine (distributed to 67,000 homes in Middlesbrough) features a breadth of articles highlighting good food, health and sustainability stories with seven articles in the last year. (<https://www.middlesbrough.gov.uk/mayor-council-and-councillors/about-council/love-middlesbrough-magazine> Appendix 04 & 05)
- Middlesbrough Council internal news bulletins remind staff of the council's commitment to using Fairtrade and promotes the use of Fairtrade products (x2).
- There have been multiple articles featured with the local and regional press over the last 18 months, covering Local Food Weekends (Appendix 06), Beyond the Parmo Food Summit, Sugar Smart, British Food Fortnight 2017, Pie Jackers (Appendix 07) and Fairtrade (x5) (Appendix 08).



Vegan store is a first for Teesside

Teesside's first vegan convenience store has opened in Dundas Shopping Centre.

Committed twentysomething Middlesbrough vegans Matthew Wilson (23) and Charlotte Belfonley (24) have launched The Little Vegan Market to make vegan food and other products more accessible. The new outlet sells a wide range of meat, milk, cheese and egg alternatives, vegan confectionery and crisps, as well as more specialist products such as jackfruit, which can be used to make vegan pulled pork, and wheat gluten, also called seitan, which is also a meat substitute and can be combined with liquid smoke to create a barbeque flavoured meat alternative. The new shop also has a minimal waste section which offers bulk dried foods, as well as vegan shampoos, conditioners and detergents to customers who bring their own containers, although paper bags and containers are also available in store. Shoppers queued outside The Little Vegan Market on its opening morning, with the shop selling out of beans and vegan sausages before the end of its first day's trading. Charlotte, who previously worked in local health food shops for a number

of years, teamed up with Matthew to plug a gap in the market as they both found it very difficult to buy vegan products locally. She said: "We have taken a risk, but we hope to combine our vegan and ethical beliefs, particularly about reducing waste, with a successful business. Although most of our products are also available online, our customers can get them from us immediately without paying delivery costs."

Matthew added: "David has been fantastically helpful, passing on a lot of knowledge to help us get set up and to start trading. Without his help, we may not have got our new venture off the ground." David Harris says: "We are delighted to welcome The Little Vegan Market to Dundas Market. Charlotte and Matthew will complement our other businesses and their friendliness and service ethos will fit right in with the other traders in our community market. Further information about The Little Vegan Market is available from facebook.com/thelittleveganmarket

"We have got a good location in the market next to Alfa Ego. Our first couple of days trading were amazing, and we have got some excellent reviews on Facebook. We hope this will continue as word of our presence spreads."

Matthew and Charlotte (left) chose Dundas Market as the location for The Little Vegan Market because of its reputation for helping start-up businesses and are full of praise for Dundas Market Manager David Harris.

David Harris says: "We are delighted to welcome The Little Vegan Market to Dundas Market. Charlotte and Matthew will complement our other businesses and their friendliness and service ethos will fit right in with the other traders in our community market."

Further information about The Little Vegan Market is available from facebook.com/thelittleveganmarket

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Public understanding of food, health and sustainability issues is being raised through a variety of communication tools including web sites, social media, magazines, film shows, radio and press pieces, talks and conferences.

Film and radio

- Zetland FM and BBC Tees ran features covering the Middlesbrough Food summit (see 1.6).
- Sugar Smart has been promoted on BBC Tees, Tees FM and Community Voice FM.
- The Local Food Weekends generate interest from local radio, including BBC Tees, with interviews.
- Growing Middlesbrough have a number of films on the benefits of local and sustainable food <https://vimeo.com/groups/501550>
- The launch of the Veg Patch and the Veg Cities Soup Bag project (see 1.2) featured on TFM radio.

Talks and conferences

- The MFP disseminate information about food, health and sustainability through stands at the Teesside University's quarterly Middlesbrough Community Markets, the annual Town Meal (attended by c.5,000 people), and twice yearly James Cook University Hospital Sustainability day (c. 60 people each day).
- The MFP attended the Tees Valley Business Summit (c.1000 delegates) for three years to promote the partnership to a range of businesses encouraging them to switch suppliers to local food and drink.
- Growing Middlesbrough and Food Partnership engagement was promoted at the Better Health at Work Award Ceremony dinner, attended by 60 organisations/c.200 delegates; and at the Extra Life conference, attended by 15 organisations/c.60 delegates.
- Environmental Health Officers deliver a public awareness programme on the risks of food allergies, how to reduce risks and how to take action.
- At the Schools Parent Support Advisor Network event, attended by 10 schools, delegates were informed of key food poverty and Holiday Hunger issues and existing support available for families of children.
- Talks on the amount of sugar present in popular drinks was delivered as a part of the Sugar Smart campaign to 25 pupils and 2 staff at the Northern School of Art and at assemblies in five secondary and three primary schools (c. 1250 children). At one secondary, the talk was recorded for the internal intranet and uploaded to parent platform, accessible to c.1400 pupils.



Promoting Healthy and Sustainable Food to the Public



1.6

The public have a wide range of free opportunities to see, taste and learn about healthy and sustainable food – e.g. through demonstration, sharing and celebration events such as food festivals and ‘town meals’.

The general public have a range of free opportunities throughout the year to see, taste and learn about a range of healthy and sustainable food:

The annual Middlesbrough Town Meal is a free event hosted by MEC and includes opportunities to learn about local and sustainable food, community growing and volunteering and includes a free meal cooked using donated vegetables from local community allotments. Different groups deliver cooking demonstrations and tasters throughout the day, including Middlesbrough College students, the local deaf community centre, and refugees and asylum seekers. It was first hosted in 2009 and since then has become a favourite community event with around 6,000 visitors each year. It brings together local food producers and traders, including Fairtrade stalls, and includes family activities, such as beekeeping demonstrations, and keeping chickens. There is also a produce competition incorporating a schools vegetable growing competition.

The Community Patchwork Orchard (CPO) is increasing access to free fruit by creating public accessible fruit trees. Over the last two harvests, the project delivered seven apple picking and pressing events, providing fresh juice tasting as well as an opportunity for the public to bring their own apples for pressing. Half of these events were at the Farmers’ Market at Stewart Park, with approximately 100 people at each event. The CPO also donated plums and apples to community hubs in the most deprived wards, allowing residents free fruit.

community
patchwork
orchard



1.6

The public have a wide range of free opportunities to see, taste and learn about healthy and sustainable food – e.g. through demonstration, sharing and celebration events such as food festivals and ‘town meals’.

Beyond the Parmo, Middlesbrough’s Food Summit (November 15th 2017), was a significant public event raising the profile of the work of the Middlesbrough Food Partnership. Over 80 delegates attended from as far as Edinburgh, Peterborough, Carlisle and Preston and was free to attend by the general public and businesses. Elements of the conference included:

- a Meet the Producer event, where general public and food buyers met local producers and sampled healthy, local and sustainable food
- key messages about healthy, local and sustainable food that people could sample through demonstrations
- a walk-through tour of Middlesbrough Food Quarter, with free samples of local food and drink provided by a number of independent food outlets that are a part of the successful Growing Middlesbrough initiative

Middlesbrough Institute of Modern Art (MIMA) and Teesside University run a number of projects, engaging the public with healthy and sustainable food. How We Eat is a programme of creative cooking, shared meals and conversations with artists and food professionals, with a Youth Group in one of the town’s most deprived areas. The group developed food preparation skills, learnt about production systems, nutrition, international cuisine and the environment. Across 24 sessions, 40 young people designed recipe books and developed drinks using elderflower blossom picked locally.

Other free opportunities include:

- 250+ pupils from four schools tried a variety of fruit through fruit and smoothie tasting sessions and low/ no sugar cakes through the Sugar Smart campaign.
- The 2018 Feast of Fun programme provided cooking experiences in nine communities with 490 children & adults and provided free fruit & veg/salad options, often introducing children to new foods.
- Middlesbrough Council continue to run the Orange Pip market providing the general public an opportunity to try a range of local food and drink
<https://www.facebook.com/OrangePipMarket/>

Microwave and Slow Cooking demonstrations – Between 2015 and 2017 Middlesbrough Environment City (MEC) delivered regular monthly demonstration and taster demonstrations at North Ormesby’s weekly market which has been held in North Ormesby since 1850 and has a wide variety of stalls selling food including fruit, vegetables, meat, eggs, fresh fish, and other produce. North Ormesby is one of Middlesbrough’s most disadvantaged wards and was recently reported as being one of the most deprived in the Country. The free demonstration sessions help us raise the awareness of good food on a budget and helped us promote some of our other free cooking skills sessions including Slow Cooker Workshops, Microwave Cooking Workshops which help people learn low cost cooking skills with inexpensive ingredients. During 2017 and early 2018 MEC attended seven markets and gave away 187 free Microwave Cookery Books developed by Middlesbrough Environment City.

<https://www.mencity.org.uk/gm/cooking/>

1.6

The public have a wide range of free opportunities to see, taste and learn about healthy and sustainable food – e.g. through demonstration, sharing and celebration events such as food festivals and ‘town meals’.

Cultures Cooking Together – Investing in People and Culture (IPC) is a voluntary organisation which promotes the social wellbeing of refugees and asylum seekers. IPC provides vulnerable migrants with access to a safe community hub and avenues to activities including horticulture and cooking. IPC were supported by Middlesbrough Environment City and North Star Housing to develop a community kitchen. A series of free cookery demonstrations was led by the MEC cooking team where people from different cultures came together to cook and share recipes from their own culture. The sessions were held in 2015, six sessions were held with four different groups of people. As a result of attending these sessions two people undertook a Train the Trainer and Food Hygiene Course delivered by MEC and are now delivering cooking sessions within the migrant community in Middlesbrough. The following links celebrate these activities.

<http://www.i-p-c.org/cultures-cooking-together.html>

http://www.thenorthernecho.co.uk/news/local/teesvalley/middlesbrough/13842208.Refugees_brought_together_through_cookery/



Throughout the year MEC also host a series of free workshops, taster sessions and Allotment Open Days as a great way of sharing information about local growing. These included:

- Introduction to permaculture courses – 15 people attended this course held at Town Farm Allotments
- Beekeeping courses – 8 people attended a three day course held in 2015
- Build and fill your own wooden planter a group of older men attended this course as part of a wider wood working course

Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food



2.1

A multi-agency partnership – involving key public and voluntary organisations – has been established to assess and tackle the full range of issues that contribute to food poverty in a joined-up strategic way.

In 2017, a multi-agency Middlesbrough Food Power Alliance (MFPA) formed, building on the work of previous working group (see below) to expand existing provision offered within the town to addresses food poverty and food insecurity. The Food Power Alliance will be leading on and reporting on the food poverty strand of the Middlesbrough Food Action Plan, and are registered as a Food Poverty Alliance with Food Power. In 2018 the MFPA created and published the Food Power Action Plan <http://menvcity.org.uk/food-power/> - a food poverty strategy for Middlesbrough covering four themes: School Holiday Provision; Surplus Food; Maximising Income and Healthy Start Vouchers.



The Middlesbrough Food Partnership and the MFPA are working with a Holiday Food Provision working group consisting of Middlesbrough Council Public Health and Education departments, Together Middlesbrough and Cleveland, VCS and faith groups to ensure there is adequate capacity to undertake statutory provision of holiday food requirements. After a presentation from the MFPA on Holiday Hunger, Middlesbrough Council Children & Young People’s scrutiny panel prioritised Holiday Provision and are working with this Holiday Food Provision working group to develop work to be ready to apply for DfE Holiday Activities and Food Pilot Fund for 2019 and other funding opportunities to upscale existing provision to ensure more children receive holiday food support.

An additional key piece of work that has come about as a result of the Middlesbrough Food Power Alliance is the creation of a Surplus Food Hub. The hub acts as a central collection and distribution point of surplus food for charities and organisations that supply free and low cost food to people in need. Through working together, the hub makes the collection and distribution of surplus food more effective and efficient, and has better access to larger quantities of surplus food. A development kitchen is also planned to be linked to the hub, allowing for more food to be utilised through being preserved or cooked and frozen.

Bronze:

In 2016 a food poverty conference ‘Food for Thought’ led to the establishment of a food insecurity working group consisting of multi-agency partners, including: Middlesbrough Foodbank, Middlesbrough Council Public Health, Middlesbrough Council Financial Inclusion Group, Citizen’s Advice Bureau, primary schools, charities working with refugees and asylum seekers and the homeless and vulnerable.

Middlesbrough Food For Thought Event

Friday 19th February 2016 10.00am – 2.00pm
The Hub – Teesside University Students’ Union, Campus Heart, Middlesbrough, TS1 3BA



Middlesbrough Food Partnership is hosting a half day food poverty event.

This event will be of interest to charitable organisations, housing providers, local authority services and other public and private sector agencies or anyone in Middlesbrough who provides, cooks, or grows food.

The day will focus on the issues around providing sustainable, healthy and affordable food for all people in Middlesbrough - with a particular focus on food insecurity and food poverty.

- 10.00am - Registration and Refreshments.
- 10.15am - Welcome and Opening Addresses
- 10.40am - 11.30am - Keynote Speakers
- BREAK
- 11.45 - 12.45 - Workshop Sessions
- 1.00pm - 2.00pm - Lunch and Networking Opportunities

Confirmed Speakers:

- Dave Budd, The Elected Mayor of Middlesbrough
- Geoff Tansey, Chair of the Fabian Commission for Food Poverty. The Fabian Commission has recently published a report *Hungry for Change* which sets out how a fairer food system can be built that works better for people on low incomes.
- Niall Cooper, Director of Church Action on Poverty. Church Action on Poverty have run several high-profile campaigns on debt, poverty and asylum issues.

A full itinerary will be issued nearer the date.
 Booking is free but places are limited – please contact Middlesbrough Environment City to register-
Melanie.greenwood@menvcity.org.uk or call 01642 243183

Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food



2.1

A multi-agency partnership – involving key public and voluntary organisations – has been established to assess and tackle the full range of issues that contribute to food poverty in a joined-up strategic way.

An action plan is currently being developed, however work is already being done in a number of areas, including:

School Holiday Food Provision

A questionnaire was issued to all schools in Middlesbrough to survey the extent of food poverty experienced by the school and measures currently in place. Of the schools responding, 81% agreed that food poverty, children arriving at school hungry and going hungry during holidays was an issue in their school. As a result, work is underway increase the number of schools are signed up as referral agencies to Middlesbrough Food bank (currently 10). The school holiday provision will also involve more schools during 2017.

Hope4Summer

Local charity Together Middlesbrough & Cleveland has run the Hope4Summer Initiative for the past four years, providing activities and healthy food during the summer holidays in communities where free school meal provision is high. During 2016, Hope4Summer teamed up with the Lunch Box Project provided by Middlesbrough Council Public Health Team and extended the provision to eight locations including churches, community centres and two schools. Last year the project ran for a total of 21 days and around 5,000 meals were provided to families. During the sessions, parents are offered trained to become volunteers for the project, including a food hygiene certificate, adding sustainability to the project. The project will extend to 15 venues including six primary schools in 2017.

Slow Cooker Workshops

Working with MEC, the slow cooker project has been made available to 200 families and individuals during 2016, providing them with the skills to cook simple, healthy recipes. The workshops are offered to foodbank users and people attending can take away a slow cooker, recipe and larder pack at the end of the workshop. The workshop consists of two cooking sessions each involving a cooking demonstration preparing simple, low cost meals that can be cooked using a slow cooker. Adaptations to recipes are discussed and recipes specifically designed for the slow cooker are provided in the booklet 'Cut the Cost of Cooking'.

<https://www.mencity.org.uk/gm/cooking/>

Foodbank Recipe Cards

A range of recipe cards has been developed and printed onto wipe clean card. These are then included in food bags alongside all the ingredients needed to produce a healthy, value for money meal. The cards also contain nutritional information and signposting users to other areas of help, eg help with fuel debt, energy advice, welfare rights advice and healthy cooking workshops. The recipe cards are available in all Foodbank distribution centres. During the winter period October 2015 to March 2016, 449 food parcels were distributed, representing 1024 people. Recipe cards are offered with every food parcel and will continue to be offered throughout the year.

Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food



2.3

For those in urgent need - and particularly benefit recipients facing delay or suspension in payments - relevant agencies are providing rapid referral to hardship funds and emergency food aid.

The services below continue to offer the emergency food aid outlined. As a result of an audit on free and low cost food provision undertaken by the Middlesbrough Food Power Alliance a more extensive Free Food List (coordinated by Change Grow Live

<http://mapmiddlesbrough.com/wp-content/uploads/2019/01/Middlesbrough-Free-Food-List-Winter-2019.pdf>

has been compiled which included more information on criteria for professionals to refer clients into services.

Local charity Investing in People and Culture (IPC) work with and support destitute asylum seekers and refugees. A key part of their work is administering Hardship provision through the Mary Thompson Fund (see below). They have expanded the service they provide and now offer their clients a hot freshly cooked healthy meal when they come and collect emergency food parcels and vouchers. A client has now also started offering fellow clients free haircuts as well.

The Middlesbrough Food Bank have increased the number of referral agencies from 100 to 130 locations. Public Health and Middlesbrough Food Bank are working with schools to increase the number of voucher providers for Food banks, and devising mechanisms to ensure parents can access Food Bank vouchers in school holidays. A new independent vegan store in Middlesbrough town centre has started a vegan food bank.

Bronze:

There are several hardship funds available across the town which can be accessed by a variety of agencies including Middlesbrough Citizen's Advice Bureau, Tees Valley Community Foundation Emergency Relief Fund, Mary Thompson Foundation and Middlesbrough Together - all give access to emergency food as a matter of course. There is also a network of provision across Middlesbrough which ensures that at least one hot meal can be had on any given day for those in need. Middlesbrough Council publishes a the Free Food List detailing all the help available. Further help and information is accessed here and is available from the Growing Middlesbrough web page.

Middlesbrough Foodbank uses a voucher system and works with over 100 referral agencies to ensure that people in urgent need receive a 3-day emergency food parcel. Middlesbrough Council welfare benefits service operates a fast-track referral system, whereby telephone referrals can be made to the Foodbank to ensure same day provision. Emergency food parcels are provided for 100-120 people each week. <https://middlesbrough.foodbank.org.uk/>

Middlesbrough Foodbank works in partnership with the Firm Foundations project (Help in Crisis Lottery funded project) to refer people for extra support and advocacy where needed. Firm Foundations staff are able to support people in accessing relevant hardship funds e.g. Teesside Emergency Relief Fund.

Firm Foundations <http://www.middlesbroughandstocktonmind.org.uk/services-support/firm-foundations.aspx>

Teesside Emergency Relief Fund <http://www.teesvalleyfoundation.org/apply-for-support/apply-for-a-grant/results?authority=1&type=2&submit=>

Middlesbrough has a large population of refugees and people seeking asylum. Hardship provision is coordinated between local charities, with emergency food parcels provided each week by the Mary Thompson Fund <http://refugee.org.uk/node/205> and Open Door North East. <http://www.opendoornortheast.com/> Up to 70 food parcels are provided each week, with advice about housing and other support needs.

North Ormesby Community Hub provide a free breakfast for anyone in need with food donated by the Greggs Foundation.

Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food

2.4

Health professionals, welfare advisers and/or housing/voluntary organisations are trained in food poverty issues and are able to advise clients on accessing affordable healthy food and skills training such as menu planning, food buying and cooking.

Coordinated through the Financial Inclusion Group (FIG), a more holistic and joined up approach is being taken by partners that support clients that are suffering or at risk of poverty related issues. Making Every Contact Count is of paramount importance to the group, with equipping frontline staff with the knowledge and skills on identifying issues that clients may be suffering from and the range of services available to support them. The FIG have an identified working group focussing on training frontline staff, and 'training' is a key action within the Food Power Alliance Action Plan and the Affordable Warmth Action Plan. Since the start of 2018 13 training sessions have been delivered to 72 frontline staff.

The Affordable Warmth Partnership and the Citizen Advice Bureau run bi-monthly support drop in sessions at the eight Community Hubs where information on how to access healthy food is also delivered. In addition, Middlesbrough Environment City have a close working relationship with staff at the Hubs who support clients in accessing free skills training (such as Cooking on a Budget, Basic Cooking Skills and Cooking with a Slow Cooker (see 3.6)) and actively promote and recruit people onto these courses.

Middlesbrough Council are running a programme of eleven RSPH Level 2 accredited one day courses on Understanding Health Improvement for health champions and volunteers. Volunteers are then equipped to promote health and wellbeing and able to direct individuals towards further practical support to live a healthier lifestyle. The course covers definitions of health, causes of inequalities, models of health, communication, brief interventions and lifestyle advice, approaches to health and goal setting. Middlesbrough Council have trained around 500 people since commencement in 2013/14.

During an auditing and awareness raising exercise with schools, the Food Power Alliance disseminated key messages relating to food poverty and provided information directly to schools and Parent Support Advisors on all relevant services (such as the Free Food List (Appendix 09) and Holiday Hunger Feast of Fun programme) that people in need can be signposted to. All relevant agencies and services were also present at a Parent Support Advisors event that raised the awareness of food poverty issues and provided the 15 school staff with training on where further information and support is available to support families suffering or at risk of food poverty. Following on from this event, local charity Children's North East delivered training on Poverty Proofing the School Day which includes food poverty safeguarding issues to the Parent Support Advisors group through the Middlesbrough Achievement Partnership.

Eight Teesside University Students Union staff have received training on food poverty issues and the Students' Union are a food bank voucher holder and can issue to students. They are also able to signpost students who are facing hardship to additional services and support. Middlesbrough Food Bank are working with TU Student Support Centre (20 staff), Middlesbrough College and nine schools within the town to deliver training to frontline staff with the view of them also becoming food Bank voucher holders.



Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food

2.5

A range of healthy weight services and initiatives are being provided, from dieting and nutrition advice and support to exercise programmes and facilities.

New Life New You – a culturally-sensitive evidence-based lifestyle programme run by MEC offering an eight week programme of physical activity and nutritional advice targeting people from BME communities who are at a higher risk of developing T2D. Upon successful completion participants have access to a further four months of free physical activity sessions with ongoing motivational support and advice. Throughout 2015-2016 more than 90 men and 100 women have accessed the programme.

Healthy Walk Sessions – run by MEC to encourage hard to engage groups to take up exercise in a friendly social environment e.g. BME groups. The walks are free for anyone to access and there is at least one walk per day Monday to Thursday each week. We also train walk leaders to encourage people to run their own sessions.

Extra Life – Middlesbrough Council's Public Health team has created the Extra Life programme which is a settings-based approach to promoting a healthier lifestyle into organisations and workplaces. The programme works on the basis that people are influenced by their familiar surroundings and so works with organisations to make the environment that people work, live and study in a healthy environment. Current Extra Life partners include: Teesside University, Middlesbrough Council, Middlesbrough College, South Tees NHS Foundation Trust and Thirteen Group (the area's largest social housing provider). The Extra Life Programme gives each organisation an Extra Life toolkit, helping them to identify areas for improvement to enable a healthier workplace environment.

https://middlesbrough.gov.uk/sites/default/files/Health_Wellbeing_Strategy_2013-2023.pdf

Every three years the Council's Public Health team undertake a Health Needs Assessment with all Extra Life settings to help the setting as a whole identify what is important to the organisation and staff, and then put plans in place to help them to improve the health for their staff.

Focus on Under Nutrition – initiated by Middlesbrough Council Public Health and delivered by MEC, this programme engages all care homes in Middlesbrough. The programme is delivered in two ways:

- care home staff are trained to enable them to screen for and identify malnourishment in their residents; and
- a catering course is delivered to train staff in the creation of balanced menu plans which take into account the individual needs of all residents.

To date the Focus on Under Nutrition programme has engaged with 17 care homes in Middlesbrough. Eleven have been fully trained and six are still receiving training. Further Public Health funding has been secured to allow the programme to roll out to the remaining Elderly Care Homes in Middlesbrough.



Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food

2.5

A range of healthy weight services and initiatives are being provided, from dieting and nutrition advice and support to exercise programmes and facilities.

Over the last couple of years the Focus on Undernutrition programme has increased the amount of elderly care homes that are now either accredited or working towards their first year of accreditation from 17 to 24. Of the six outstanding care homes in Middlesbrough five are signed up to commence training in early 2019 and will achieve full accreditation in 2020. Only one care home is yet to engage with the programme. The programme has now been written into the contacts and commissioning care home review tool and contract which means all elderly care homes will be expected to achieve the standards set out by the FoU programme.

Middlesbrough Public Health run a range of weight management courses that focus on changing behaviours by working with participants on looking at and making changes to their diet by making it healthier and more nutritious, as well as taking up more exercise. Some of these include HENRY (Health Exercise Nutrition for Really Young), their Child weight management service, Exercise on referral, including aqua, exercise and a twelve week gym programme, Stroke rehabilitation and nutrition and chair based Tai Chi, Mummy Buggy, and Exercise for the over 50s. All of these courses follow national guidance and best practice on tackling obesity and are delivered by staff who are part of delivering Food4Health, and so follow the clear guidance of healthy eating.

Middlesbrough Council are now able to offer Jamie's Ministry of Food courses from the Live Well Centre. 4 members of staff from the Public Health team have been trained by Jamie Oliver's team and are able to offer the 8 week course which aims to 'keep cooking skills alive'. The course focuses on many aspects of healthy cooking including improving cooking skills, learning new recipes, talking about the basics of healthy eating as well as animal welfare, sustainable food and food safety.

Middlesbrough Environment City deliver a number of exercise programmes with the aim of helping people be more active, healthier and to reduce isolation. They run a programme of guided cycle rides ranging from easy to more challenging rides, supporting people to get on and enjoy riding their bike. From August 2018 until end of February 2019 there have been a total of 138 rides with a total of 270 people taking part. Since 2016, there has been a coordinated Walking for Health programme of supported guided walks. There are at least 10 walks per week, ranging from 30 minutes long up to 90 minutes long, with approximately 7,800 participants (this includes repeat participation). These are a part of a wider offer of walk/ talk/ run sessions delivered by a range of providers and coordinated by Middlesbrough Council supporting people to either start up more physical exercise or get back into regular sessions, ranging from gentle walk and talk sessions through to a 100k challenge.



Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food

2.6

Efforts are being made to maximise the uptake of Healthy Start vouchers, free school meals and social food provision – such as lunch clubs and meals on wheels – for vulnerable people who might otherwise go hungry or suffer malnutrition.

With the formation of the Middlesbrough Food Power Alliance (MFPA), a coordinated and holistic approach is being taken to address key food related issues facing vulnerable people, including social food provision and Healthy Start vouchers.

Social Food Provision

The MFPA have analysed all relevant information and existing social food provision to ensure there is a holistic and fairer redistribution of surplus food (and to assist partner organisations to signpost clients/ users to additional support services). They have also revised and updated the Free Food list (Appendix 09), highlighting daily free and low cost social food provision and ensured it is disseminated widely to partners across the town to signpost clients to the services. The MFPA are also developing an effective communication strategy to ensure social food provision is accessed by those that need it most.

Healthy Start vouchers (HSV)

It is one of the four aims of the Middlesbrough Food Power Action Plan to improve HSV uptake within the town and meet the national recommended uptake level. The MFPA are mapping all current HSV redeeming outlets and are researching into current uptake of HSV with the aim to increase both. The promotion of HSV has been incorporated into the Unclaimed Benefits Entitlement check by CAB, and the MFPA are working with pharmacies to increase access of the Healthy Start Vitamins.

Using the national Rose Voucher as a model, a pilot project was run in two primary schools. Twenty families that received free schools meals and were in financial hardship were handpicked by the school to receive a £5 voucher per week for 12 weeks to be spent on fresh fruit and vegetables from the local market. They also received cooking on a budget skills training and free slow cooker. Further funding is now being sought to extend the project further to support more families.



Wanted – families to take part in a short 12 week project looking at buying, cooking and eating fresh fruit and vegetables

Each week your family will receive a voucher worth £5 which you can exchange at North Ormesby Market for fresh fruit and vegetables.

You will be invited to free cookery workshops at the school to help you increase your cooking skills for making healthy meals on a budget.

Get the chance to try new and different fruit and vegetables and have fun creating healthy family meals.

free slow cooker for each family attending the cooking sessions.

Speak to us today to find out more and register your interest or contact Mel Greenwood - 01642 579820 for more information.

Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food

2.6

Efforts are being made to maximise the uptake of Healthy Start vouchers, free school meals and social food provision – such as lunch clubs and meals on wheels – for vulnerable people who might otherwise go hungry or suffer malnutrition.

Lunch clubs

Middlesbrough Institute of Modern Art deliver a weekly free Community Lunch to support vulnerable groups with between 80 to 100 people in attendance every week. Groups include: refugees and asylum seekers; dementia friendly groups; people suffering from mental health; residents from the local economically deprived area and generally people that are suffering or at risk of poverty. The lunch is made using surplus food from local communities, allotments and retailers and is prepared by a local BAME charity. The Community Lunch is also on the Free Food List. The Islamic Diversity Centre run a monthly Community Meal for the elderly which brings around 85 people every month together with a wide range of needs.

Free School Meals

As a part of the Whole School Provision work, the MFPA met with each Middlesbrough school and discussed what they are eligible for, such as free fruit and veg, free milk and holiday hunger provision. An important part of this discussion also included informing the school the percentage of pupils that are eligible for free school meals (the Food Power Alliance have analysed government data regarding Free School Meals), and encourages them to maximise uptake. Schools then encourage parents to take advantage of this through a variety of mechanisms.



Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food



2.7 More healthy options are being made available in supermarkets, convenience stores, takeaways, vending machines and/or catering settings such as nurseries, schools, hospitals, care homes and workplaces.

Healthy options are more prevalent within a wide range of settings across Middlesbrough, including:

Vending machines:

Middlesbrough's Sugar Smart campaign has been a major catalyst in reducing added sugar drinks in vending machines. Teesside University trialled replacing sugary drinks in popular vending machines with low/zero sugar drinks, and have subsequently introduced a vendor that only stocks low-sugar drinks. Similarly, the Northern School of Art (NSA) swapped to 'zero/no added' ranges and placed water and no-added-sugar at eye level in their five machines.

Middlesbrough College adopted a new service layout for their ten machines promoting less/no sugar drinks by placing these at eye level and reduced the cost of healthier alternatives in all other outlets. The eight Middlesbrough Council Community Hubs have removed all Classic Sweet vending machines from the premises and now have a free fruit bowl in reception. They have also initiated a 'no fizzy drinks on premises' policy.

Nurseries and schools:

Thirty-seven schools that use Middlesbrough Council's catering service are part of the Council's Food4Health scheme (see 5.3), and 20 local nurseries (c.1,400 children) have achieved the Gold Standard, showing their commitment to improving the health and nutritional value of the food they serve. This includes food served at breakfast clubs and as snacks with a number of settings adopting Breakfast Club Food Policies (see 5.3).

Three primary schools (c.560 pupils) buy in additional fruit to the KS1 requirements to distribute to KS2 pupils. This and other models were shared through the Primary Age Network to maximise free fruit and milk provision, resulting in healthier snacks available to more pupils. Techniques include cutting fruit up and providing smaller amounts of milk in cups which can be topped. Subsequently four schools now buy extra fruit and provide it free or at 5p to KS2 (c.900 pupils), and a further two schools provide free fruit at their after-school clubs (c. 100 children).

Catering settings:

NSA joined the Sugar Smart campaign and implemented changes to vending (see above), and removed all 'added sugar' drinks from meal deals. They also introduced six more vegetarian and vegan ranges on their menu after receiving training from Elizabeth's Kitchen, a local 'free from' producer. These changes are reflected in their new strategy - Healthy Eating and Sustainable Food Procurement Good Practice Guide 2018-2019 (see 5.3).

Middlesbrough College uses its Smart Buying Strategy to maximise savings to reduce the cost healthy and local products within their catering outlets (average 3,200 covers daily) making them more accessible to their customers.

Middlesbrough Football Club Academy has implemented no-added-sugar breakfast cereals for all 90 academy and senior players and fruit, nuts and seeds as snacks. The MFC Foundation also provide healthy options on the menu for all 200 staff at the stadium canteen, and have instigated four Health and Nutrition cooking sessions for five families of academy players promoting cooking healthy and nutritious food from fresh ingredients.

Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food



2.7

More healthy options are being made available in supermarkets, convenience stores, takeaways, vending machines and/or catering settings such as nurseries, schools, hospitals, care homes and workplaces.

Retail outlets:

Teesside University implemented a 'tax' of 20p on added-sugar drinks, and reduced the cost of low/sugar free alternatives with a 21% increase in average weekly sales of subsidised drinks, and a 12% reduction of added-sugar drinks, and continues to develop and implement the sugar reduction programme.

South Tees Public Health have successfully delivered a Healthy Takeaway training workshop for owners and managers of takeaway food outlets. Staff from 18 takeaway businesses in Redcar & Cleveland attended with all making (and achieving) at least one 'pledge' to improve the healthiness of their cooking practices or menu options. The training is a feasible and acceptable intervention and sessions are planned to be rolled out in Middlesbrough (dates tbc).