

REPORT TO:	CABINET 20 October 2014
AGENDA ITEM:	10
SUBJECT:	Croydon – Food Flagship Borough
LEAD OFFICER:	Paul Greenhalgh, Executive Director, Children, Families and Learning Dr Mike Robinson, Director of Public Health
CABINET MEMBERS:	Councillor Alisa Fleming, Cabinet Member for Children, Families and Learning Councillor Louisa Woodley, Cabinet Member for People and Communities
WARDS:	All wards
CORPORATE PRIORITY/POLICY CONTEXT:	
The programme is linked to the corporate priorities of Ambitious for Croydon around Growth and Independence.	
AMBITIOUS FOR CROYDON & WHY ARE WE DOING THIS:	
The Food Flagship pilot provides an opportunity to improve health outcomes for communities and maximise the opportunities for sustained change via regeneration. There is significant connectivity with Ambitious for Croydon themes, specifically around longer, healthier lives, healthy and resilient families, quality schools and learning, places that communities are proud of and financial resilience and affordable living.	
FINANCIAL IMPACT	
This report is to update on progress to date.	
KEY DECISION REFERENCE NO.: This is not a key decision	

The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below

1. RECOMMENDATIONS

1.1 The Cabinet is asked to note progress on development of the Food Flagship pilot and the health outcomes it will support

1.2 The Cabinet is asked to endorse the proposed approach to the delivery of the Food Flagship pilot in Croydon and to delegate authority to agree the final programme to the cabinet member for children families and learning and the cabinet member for people and communities in consultation with the executive

director for children, families and learning and the director of public health.

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 Pilots, with schools being the catalyst for change in a whole system transformation of the food landscape.
- 2.3 The high level outcomes which have been specified by the London Food Board are:
1. Reduction in levels of childhood obesity
 2. Increase in school attainment
 3. Decrease in the numbers of new cases of type-2 diabetes
- 2.4 The pilot is intended to last five years, to allow time for the whole system transformation needed and for this to make an impact on the chosen outcomes. Initial funding is for two years. Local intermediate outcomes have been identified for impact over the initial funding period.
- 2.5 The Food Flagship pilot links to the following 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

The connection between these outcomes and programme deliverables is set out in appendix 1 Food Flagship Plan on a Page.

- 2.6 The principles underpinning the design of the pilot 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 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.

2.7 Resources for the Food Flagship include a £600,000 GLA grant over 2 years with £100,000 from the Innocent Foundation specifically for a child hunger project. The council will provide a new cash match of £150,000 from the Public Health Grant, as well as other contributions in kind such as Healthy Schools.

3. DETAIL

3.1 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. 23.8% of children aged 4-5 years are overweight or obese in Croydon and, 38.2% by age 10-11. 62.1% of adults are overweight or obese in the borough.

3.2 The School Food Plan, published in 2013, recommended two London Boroughs be established as Food Flagships, with schools being the catalyst for change in transforming the food landscape. The plan and Flagships have cross party support within the GLA, from the Mayor of London and the London Food Board. In addition to the establishment of Food Flagships, the School Food Plan's three main objectives are to improve school food standards, roll out universal infant free school meals and make cooking skills a compulsory part of the curriculum up until the age of 14 years old. These three objectives provide a strong centrepiece around which other initiatives can be built, which together may deliver a whole system change.

3.3 The Food Flagship boroughs were identified following an application and interview process with twenty London Boroughs applying to become Food Flagship boroughs.

3.4 The principles underpinning the design of the pilot are as follows

1. 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
2. Learning to cook real food at school (for parents as well as children) will influence food shopping habits and cooking at home
3. Learning how to grow food, and experiencing the satisfaction of cooking and eating the produce will similarly change longer term shopping habits and diets

3.5 The overall programme outcomes are high level and are to be evaluated over five years rather than the shorter period for which the pilot is currently funded. It is therefore proposed to adopt a series of six local intermediate outcomes, and

to design a portfolio of projects which should make a difference on these over the two year period of funding in conjunction with other relevant activity already happening or planned in Croydon.

3.6 Six intermediate outcomes have been identified in the project plan that are complementary to the Ambitious for Croydon themes in paragraph 2.3. These are:

- More children eat good quality food in schools at breakfast and lunch time
- More families eat good quality food in and out of home
- More children know how to cook real food and aspire to do so
- More families cook real meals
- More children and parents know how to grow their own food and aspire to do so
- More food eaten in Croydon has been grown in Croydon

3.7 The pilot will include the following specific projects which together will delivery the chosen local outcomes:

- School Food Projects – 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
- Child Hunger Project – working with families with young children at risk of food poverty to access healthy meals and improve parents’ cooking skills
- Developing Food Businesses – building on the planned Community Food Hub at Surrey Street, 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
- Community Gardening Projects – building the communities capacity for growing and to optimise the potential of new growing areas in Croydon
- Food Partnership Board

3.8 The Children and Families Act 2014 placed a legal duty on state funded schools in England, including academies and free schools, to offer a free school lunch to all pupils in reception, year 1 and year 2. The duty came into force from September 2014. Schools are required to provide meals that comply with the School Food Standards. These standards are intended to ensure that children get the nutrition they need across the whole school day. They govern all food and drink on offer within the school and apply across the school day, including breakfast, mid-morning break, lunchtime and food served after school. All Croydon schools are delivering meals as required. An audit of take up in schools is currently underway. Early reports from schools indicate that the take up rate is high. More intensive work will take place in “Flagship Schools” from the most deprived wards and the outcomes in these schools will be compared to the borough average.

3.9 The development and establishment of a Food Partnership Board is a key

objective in creating a governance framework for the Food Flagship activity. In addition, the Food Partnership Board will provide a legacy and continuity beyond the immediate effect of the Food Flagship lifespan. It will also ensure greater buy in from other stakeholders and create a coordinated approach for activity across the Borough. The partnership will foster community ownership and by being part of the Sustainable Food Cities network, Croydon will be able to tap into national expertise and best practice.

- 3.10 It is proposed that the Food Partnership Board membership will include Elected Members, Food Flagship Project Sponsor (Director of Public Health), the voluntary sector, retail sector, local restaurateurs and school caterers.
- 3.11 Resources for the Food Flagship include a £600,000 GLA grant over two years with £100,000 from the Innocent Foundation specifically for the child hunger project. The council will provide a new cash match of £150,000 from the Public Health Grant. The council will also provide support in kind through redesign of the Croydon Healthy Schools programme to emphasise healthy eating, and will encourage all schools to take part in the programme by reducing enrolment costs.
- 3.12 A portion of the GLA resource has been top sliced for formal evaluation. £100,000 over two years will be used to evaluate success against the outcome measures. There are opportunities for sharing learning with the other Food Flagship Borough, Lambeth, who have an established Food Board.
- 3.13 The council's regeneration programme will also contribute to the programme through a specific project to develop food businesses which will be Flagship funded, and through inclusion of food growing spaces in its own developments and encouragement of the same in those of third parties through the planning approval process. Planting in parks, improvements to food selling shop units and living bus shelters are other in kind contributions already happening or planned. Food Flagship objectives will also be embedded in Health and Wellbeing plans in new planning applications for any major developments.
- 3.14 Appendix 1 to this report summarises the links between "Ambitious for Croydon" themes, intended outcomes, and the individual component projects.
- 3.15 Appendix 2 shows the detailed Project Briefs

4. CONSULTATION

- 4.1 In constructing the successful bid to become a Food Flagship Borough a number of senior officers across the Council, third sector networks and existing food and healthy weight providers were consulted for their views on the flagship proposals.
- 4.2 The consultation process shaped the successful bid to the GLA and it is proposed that the evolution of the programme continue to be shaped by a Croydon Food partnership Board.

5 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

5.1 Funding has been allocated for a two year pilot with future funding under consideration.

5.2 A Programme Board will be established to ensure delivery, and identify and manage risks.

6. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER

6.1 This report is for information only.

7. HUMAN RESOURCES IMPACT

7.1 This report is for information only.

8. EQUALITIES IMPACT

8.1 An Equalities Impact Assessment will take place as part of the design phase of the project.

9. ENVIRONMENTAL IMPACT

9.1 Food growing is a significant feature of the Food Flagship plans. The proposed growing areas will be considered with wider environmental and spatial planning objectives so that the landscape is improved and usable space maximised.

10. CRIME AND DISORDER REDUCTION IMPACT

10.1 None.

11. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

11.1 This report is for information only.

12. OPTIONS CONSIDERED AND REJECTED

12.1 This report is for information only.

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BACKGROUND PAPERS - LOCAL GOVERNMENT ACT 1972

None.

Appendix 1. Croydon Food Flagship Borough Programme - Diagram to show link between Outcomes, Projects and Outputs

Relevant themes in "Ambitious for Croydon"	Longer healthier lives	Healthy and resilient families	Quality Schools and Learning	A place that communities are proud of	Financial Resilience and Affordable living	
Programme Outcomes (measure change over 5 years and beyond)	Improve attainment at KS2 and KS4 across all schools		Prevalence of childhood obesity as measured by NCMP		Incidence of Type 2 diabetes	
Local Intermediate Outcomes (measure change in first 2 years)	More children eat good quality food in schools at breakfast and lunch time	More families eat good quality food in and out of home	More children know how to cook real food and aspire to do so	More families cook real meals	More children and parents know how to grow their own food and aspire to do so	More food eaten in Croydon has been grown in Croydon
Rationale (link between local and overall programme outcomes)	Children who eat well at school will have improved concentration and hence attainment; will encourage their parents to provide good food at home and hence reduce obesity and diabetes	Good food at home will reduce consumption of sweets and other unhealthy snacks between home and school/pre-school so reducing childhood obesity	Children who know how to cook will encourage their families to do so and will cook real food themselves in the future reducing adult obesity and new cases of diabetes	Families who cook real meals will be more discerning about food shopping and takeaway choices, and are models for extended family and neighbours, hence reducing adult obesity and diabetes	Knowing how to grow food will encourage actual growing; change food shopping behaviour and raise interest in good food, hence reducing obesity and diabetes	Food grown locally will be tastier and more nutritious, raising expectations of the quality of bought food, and reducing the amount of junk food consumed
Flagship Projects to deliver Local Outcome (see separate project brief for each) NB Food Partnership Board covers all	Croydon School Food Plan Healthy Schools	Croydon School Food Plan (Parent Involvement) Child Hunger Project (Innocent Foundation)	Croydon School Food Plan (Cookery Skills in Curriculum)	Community Food Learning Centre Community Grants	Croydon School Food Plan (Growing) Community Grants Food Growing	Community Gardening Capacity Building Regeneration (Developing Food Businesses)
Flagship Project outputs	Increased uptake of free school meals Increased overall uptake at breakfast / lunch clubs Improved quality of meals	Attendance at cookery demonstrations 2- and 3-year olds receiving healthy meal	Cookery lessons with positive evaluation from parents/children Awareness of food ingredients	Attendance at cookery courses Community bring cook and eat events	School growing areas Fruit and vegetables grown in schools and community Community education/taster events	Trained community gardening tutors, advisors and volunteers Pop-up food shops
Other Croydon activities supporting the Local Outcome (funded separately)	Croydon Healthy Schools Awards	Eat Well network of takeaways (Croydon Heart Town) Planning controls	Healthy Schools		Heart Town: Shared outcomes around prevention of diabetes and cardiovascular disease)	Community Food Hub (Surrey Street)
Local Indicator(s) and data source e.g % of pupils eligible for free school meals take up offer. Source: School data	Numbers eating free school and all meals at schools – school data	Self reported food diary – parents and children's survey via app % Food outlets offering healthy option – council data	Food and cooking knowledge/attitudes – school quiz Supplementary height and weight measurements in sign flagship schools	Meals questionnaire – parents survey via app	Knowledge/attitudes – parents and children's survey Knowledge/attitudes – school quiz	Numbers of food businesses – council data Self-reported community growing activity – social media