



# Sheffield Food Plan

Jen Rickard  
Food Project Officer  
Sheffield City Council

*Helen Stathers, Amelia Peters and  
Serenity Richards-Lowe – Firth Park  
Community Allotment*

# Why a Food Plan?

- If people's diets in the UK followed nutritional guidelines, 70,000 deaths could be avoided a year.
- Around 18 per cent of the UK's greenhouse gas emissions are due to food production and consumption
- The UK's food and drink economy employs 3.7 million people.



*Simon Ayres, Head Chef  
– The Milestone*

# Process

- Food Plan Steering Group
- Food Project Officer
- Initial discussion with stakeholders
- Public consultation event
- Food Plan discussed with Local Strategic Partnership Boards, SCC Executive Management Team and SLC4L Programme Board
- National roundtable discussion with making Local Food Work programme discussing Food Plan
- Consultation with businesses
- Public consultation on draft Food Plan
- Food Partnership
- Sustainability



*Christian Szurko – Chef and  
Fishmonger, Sharrowvale*

# Achievements



- Estimated 20, 000 people visited the Food Festival, which was underpinned by Food Plan principles
- Over 500 people consulted on the Food Plan, including 400 children as part of the Food Festival
- Influenced the forthcoming school food contract
- Engaged with several key partners on public sector procurement
- Supporting local producers to start a Sheffield food campaign

*Matt West - Beanies Worker's Co-operative*

# Lessons Learned

*What we'd do differently or be more aware of....*

- Better interlinking within the programme
- Clear long term vision
- The complexities of producing a document involving a lot of organisations
- Changing political context

*Stephanie Brown – Restaurant Owner*



# Lessons Learned

## *What we would do again...*

- Having a strong brand
- The benefits of being broad
- Making the most of existing services
- Potential for change without big costs
- Goodwill and enthusiasm

*Jez Daughtry – The  
Sheffield Honey  
Company, Dungworth*



# HEALTHY CHOICES AWARD

WENDY MORAN

PROJECT CO-ORDINATOR

SHEFFIELD WILDLIFE TRUST

## **Did you know 1 in 6 meals are eaten outside the home?**

Healthy Choices award recognises that for this reason, it is vital customers have access to nutritious and well-balanced food that is prepared in a hygienic environment.

Healthy Choices Award is only awarded to caterers who have 3 or more stars on the SCC 'Scores On The Doors' food hygiene inspection system.

# PROJECT OUTLINE

As a citywide initiative, the Healthy Choices Award is accredited to caterers across the board who demonstrate a commitment to customers through the provision of:-

- ❖ **Food Hygiene**
- ❖ **Healthy Eating**
- ❖ **Local Food Sourcing**
- ❖ **Breastfeeding Friendly**
- ❖ **Fairtrade/ethical products**



So far, over 130 caterers across the city have achieved the award, including all 14 Sheffield International Venue sites, SWFC, SHU, Sheffield City College sites, workplaces, children's play centres and many more...



## **We have changed the food provision of our City's catering outlets for the better...**

- ❖ We have helped re-write the menu's in several children's play centres and leisure facilities to offer customers healthier food choices and in many cases, the option of fruit instead of high sugar/fat confectionery.**
- ❖ We have helped caterers increase the use of locally grown food and products.**
- ❖ We have improved vending machine choices in many leisure and education facilities.**

**We have introduced our loyalty card scheme to encourage consumers to choose the healthy option, by rewarding them with free or discounted physical activities at local facilities – encouraging the ‘Change4Life’ ethos to ‘Eat Well, Move More, Live Longer’**

 <p>healthy choices award</p>  <p>Collect a stamp every time you choose a highlighted healthy choice from the menu and once you have completed your card you can claim your fantastic free or discounted pass for an activity at any one of our healthy choices rewarding outlets. For full details of all award holding and participating outlets please visit our website at <a href="http://www.sheffieldc4l.org.uk">www.sheffieldc4l.org.uk</a> or phone 0114 263 4335</p> <p><b>REWARD YOURSELF WITH A HEALTHY LIFE!</b></p>	<p>i'm making a change 4 life</p> <p>Eat well Move more Live longer <b>SHEFFIELD HEALTHY CHOICES REWARD CARD</b></p>	<p>Name .....</p> <p>Address .....</p> <p>Postcode .....</p> <p>D.O.B. ....</p> <p>Tel. ....</p> <p>Email .....</p> <p><input type="checkbox"/> The Healthy Choices Award is delivered by the Sheffield Wildlife Trust for the Sheffield-Let's Change4Life programme. Please tick if you do not wish to be contacted about any further activity.</p>	<table border="1"> <tr> <td>i'm making a</td> <td>c</td> <td>h</td> <td>a</td> </tr> <tr> <td>n</td> <td>g</td> <td>e</td> <td>4</td> </tr> <tr> <td>l</td> <td>i</td> <td>f</td> <td>e</td> </tr> </table>	i'm making a	c	h	a	n	g	e	4	l	i	f	e
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**Our loyalty reward scheme is being promoted in all Sheffield City College sites and also play centres, restaurants and many sports and leisure facilities**

**Rewards available currently include:-**

**1 months free gym membership**

**1 months free swimming pass**

**free health consultations and weight loss programmes**

**child play centre sessions**

**and many more.....**



Sheffield &  
Rotherham



# Our first award ceremony engaged 150 guests all committed to the Healthy Choices Award



# Sustainability

- The Healthy Choices Award programme has the potential to become an instantly recognisable benchmark for healthy food throughout Sheffield – however, this can only be achieved if the scheme is around long enough to gain full public recognition.
- There is already a potential demand for us to build and develop strong supplier networks between local growers and award holders, as well as linking in to local allotment projects – all under the Healthy Choices brand.
- We can roll out the award to local food retailers and convenience stores to encourage supply and uptake of healthier produce.
- We can set up forums and networking events for award holders and local suppliers and encourage mentoring schemes and local healthy food promotions
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# Outputs

- Our Award Holders currently serve over **161,000 meals per week** in Sheffield!

