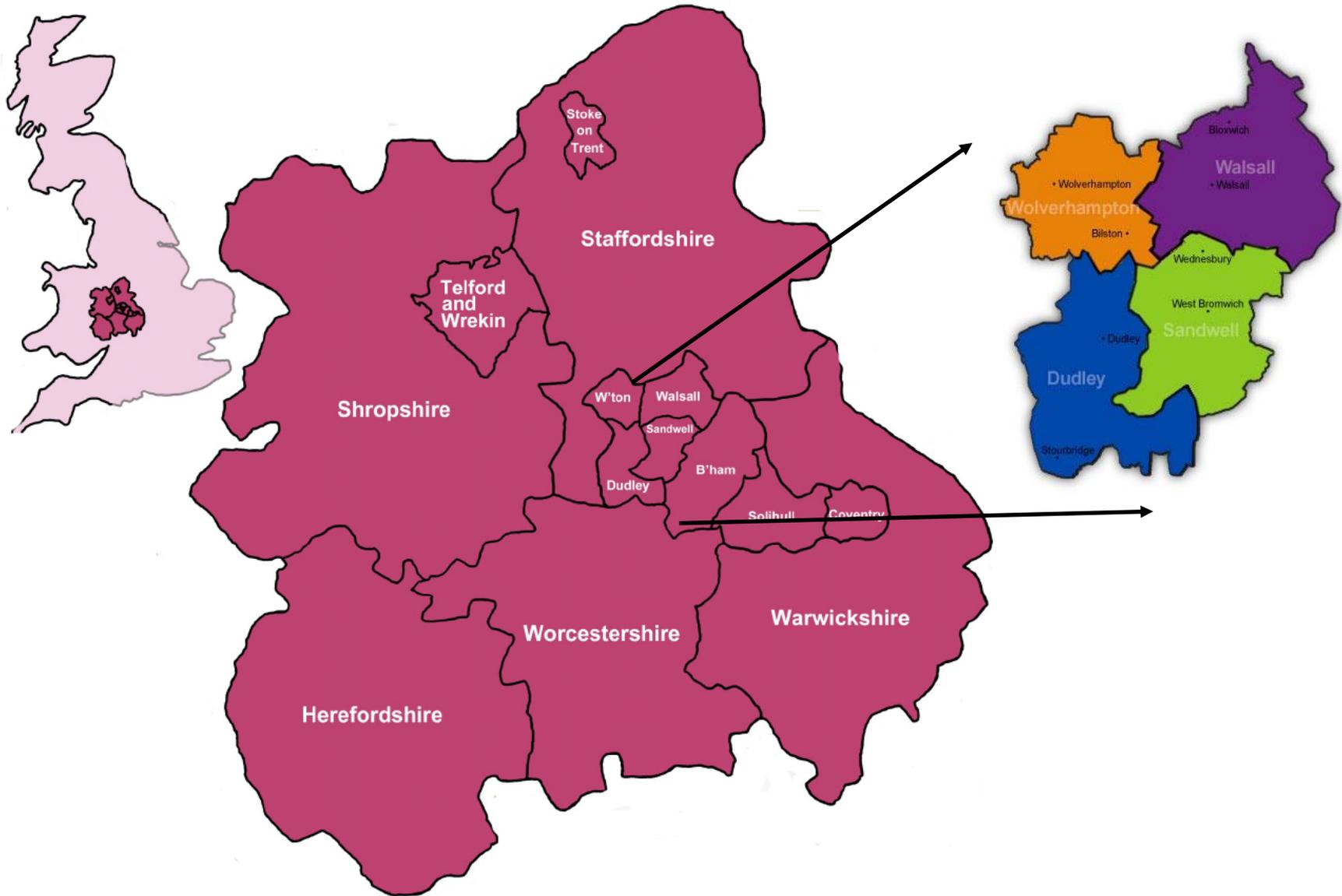


Putting food on the agenda in Sandwell

West Midlands Region

Black Country





We know Sandwell has

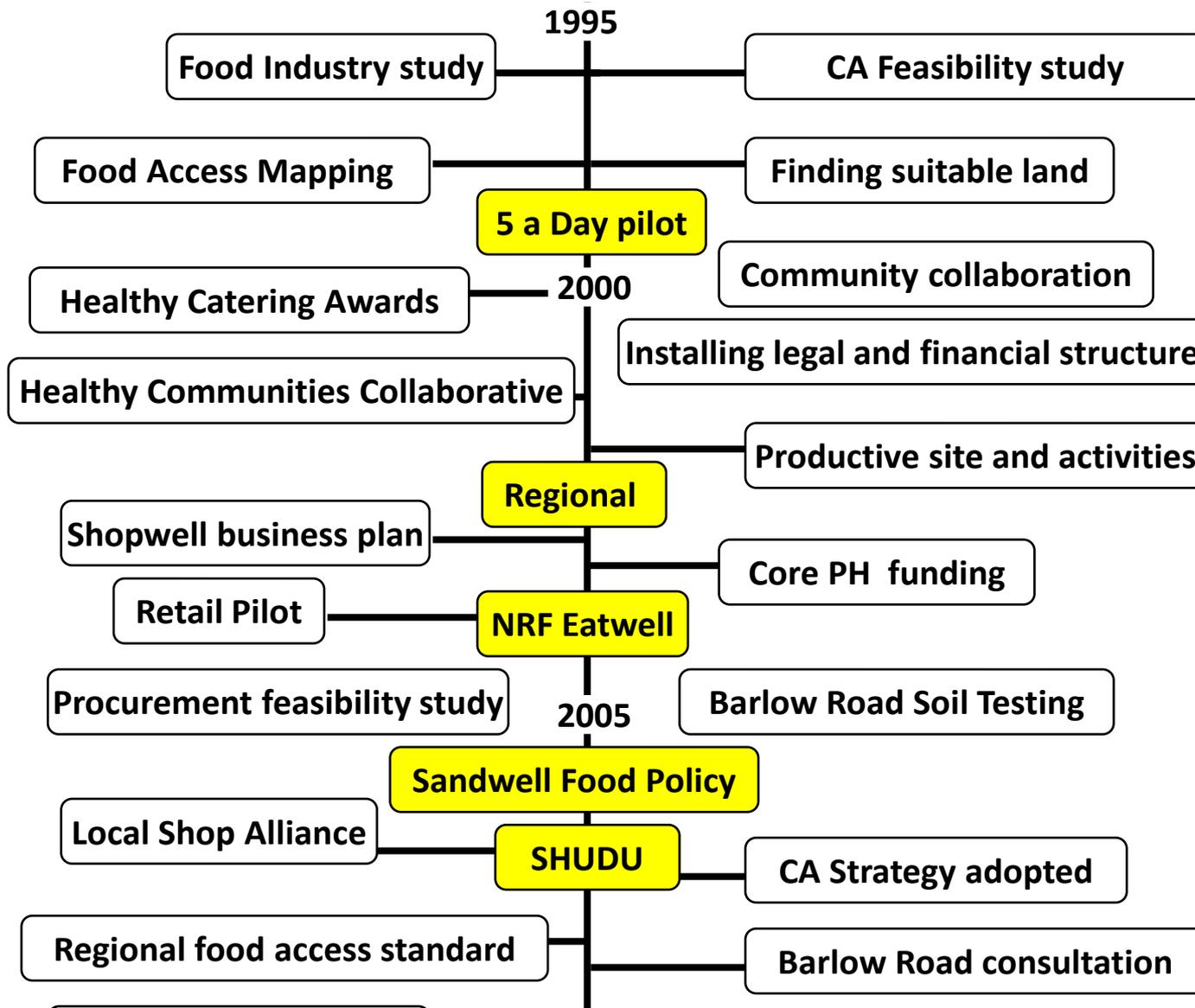
- Low environmental quality and derelict land
- Low educational attainment and skills
- Low levels of fruit and vegetable consumption
- Low availability of healthier food options
- High availability of high, fat, salt, sugar foods
- High levels of fat, salt, sugar consumption
- High adult and childhood obesity levels
- High heart disease, stroke and cancer death rates

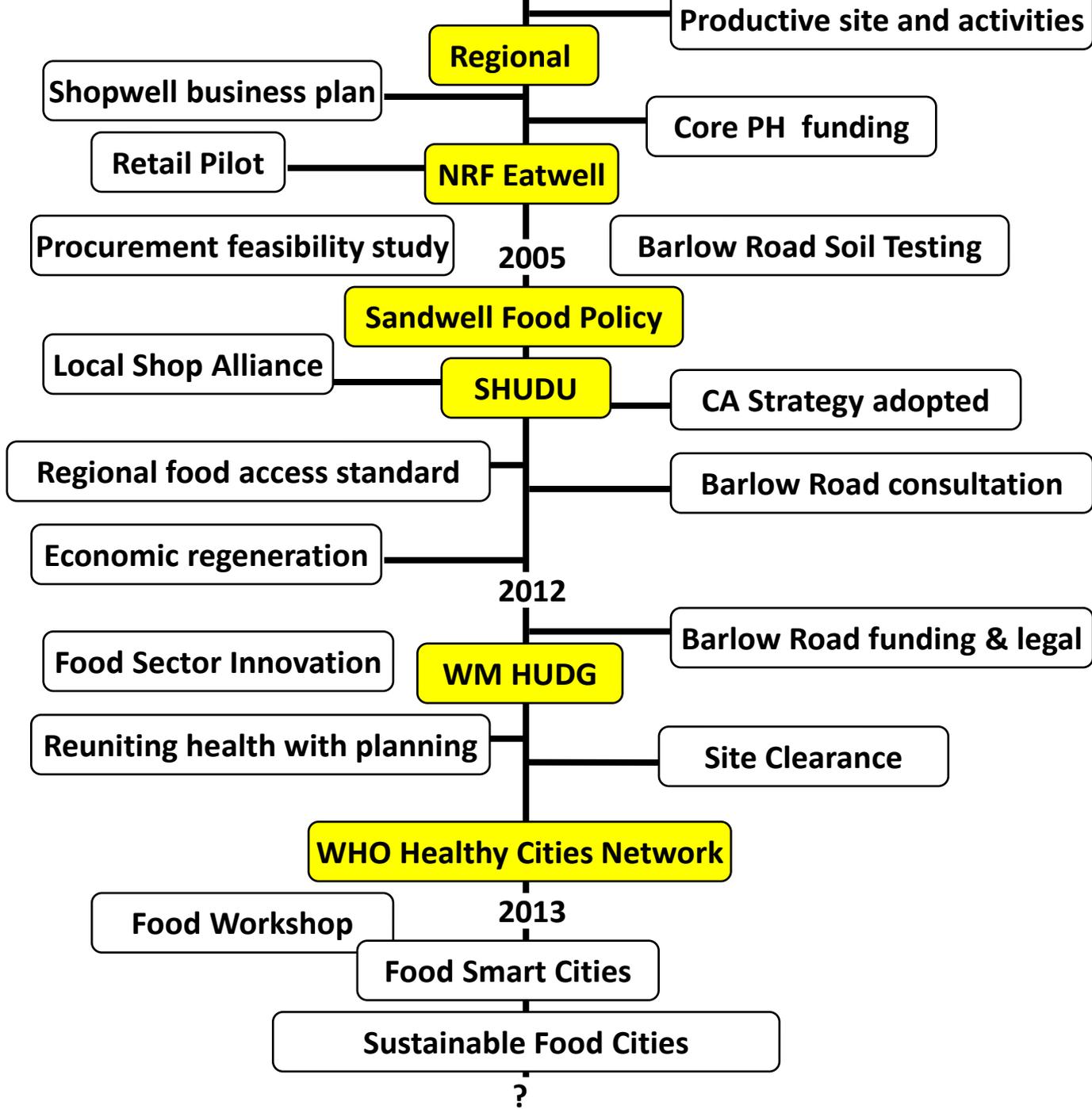
- Significantly worse than England average
- Not significantly different from England average
- Significantly better than England average



Domain	Indicator	Local No. Per Year	Local Value	Eng Avg	Eng Worst	England Range	Eng Best
Our communities	1 Deprivation	163190	59.3	20.3	63.7		0.0
	2 Proportion of children in poverty	20140	30.6	21.1	45.9		6.2
	3 Statutory homelessness	514	4.4	2.3	9.7		0.0
	4 GCSE achieved (5A*-C inc. Eng & Maths)	1972	53.9	59.0	31.9		81.0
	5 Violent crime	3459	11.8	13.6	32.7		4.2
	6 Long term unemployment	4532	23.2	9.5	31.3		1.2
Children's and young people's health	7 Smoking in pregnancy ‡	726	14.8	13.3	30.0		2.9
	8 Starting breast feeding ‡	2959	60.9	74.8	41.8		96.0
	9 Obese Children (Year 6) ‡	865	25.2	19.2	28.5		10.3
	10 Alcohol-specific hospital stays (under 18)	54	79.5	61.8	154.9		12.5
	11 Teenage pregnancy (under 18) ‡	299	50.0	34.0	56.5		11.7
Adults' health and lifestyle	12 Adults smoking	n/a	22.9	20.0	29.4		8.2
	13 Increasing and higher risk drinking	n/a	18.5	22.3	25.1		15.7
	14 Healthy eating adults	n/a	20.6	26.7	19.3		47.8
	15 Physically active adults	n/a	43.8	56.0	43.6		68.5
	16 Obese adults ‡	n/a	28.7	24.2	30.7		13.9
	Disease and poor health	17 Incidence of malignant melanoma	22	7.7	14.5	26.8	
18 Hospital stays for self-harm		748	246.6	207.9	542.4		51.2
19 Hospital stays for alcohol related harm ‡		9147	2835	1895	3276		910
20 Drug misuse		2047	10.4	6.6	26.3		0.8
21 People diagnosed with diabetes		19260	7.4	5.8	8.4		3.4
22 New cases of tuberculosis		104	35.6	15.4	137.0		0.0
23 Acute sexually transmitted infections		2226	720	804	3210		162
24 Hip fracture in 65s and over		331	527	457	621		327
Life expectancy and causes of death	25 Excess winter deaths ‡	179	19.8	19.1	35.3		-0.4
	26 Life expectancy – male	n/a	76.3	76.9	73.8		83.0
	27 Life expectancy – female	n/a	81.4	82.9	79.3		86.4
	28 Infant deaths	31	6.5	4.3	8.0		1.1
	29 Smoking related deaths	485	237	201	356		122
	30 Early deaths: heart disease and stroke	256	83.3	60.9	113.3		29.2
	31 Early deaths: cancer	362	125.3	108.1	153.2		77.7
	32 Road injuries and deaths	111	36.4	41.9	125.1		13.1

The journey of Sandwell's food work





Sandwell Food Policy

Sandwell Food Policy aims to protect and enhance the health of the population and contribute to tackling health inequalities. Evidence and practice in Sandwell shows the need for an integrated approach, underpinned by community involvement. The policy will be delivered through strong, effective partnerships between food, health, regeneration of the economy and the environment. It will also demonstrate the goals of sustainable development.

Improving the food system in Sandwell is a powerful way to:

1. Tackle health inequalities
2. Increase educational achievement
3. Create healthy local environments and economies
4. Promote health and reduce death and illness from diet related disease
5. Promote social cohesion through community involvement

This policy sets out a framework for public, private and voluntary sector partnership working and community involvement. There are nine policy goals, each of which is illustrated by evidence and good practice in Sandwell. The nine goals are each supported by yearly action plans. These action plans ensure that the policy will remain dynamic. It will be responsive to new knowledge and changing needs generated by work with Food Interest Groups in the community. Action plans will be implemented, evaluated and reviewed annually.

The central principles of the Sandwell Food Policy are to create:

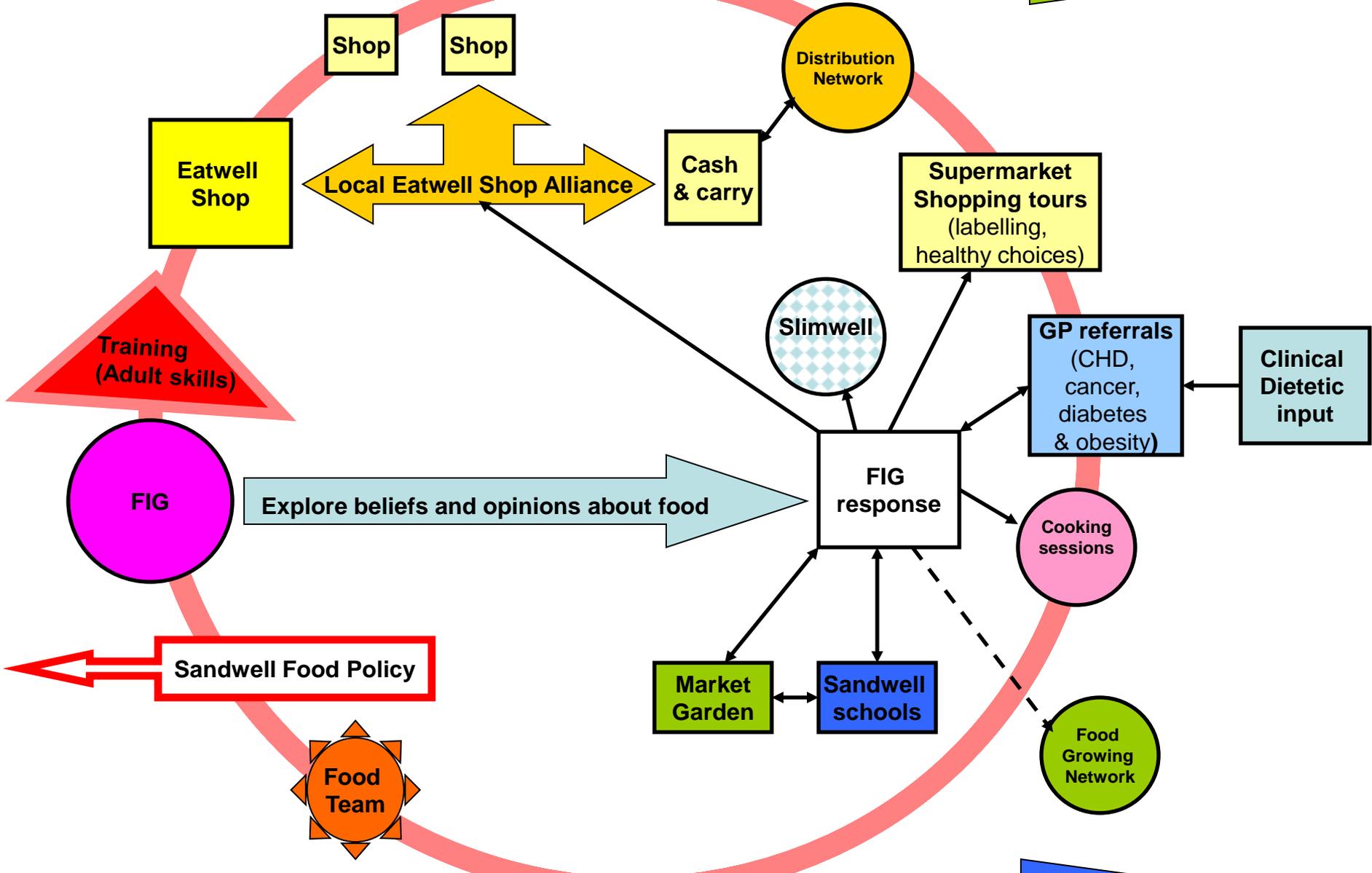
- a healthier food economy,
- a healthier food environment,
- a healthier food culture, and
- a safe and accurately labelled food supply.

These principles are consistent with those embedded in the themes of the Sandwell Plan i.e. Safer Sandwell, Children and Young People, Health and Well-Being, Skills and Economic Regeneration, Environment and Housing. Improving the supply of, and increasing the demand for healthier food provides a robust focus for action across all five partnerships.

Sandwell Food Policy Goals

1. To influence the development of local, regional and national public policy relating to food.
2. Integrate learning and good practice from Food Interest Groups and food projects into yearly Food Policy action plans. This will build local capacity through involvement of statutory, voluntary and community organisations. It will ensure new strategies and actions reflect local priorities as well as national policy.
3. Use and encourage effective Community Development approaches to ensure that food and nutrition work is appropriate to local people. This work must take account of diversity in food culture. This will include ethnic, socio-economic, generational and cultural differences.
4. Ensure that all food provided by statutory/ publicly funded institutions reflects the principles of public health nutrition policy. This will include children in nurseries, Sure Start, Schools, learning environments and care homes.
5. Create a fair and equitable food economy, by consistent enforcement of applicable legislation and encouraging the adoption of best practice by all food businesses.
6. Integrate and expand Sandwell's food access, retail work and 'Five for Life' catering awards. This contributes to regeneration by building sustainable, healthy communities and neighbourhoods.
7. Support public, private and voluntary organisations to adopt and implement sustainable and healthy food procurement policies and practices to build a healthy food economy.
8. Integrate into mainstream services the social, health, educational and therapeutic benefits of food growing in Sandwell. Share existing good practice from Salop Drive Market Garden and extend opportunities through other community agriculture projects, allotments, school and household gardens.
9. Promote Sandwell as an example of best practice in food policy through effective sharing of information and learning to regional, national and international audiences.

Incremental approach to local procurement of food



Incremental approach to healthier school meals



Community Agriculture in Sandwell



Growing Healthy Communities

A Community Agriculture strategy
for Sandwell 2008 – 2012



Transforming derelict land



Building community assets

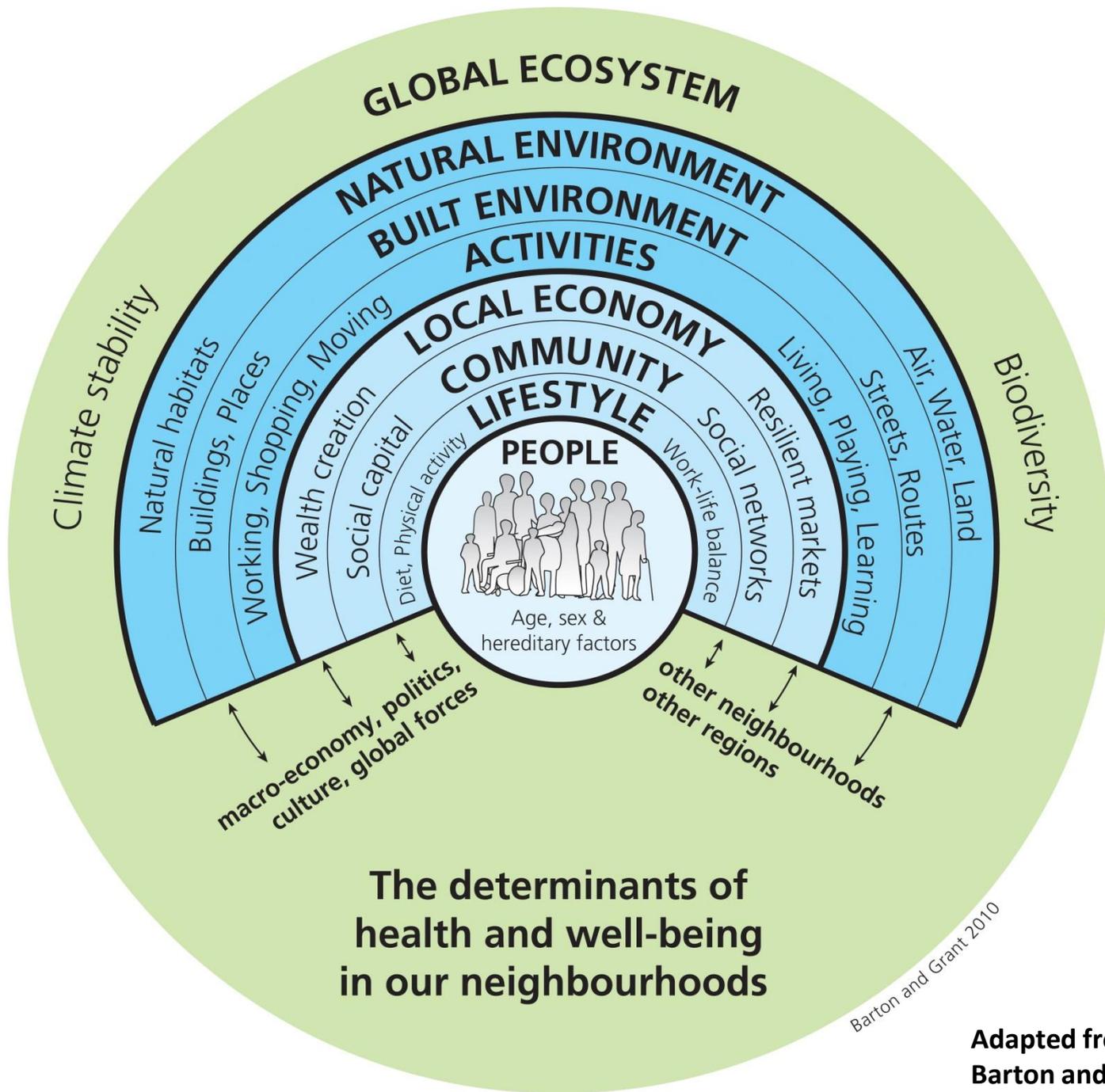


Healthy food production





Community resilience through food production

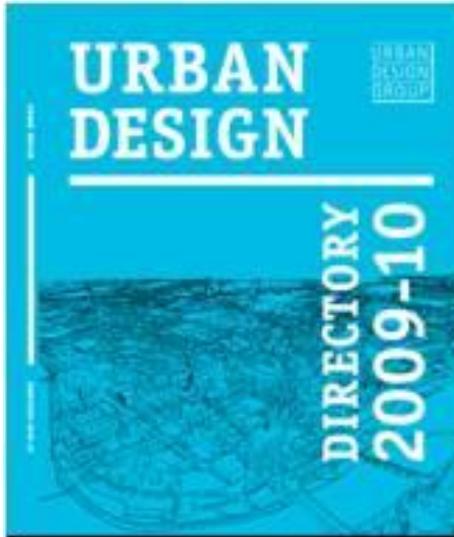


Barton and Grant 2010

Adapted from
Barton and Grant 2010

Food Access Mapping- 2000

JOE HOLYOAK



Much as, generally, I admire and extol the personalisation of space and the untidy, anarchic visual order that usually results, I have never really felt enthusiastic about allotments, nor indeed about the growing of vegetables at all. I enjoy their scenographic aspect, as we pass by on the railway embankment, like Philip Larkin in *The Whitsun Weddings*, and the allotments below reveal their patchwork of human and horticultural diversity. I enjoy David Couch and Colin Ward's book on allotments, and his celebration of cooperative individualism. I am pleased that Birmingham, where I live, has the distinction of both the greatest provision of allotments in the country, and the country's oldest surviving allotments (Grove Gardens in Edgbaston, albeit with its tenants seemingly having to continually fight off threats to its survival).

But perhaps I need to get more engaged, because allotments may be one of the models of our urban fabric. The ways in which we produce and consume food constitute one of the most dysfunctional features of our modern life, and have been thoroughly examined in recent years. Where to begin tending the intricate problems? Many people have become alienated from the origins of their food, have no knowledge of how to cook food, and do not know the difference as a constituent part of family life. Bad nutrition contributes to ill health and growing levels of obesity among both adults and children. The market dominance of Tesco and other supermarkets forces small shops out of business and damages local economies. Their centralised distribution patterns put thousands of lorries on to our crowded roads, which also cost in their customers driving to and from their car parks. The huge food miles figures which usually reduce the freshness of food. The supermarkets' use of imports to obtain year-round availability of food helps to disconnect us from awareness of seasonal change, and their emphasis on uniformity and standardisation reduces local variety and local distinctiveness. In short, there is hardly a quality of our lives which remains unaffected by our damaged relationship with food.

An innovative study of the availability of fresh and affordable fruit and vegetables in Sandwell, one of the most deprived boroughs in the country, was carried out by the local PCT and Mawlick University in 2000. Using GIS mapping, residential streets which were within 'reasonable walking distance' (500 metres) of a shop selling at least eight different kinds of fresh and reasonably priced fruit and vegetables were identified. The results were very worrying in what they indicated of the connections between poor health, deprivation, and unhealthy eating patterns. There are large residential areas where no shops selling fresh fruit or vegetables exist. Inexpensive, good quality food is available only in small,



Measuring Access to Healthy Food in Sandwell. The map shows roads defined by the nearby areas which are within 500m of a shop selling at least eight kinds of reasonably priced fruit and vegetables (University of Warwick and Sandwell Health Action Unit)



Allotments growing in English urban area

opposition almost unheard of in England, and more evocative of a European bestial town.

As a consequence, there is now (or at least there was recently until the collapse in economic confidence, which presumably will return to where it was, at some time) considerable development pressure on open spaces, both formal and informal, in towns. In Birmingham there is a waiting list for allotments, but a few years ago it took considerable local opposition to reduce, but not eliminate, the encroachment on to the Victoria Jubilee Allotments in Handsworth by the housebuilders Westbury Homes (later Charles Church) to build houses for sale. So, if we are to make our towns more sustainable by building more densely, how are we also to make them more sustainable by having open spaces for growing food? This is the conundrum.

In the past, the pre-industrial towns accommodated food growing by having a patchwork of buildings and small gardens. The intensity of land use was often encouraged, or enforced, by the defensive walled form of the town, wherein the town had to be capable of autonomy by a crisis. Similarly the time of maximum food production in Britain was the Second World War when the country was cut off from foreign sources of food, and many urban recreational spaces were turned over to intensive horticulture. Presently, one of the most impressive models for urban agriculture is Havana in Cuba. Because of the American ban on trade, and then the disappearance of its Soviet Union supplies, Havana is now obliged to augment its rural production by growing in the city. The urban fabric is interspersed with many small productive gardens, called by the Cubans *organopuntos*, creating an environment that is not only considerably sustainable, but also a sensory and physical delight.

The example of Havana makes the point that spaces for productive growing and spaces for recreation are not necessarily mutually exclusive. Recreational space does not only have to be ecologically degree-zero football pitches. Among the leading promoters of this idea are the architects Jaimin Bohn and Andre Viljoen. Viljoen has edited a book which contains a number of demonstration urban agriculture projects for London, the largest being a continuous green corridor, called *UrbanEscape*, accommodating both growing and recreational spaces, connecting Tate Modern, on the banks of the Thames, to East Croydon. Although an isolated project, Bohn and Viljoen's proposal is reminiscent of earlier, more visionary projects that introduced the greening of the city, such as the 1938 MARS plan for London, with its wedges of open space penetrating deep into the urban fabric. This in turn has its roots in Ebenezer Howard's proposal for the third of the



Continuous Productive Urban Landscapes called *UrbanEscape*, by Bohn and Viljoen Architects, connecting Tate Modern with East Croydon

SHUDU - Sandwell

Healthy Urban Development Unit

- Aims to coordinate and integrate spatial planning and efforts to reduce health inequalities with cross sector work. Underpinned by Marmot Objectives:
- Marmot Objective E - Create and develop healthy sustainable places and communities
E1 (iii) improving the food environment in local areas across the social gradient
- Marmot Objective D – Ensure a Healthy Standard of Living for All
- Marmot Objective C - Create fair employment and good work for all

Health Impact Assessment

2.2 Access to Healthy Food

Does the proposal facilitate local access to healthy food supply?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> N/a	Local access is considered in the proposal 'Local shopping and services are available to the south of the site along Cape Hill and Dudley Road which is less than 0.5km from the site' p25, 4.1 but local access to a healthy food supply is not mentioned.	<input type="checkbox"/> n/a <input checked="" type="checkbox"/> no diff <input type="checkbox"/> -ve <input type="checkbox"/> +ve	Ensure full coverage of Healthy Start retailer registration align with JCS and LTP3 Long Term Theme 6. Ensure access to/create baby friendly spaces to increase breastfeeding levels. Form partnership with primary schools, retailers and caterers to improve food in schools.
Does the proposal avoid being monopolised locally by a single provider?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> N/a	A small supermarket/restaurants or cafes are suggested for the mixed use corner development at junction of Grove Lane and Dudley Road (p46). small scale retail uses (p11) Cranford St could contain restaurants/public House, banqueting/conference facilities. Option to retain shops on the southern boundary along the Dudley Road all indicate an aspiration for diversity in retail/catering. But no mention of catering/retail in the hospital.	<input type="checkbox"/> n/a <input type="checkbox"/> no diff <input checked="" type="checkbox"/> -ve <input type="checkbox"/> +ve	Food system planning is required to retain and attract a diverse range of providers of retail and catering throughout the site. Work with Food Policy and Economic Skills and Regeneration to investigate all possible options.
Does the proposal avoid contributing towards over concentration of fast food outlets in the local area?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> N/a	The SPD will be a material consideration in the determination of planning applications on sites within the Grove Lane Area p10, 1.2	<input type="checkbox"/> n/a <input checked="" type="checkbox"/> no diff <input type="checkbox"/> -ve	There are a number of primary schools but no secondary schools on the site. SMBC's new SPD on Fast Food Takeaways should be considered if appropriate. Continue to monitor planning applications within the area.
Does the proposal provide social enterprise support for local producers or retailers of nutritional and affordable food?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> N/a	The proposal refers to community assessts (p42) and 'to produce areas which meet the needs of the communities', 'good access to employment' and 'to make Sandwell a place where people wish to invest' p15 2.1. Cranford, Heath St could accommodate uses complementary to the hospital (p32). 'A major focus and generator of activity' and 'to ensure the hospital integrates' (p33)	<input type="checkbox"/> n/a <input checked="" type="checkbox"/> no diff <input type="checkbox"/> -ve <input type="checkbox"/> +ve	It is essential that specific opportunities for community organisations/enterprises e.g. friends and neighbours are mapped at an early stage. It is also critical that investment and support is made available so that they can develop skills and business plans aligned with RCRH and the site. This should be part of wider work in access to employment but specifically focussed on the food sector.
Does the proposal safeguard loss of allotments, good agricultural land, city farms of farmers markets from development?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> N/a	The whole site is contaminated due to historical industrial uses and will need remediation prior to development. (p26) Hot spots have been identified.	<input type="checkbox"/> n/a <input checked="" type="checkbox"/> no diff <input type="checkbox"/> -ve <input type="checkbox"/> +ve	Areas should be prioritised for remediation as part of the long term plan e.g. in partnership with schools/nurseries and where community members have already requested space for food growing. Link to SMBC Green Infrastructure plans and Community Agriculture Strategy.
Does the proposal incorporate or facilitate access to healthy living centres?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> N/a	Public space, green space, community spaces, community assets are referred to in the proposal. These could collectively be considered as 'centres' for healthy living as part of a comprehensive plan to produce a healthy urban environment within the site.	<input type="checkbox"/> n/a <input checked="" type="checkbox"/> no diff <input type="checkbox"/> -ve <input type="checkbox"/> +ve	A strategic and comprehensive settlement health map should be created, actively improved and used along the timeline for Grove Lane/RCRH development. This work should be communicated to the public (residents and workforce) to demonstrate the wider public health impact.

Food sector work- an example of an integrated approach

- Sandwell's health problems, coupled with high levels of unemployment and low levels of business support for small food businesses...revealed a clear pathway for integrated work between Public Health and Economic Regeneration, Planning, Business Support, Anti Poverty etc.

Sandwell's food sector

- is a major employer - nearly 13% of all local jobs were linked to the production, supply or consumption of food
- is popular with both businesses and residents
- responds best to a 'Carrot and stick' approach
- is a route for Economic Development and Anti-Poverty objectives in sandwell
- is a tangible focus for aligning wider work

‘From an economic development perspective - development of the local food supply chain is necessary to offer local people **employment** and to increase the overall output of the borough, at the same time **improving the health of local people through healthier food production**’.

Andy Bywater, SMBC Economic Regeneration

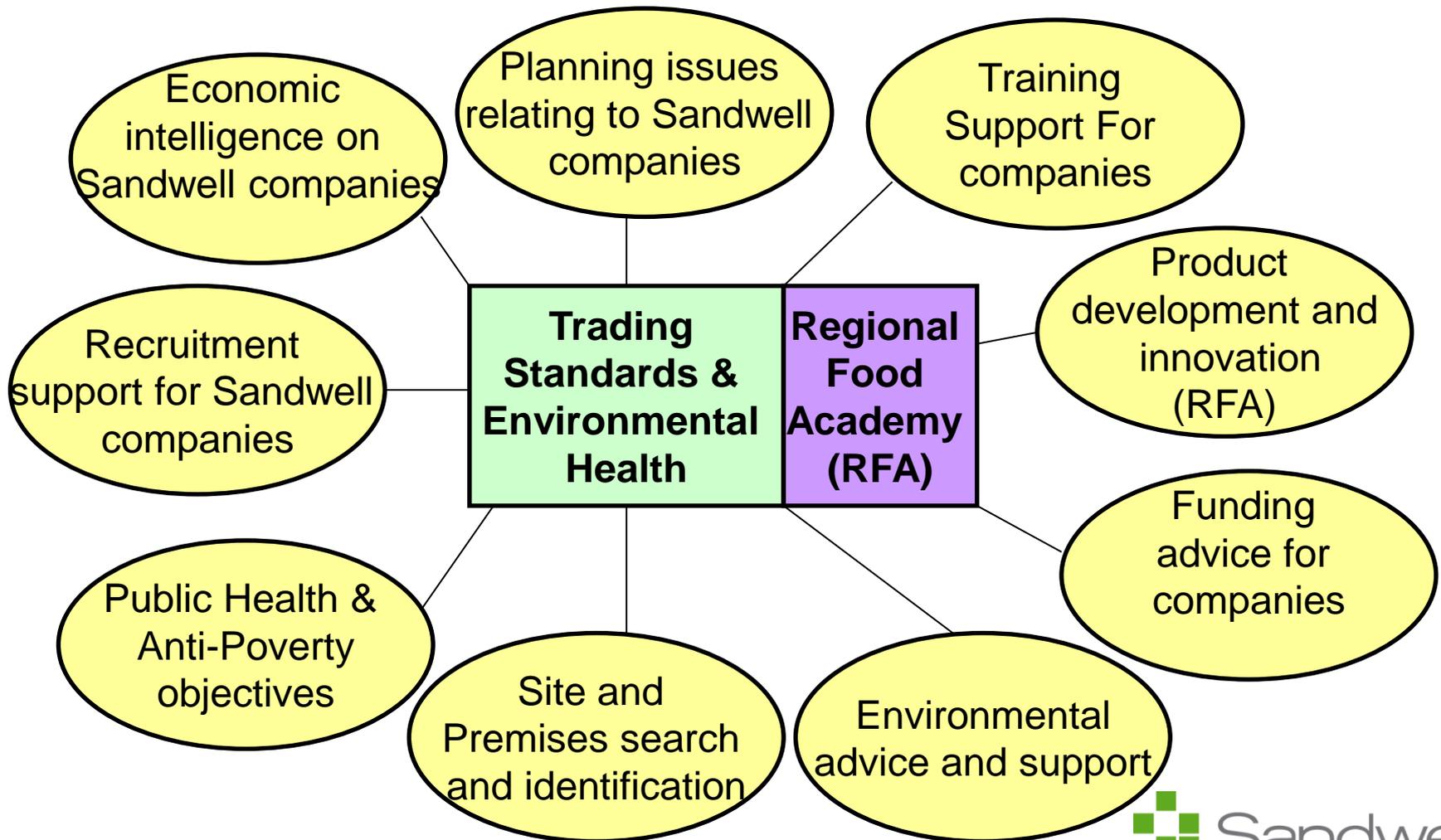
Food- a Priority Sector for Sandwell

- Considerable potential for growth in employment and GVA e.g. via product innovation.
- Opportunities to develop healthier food products – lower fat content, better labelling.
- Better food for deprived communities.
- Public/private sector fresh food supply chains.
- Job opportunities for employees at all levels.
- Counter cyclical – people always need to eat.

1. Establish business requirements for, and barriers to growth and innovation
2. Identify opportunities to develop healthy food and drink options
3. Identify opportunities to develop supply chain
4. Food Processing development
5. Food Product development and reformulation
6. Training to fill current and future skills gaps
7. Accreditation to achieve necessary standards to enable growth into new markets.

Food Sector Innovation

How the join up of services is being achieved



Business A

6 new products to take to
co-manufacture or own production
2 - 3 new jobs in sales, finance and marketing
1 level 3 qualification

Business B

8- 10 new jobs In a manufacturing unit in Sandwell
(this will require further facilitation from the council)
£300,000 of skills funding for the organisation and
potentially other like organisations in the area
Legally compliant nutritional labeling

Business C

8- 10 new jobs In a process bakery unit in Sandwell
(this will require further facilitation from the council)
Extension of shelf life by 2 - 3 days leading to less returns,
less waste as well as other yield and
efficiency benefits from process optimization
1 up skilled employee

outputs

Business D

1 new business created
5 new jobs created
2 new products created
Extension of shelf life to 12 months
1 up skilled employee

Business E

2 new apprentice jobs
16 level 2 qualifications
1 level 3 qualification
Potential access to new markets
Consumer access to healthier options
by published nutritional information

Lessons

- We learnt that a **specialist (food supply chain) approach is essential as well as regional experience** to enhance the practical approach underway in Sandwell.
- **Through focusing on innovation (which was not happening) the work could go deeper** and actually provide support to local officers e.g. business engagement.
- **The public health function, in forming and supporting collaborations like this, is key** to identifying health improvement opportunities generally and specifically.

Sandwell's learning points

- Sustainable food systems need a supportive policy environment – local or regional and national
- With long term thinking it can embed benefits and principles into design of healthy urban environments
- Creates a democratic voice for food and health through Community Development

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