



The Draft London Food Strategy, *Healthy and sustainable food for London* ADPH London response, July 2018

About this response

This response is from the Association of Directors of Public Health for London, which represents Directors of Public Health (DsPH) in London's 33 local authorities and supports them to improve and protect the health of their local populations. ADPH London brings together DsPH and their teams to work together to address issues which can either only be successfully tackled on a pan-London basis and/or which enhance the ability of boroughs to meet their responsibilities locally, for example through delivering efficiencies, sharing of best practice, reducing duplication, and improving coordination of related work.

Further information on ADPH London, including current priorities, is available online here: <http://adph.org.uk/networks/london/>

This response represents the professional collective response of Directors of Public Health in London local government. At a local level, individual boroughs will submit their own responses to the consultation.

ADPH London welcomes the opportunity to comment on the Food Strategy. Our response does not attempt to provide a comprehensive public health response, but rather pulls together our thoughts on how the strategy can most effectively:

- Improve public health outcomes in London
- Assist councils in developing high value approaches to support their residents' health and wellbeing
- Reduce demand on health and social care services

Contact for further information:

Phil Veasey, interim Public Health Strategist and Improvement Lead
phil.veasey@adphlondon.org.uk
Tel: 07884 381024



Executive summary

This submission will be submitted on 5th July 2018.

ADPH London welcomes the draft London Food Strategy and in particular:

- The six priority areas
- The proposed ban of advertising of food and drink that is not healthy across the Transport for London estate

ADPH London notes the ambition of the strategy and urges the Mayor in some cases to be even more ambitious in taking action. These areas of the strategy are clearly referred to in the narrative below.

Response

Policy areas in the plan.

Chapter 1: GOOD FOOD AT HOME – AND REDUCING FOOD INSECURITY

Food poverty action plans

ADPH London welcomes the Mayor's support in funding the development of London borough's food poverty action plans, but we want the strategy to emphasise implementation intent – we want the supporting narrative to have a stronger emphasis on action, for example to: **address food insecurity by funding the development of food poverty action plans by London boroughs and reviewing progress, celebrating successes, and sharing learning.**

We also recommend that this part of the Strategy is strengthened to: **To be effective, these plans need to: be locally co-produced and owned by partners and ideally residents; develop a focus on sustainable solutions; refuse to accept the current crisis provision such as food banks as a fact of London life; and link to future developments and innovations regarding the supply of food in London.**

The Tower Hamlets Food Poverty Action Plan, published in November 2017 is an example of best practice. It was co-produced by a range of VCSE partners via an Open Space meeting and a series of follow up themed workshops. It contains, for example, 11 actions to support the ambition that 'Tower Hamlets becomes the place where residents facing or at



risk of food poverty can gain skills for buying and cooking healthy food within walking distance of their home'¹.

Reducing holiday hunger

Whilst we support the Mayor's commitment to improving provision of holiday food for children from low-income families through Kitchen Social, we ask the Mayor to be more ambitious. We want the strategy to commit to **explore sustainable, long-term solutions to holiday hunger in London**, and we hope that this may be an appropriate use of the emerging Healthy London Fund supported by the Mayor of London.

The Mayor's range of recent strategies and consultations (Health Inequalities Strategy, and the Economic Development Strategy) and now the draft London Food Strategy has the potential to combine to help **create a systematic change where London's community assets such as schools, and the considerable range of interventions around the Healthy School's agenda can combine to 'end the negative impact of school holidays on the most vulnerable families with young children'**².

There are 170 days per year when school is out, and it's the break in the routine that can be the hammer blow to our most vulnerable families. Solutions must, therefore, lie in keeping the disruption to the routine of the quality provision of the school day to a minimum, solving the problem for the long term.

In terms of best practice, at Charlton Manor School in Greenwich³, Head Teacher Tim Baker funds an annual 'Summer School' from a combination of Pupil Premium funding and profit from school hall hire fees. The advantages of running school based holiday hunger programmes such as at Charlton Manor School include:

- Providing healthy food for children and young people:
- Offering curriculum enrichment activities – both academic and physical activity
- Monitoring safeguarding issues
- Maintaining routines for ease of transition to the next school term
- Checking in with parents around money management issues and benefits checks
- Working with resourceful partners to develop innovative and sustainable approaches to building the asset base of the community⁴

We also ask that the Mayor considers making **changes to Healthy Schools London in the most vulnerable communities in London – shifting attention from a 100% focus on term time, to delivery spread throughout the calendar year, enabling positive holiday**

¹ Tower Hamlets Food Poverty Action Plan, approved by the Health and Wellbeing Board 7 November 2017, <https://democracy.towerhamlets.gov.uk/documents/s115754/APPENDIX%201%20-%202%20Draft%20Food%20Action%20Plan%20v7%2026.10.2017.pdf>

² Tower Hamlets Food Poverty Action Plan

³ <https://charltonmanorprimary.co.uk/>

⁴ A full briefing on the wider benefits of holiday hunger programmes can be found at <https://elementalsoftware.co/wp-content/uploads/2017/08/Holiday-hunger-blog-Elemental-20180323.docx-1.pdf>



plans to be created for vulnerable families. ('Healthy School' interventions at national and local level to be widened from the present 100% focus on term time, to calendar year delivery enabling positive holiday plans to be created for vulnerable families'⁵)

Local Government Declaration and Sugar Smart

ADPH London is committed to encouraging boroughs to sign up to the Local Government Declaration on Sugar Reduction and Healthier Food and lead a Sugar Smart campaign – building on current engagement levels.

Health and Wellbeing Strategies and the rights of all citizens to able to eat well

ADPH London pledges to encourage the inclusion of 'building the rights of all citizens to be able to eat well' and 'our collective right to a fair and sustainable food system' into Health and Wellbeing strategies when being refreshed.

Social cohesion through food

ADPH London strongly supports highlighting the benefits of good food for older people and the opportunity it brings to build social cohesion. However, it's important to recognise the lack of resources available at borough level and **we request that the Mayor lobbies central government for more resource.**

We also ask the Mayor to **recognise and celebrate the role of the VCSE sector in building social cohesion and reducing loneliness through the medium of food.**

In terms of best practice, Neighbours in Poplar⁶ provides a cooked meal and social activities for isolated elderly members of the community every Tuesday throughout the year at the St Johns Community Hall as part of its Linkage Plus programme on the Isle of Dogs⁷.

ADPH London will welcome a reference to Meals on wheels in the strategy - investing in a meals service has shown that every £1 invested leads to a social return on investment of between £3.00 and £5.30. This service provides a vital lifeline for vulnerable groups who may otherwise end up in food poverty⁸.

The Lambeth Meals on Wheels service takes a multi-disciplinary and person centred approach where older people not only can benefit from having access to good nutrition but are offered the opportunity to access information and advice that could help maintain general

⁵ The impact of social and economic inequalities on children's health, a report by the All Party Parliamentary Group on a Fit and Healthy Childhood, https://royalpa.files.wordpress.com/2018/03/fhc_appg_inequalitiesreportmarch2018.pdf

⁶ <https://www.neighboursinpoplar.com/>

⁷ A short film about inequalities on the Isle of Dogs, London. September 2013, <https://vimeo.com/74707922>

⁸ sustainweb.org/publications/meals_on_wheels_case_studies/



wellbeing and independence. It also acts as an alert system at periods when older people may require additional specific support⁹.

ADPH London welcomes the promotion of community food initiatives. The development of food co-operatives for example is to be encouraged as in addition to social cohesion benefits, there may also be positive volunteering and employment outcomes. We ask the narrative on page 15 (priority 1) to be amended to: **Partners should promote community food initiatives, such as food co-operatives, that empower people to participate in activities that improve wellbeing ...**

In terms of best practice:

- Organiclea is a community food project based in the Lea Valley in north-east London. They 'produce and distribute food and plants locally, and inspire and support others to do the same. With a workers' cooperative at their core, they bring people together to take action towards a more just and sustainable society'¹⁰.
- Cubitt Town Junior School in Tower Hamlets runs a food co-operative every Thursday in term time in the school playground – operated by parents who learn planning, negotiation, stock management, money handling and language skills, yet alone introducing fresh fruit at very competitive prices into the school community each week¹¹

In terms of joining up approaches, the Tower Hamlets Food Poverty Action Plan contains an action to: 'Establish a network of food co-operatives located within walking distance of all residents'¹².

Finally, ADPH London asks the Mayor to **support and encourage food banks to, where possible, be more than the very valuable provider of emergency food supplies.**

Emerging holistic models where wider support is offered such as social welfare advice on benefits, housing, and employment for example are to be encouraged and should be celebrated. Examples of good practice include:

- The First Love Foundation, Tower Hamlets: 'We give food, support and advice to local people in crisis. Each person is given an emergency donation of food (enough for 3 days) and the help they need to resolve their crisis. All food is donated to us by the community – schools, churches, individuals, businesses and at supermarket collections. We believe that emergency food support is only the first step in someone's journey out of crisis'¹³.

⁹ <http://directory.ageuklambeth.org.uk/pages/subjects?cid=5658>

¹⁰ <https://ldn.coop/londons-co-ops/food-co-ops/>

¹¹ <http://www.cubitttown-jun.towerhamlets.sch.uk/community-house/fruit-vegetable-coop>

¹² Tower Hamlets Food Poverty Action Plan, approved by the Health and Wellbeing Board 7 November 2017

¹³ <https://www.firstlovefoundation.org.uk/foodbank/>



- At Lewisham Food Bank, ‘volunteers meet clients over a warm drink and refreshments and are able to signpost people to agencies able to solve the longer-term problem’¹⁴.

Chapter 2: GOOD FOOD SHOPPING AND EATING OUT – A HEALTHIER ENVIRONMENT

Advertising of food and drink that is not healthy

ADPH London strongly supports the proposed ban on advertising of food and drink that is not healthy across the TfL estate.

The DEFRA Family food survey 2016/17 shows that Londoners spend a lot more than the UK average on out of home food, and what they purchase is unhealthier¹⁵.

The evidence to implement the proposed ban is overwhelming:

- Exposure to food advertising increases food intake in children. A recent systematic review and meta analyses provides evidence that exposure to unhealthy food advertisements increases food intake in children¹⁶
- Food intake is greater after exposure to unhealthy food advertisement¹⁷
- Eliminating advertisement of high fat high sugar food advertising can reduce the proportion of overweight children aged 3-18 by 11%¹⁸
- Advertising unhealthy foods influences peoples choices and is established as one of the drivers of obesity¹⁹
- The need to tackle children's exposure to advertising from the food industry was recognised in World Health Assembly resolutions and supported by a set of recommendations and an implementation framework from WHO²⁰
- Amsterdam has already implemented a ban on its metro system as part of a successful drive to achieve lower rates of child obesity²¹

¹⁴ <https://lewisham.foodbank.org.uk/>

¹⁵ DEFRA Family Food Survey 2016/17. <https://www.gov.uk/government/statistical-data-sets/family-food-datasets> (CR Eating out nutrient intake)

¹⁶ PHE Recent evidence review (Emma Boyland ‘Advertising as a cue to consume: A systematic review and meta-analysis of the effects of acute exposure to unhealthy food and non-alcoholic beverage advertising on intake in children and adults’. Boyland, E. J., Nolan, S., Kelly, B., Tudur-Smith, C.,)

¹⁷ Chou et al. Fast-food Restaurant Advertising on Television and Its Influence on Childhood Obesity, National Bureau of Economic Research, 2005)

¹⁸ Chou et al. Fast-food Restaurant Advertising on Television and Its Influence on Childhood Obesity, National Bureau of Economic Research, 2005)

¹⁹ Chou et al. Fast-food Restaurant Advertising on Television and Its Influence on Childhood Obesity, National Bureau of Economic Research, 2005)

²⁰ WHO 2010. Set of recommendations on the marketing of foods and non-alcoholic beverages to children http://apps.who.int/iris/bitstream/handle/10665/44416/9789241500210_eng.pdf?sequence=1

²¹ On 1 January 2018 a ban was introduced on advertising unhealthy foods on the Amsterdam Metro. The ban formed part of a wider ‘Healthy Weight for All Children’ policy that since 2012 has cut child obesity in that city



- According to the Great Weight Debate²², Londoners support the initiative
- The impact of HD smart screen and billboard advertising on food and drink purchases, consumption and brand awareness to Londoners is significant: 'A case study (ran by JC Decaux UK, On Device Research and Nielsen) shows that over a two week period, using 6-sheet advertising of Naked Juice Smoothies, the brand's awareness grew by 11% and it led to a +11% increase in sales. In 2015, 400 smart screens used by Mondelez to promote Cadbury dairy milk range made an 8% increase in sales'²³.

And ... it will have significant reach: 'The Transport for London advertising estate includes traditional and digital advertising across London and on all Transport for London modes. This ranges from large format digital screens at major Tube stations and at roadside locations, to traditional metal roundabout advertising signs. The majority of advertising on the Transport for London estate is traditional posters, be they on the sides of buses, on station platforms or on bus shelters. On the Tube, at bus shelters and at roadside locations, posters are now increasingly being replaced by digital advertising screens'²⁴.

With the forthcoming formation of the Mayor's Child Obesity Taskforce for London, and the Mayor's stated aim to 'reduce this unacceptable level of child obesity significantly in London by 2028'²⁵ – the proposed ban can enable London to lead the way nationally to address child obesity.

As part of the proposed ban, we encourage the Mayor to add an additional action to action 1 on page 19: **develop, support and incentivise the advertising and promotion of healthier food across the TfL estate** and to consider inequalities in this approach.

Other place based opportunities across London to potentially impose restrictions on the advertising of food and drink that is not healthy

Transport for London's advertising estate makes up 40 per cent of London's out of home advertising by revenue. So, by definition there are other opportunities to impose restrictions on the advertising of food and drink that is not healthy across London. Many London boroughs are already taking action through the Local Government Declaration on Sugar Reduction and Healthier Food, an initiative promoted by Sustain to help London boroughs tackle the proliferation and marketing of unhealthy food and drinks. By signing the declaration, a local authority commits to taking at least six different actions, one of which is 'tackling advertising and sponsorship'.

by 12 per cent overall and by 18 per cent amongst the most deprived children,
<https://www.dutchnews.nl/news/2017/09/amsterdam-bans-metro-ads-featuring-unhealthy-food-for-kids/>

²² <https://www.healthylondon.org/resource/findings-londons-great-weight-debate/>

²³ London Health and Care Devolution, Restricting marketing of unhealthy food and drink in London, Technical Pack, June 2018

²⁴ London Health and Care Devolution, Restricting marketing of unhealthy food and drink in London, Technical Pack, June 2018

²⁵ <https://www.london.gov.uk/press-releases/mayoral/paul-lindley-to-lead-child-obesity-taskforce>



ADPH London pledges to explore opportunities with London boroughs and other partners to influence other non-TfL local advertising as part of the Local Government Declaration²⁶. We therefore ask the Mayor to support boroughs to be in a position to match his pledge on advertising, and we encourage the Mayor to add an additional action to action 1 on page 19: **Support local authorities to identify other place based opportunities (outside of the TfL estate) to potentially impose restrictions on the advertising of food and drink that is not healthy.**

In Lewisham, for example, the council is currently in discussions with JC Decaux and Outsmart, the industry body, on plans to pilot targeted and non-targeted approaches to a ban on all unhealthy food and drink advertisements on the borough's TfL, and Lewisham council estate. The pilot will explore how the council and JC Decaux can work together to minimise any financial impact of a ban, for example by seeking new local advertisers, and to maximise the health impact, for example by promoting the healthy schools programme and the Sugar Smart campaign.

ADPH London is not sure what the arrangements are across the London Boroughs, and we suspect they may vary. However, ADPH London feels that it, alongside the Mayor's Child Obesity Taskforce for London, can lead London wide negotiations to pave the way to develop a process for all advertisers to work constructively with all London boroughs. We propose to offer a win-win scenario ensuring that there is no displacement of unhealthy advertising from TfL estate to local borough estate, but at the same time assuring advertising companies significant positive PR exposure, and minimising, or even eliminating financial risk wherever possible.

Good food retail plans

ADPH London welcomes the ambition to have a good food retail plan in all London boroughs and **we will welcome more information about the support that will be offered to achieve this.**

The potential impact of devolution

London's devolution memorandum²⁷ sets an ambition to improve the environments around schools in London. To help achieve this, a pilot intervention will be aimed at tackling the unhealthy urban environments through the creation of 'Superzones' within walking distance around schools. These zones will be focused within a 400m radius of schools, aimed at protecting children's health and encouraging healthy behaviours through targeted interventions and restrictions on unhealthy foods, advertisements, alcohol, smoking, gambling and vehicle emissions.

²⁶ <https://www.sustainweb.org/londonfoodlink/declaration/>

²⁷ Health and Care Devolution, What it means for London, November 2017



ADPH London encourages the Mayor to add an additional action to the section - What the Mayor will do to support change on page 19: **Support and link into the prevention devolution 'Superzones' pilots to protect children's health and encourage healthy behaviours within a 400m radius of schools .**

Changes to the food environment, particularly the supply of unhealthy food via hot food takeaways for example

ADPH London asks the Mayor to note that it's important to recognise the rapid change to London's high streets and how 'fast food' can be accessed.

With the emergence of Deliveroo and Uber eats, for example, the nature of fast food supply is changing rapidly, and it will become increasingly important that local authorities are ahead of the curve in future developments. The Tower Hamlets Food Poverty Action Plan for example advocates the setting up of a 'food supply innovations team that reviews how healthy food is supplied to residents today, and helps shape food supply, cooking and eating habits in the future'²⁸.

It also proposes actions that this team might carry out:

- 'Identify the 5% of fast food innovator business owners to set new trends for fast food outlets to provide healthier food and grow their businesses – ensuring a 'win-win' for sellers and buyers
- Keep pace with the growth of online fast food supply and rethink the nature and deployment of traditional regulatory levers²⁹

Street markets

ADPH London encourages the Mayor to add additional narrative to the strategy regarding street markets. Markets that offer affordable fruit and vegetables in our most disadvantaged communities are to be encouraged. Markets offer opportunities for local people to start a small business with low capital requirements. Markets also offer an environment that can facilitate social interaction. We therefore recommend an addition to either action 3 on page 19, or action 5 on page 20: **Support actions to maintain and increase the number of fruit and vegetable traders in market spaces.**

Supported by: **Identify and share best practice around street food markets selling healthier, affordable food.**

And: **Identify and share best practice around fruit and vegetable street market stall traders deriving trading benefits by offering a service that promotes the eating and cooking of fresh fruit and vegetables.**

²⁸ Tower Hamlets Food Poverty Action Plan, approved by the Health and Wellbeing Board 7 November 2017

²⁹ Tower Hamlets Food Poverty Action Plan, approved by the Health and Wellbeing Board 7 November 2017



We also ask the Mayor to include an action to **lobby central government to make healthy start vouchers more acceptable to informal settings e.g. markets** – building on examples of good practice in London such as:

- In Southwark, part of the Guys and St Thomas Charity approach to their child obesity programme is: ‘the Faraday Ward neighbourhood project is layering multiple interventions in a small geographical area. The goal is to see how different initiatives working together can promote healthier diets and more physical activity to help tackle the problem of childhood obesity. One of the layers is: ‘a new scheme to get disadvantaged families eating more fruit and vegetables ... run by Alexandra Rose Charity, the Rose Vouchers for Fruit & Veg give families on low incomes the opportunity to buy healthier produce from their local market. Eligible families can get paper vouchers from local children’s centres and redeem them for fresh fruit and vegetables at any of the participating traders at East Street Market’³⁰.
- In Croydon, where the Food Poverty Action Plan actions include: Increase uptake of Healthy Start vouchers by, for example, ‘working with (market) stall holders to encourage them to accept the vouchers’³¹ – enabling residents to purchase more with their vouchers.
- In Lambeth, Public Health is working with the Business Improvement Districts to encourage local businesses to sell fruit and vegetables and to register to be able to accept Healthy Start vouchers.

Work with the food sector

ADPH welcomes PHE’s role in continuing to work with hot food takeaways, cash-and-carry operators and convenience stores to improve access to healthier, affordable food. We will welcome a discussion on how this work will relate to the work of the Child Obesity Taskforce to ensure we maximise impact.

We also ask that **the action in the Tower Hamlets Food Poverty Action Plan - the setting up of a ‘food supply innovations team that reviews how healthy food is supplied to residents today, and helps shape food supply, cooking and eating habits in the future’** – is noted, and possibly created pan London by the 5 STP footprints.

Chapter 3: GOOD FOOD IN PUBLIC INSTITUTIONS AND COMMUNITY SETTINGS – BETTER FOOD PROCUREMENT

Social cohesion through food (repeating some of the narrative from Chapters 1 and 2)

³⁰ <https://www.gsttcharity.org.uk/get-involved/news-and-opinion/news/launch-fruit-veg-vouchers-celebrates-new-project-tackle-child>

³¹ Croydon Food Poverty Action Plan, October 2017 – October 2019



ADPH London strongly supports highlighting the benefits of providing good food for older people and other vulnerable members of communities and the opportunity it brings to build social cohesion. However, it's important to recognise the lack of resources available at borough level and **we request that the Mayor lobbies central government for more resource.**

We also ask the Mayor to **recognise and celebrate the role of the VCSE sector in building social cohesion and reducing loneliness through the medium of food.**

In terms of best practice, Neighbours in Poplar³² provides a cooked meal and social activities for isolated elderly members of the community every Tuesday throughout the year at the St Johns Community Hall as part of its Linkage Plus programme on the Isle of Dogs³³.

Lambeth is investing £500k to create a cooking and growing hub for the Vassall and Coldharbour wards. This will support local food growing and act as an incubator for small food enterprises. It will combine with the new development at nearby Loughborough Junction works to create production kitchen space alongside the Loughborough city farm³⁴.

ADPH London welcomes the promotion of community food initiatives. The development of Food Co-operatives for example is to be encouraged as in addition to social cohesion benefits, there may also be positive volunteering and employment outcomes. We ask the narrative on page 15 (priority 1) be amended to: **Partners should promote community food initiatives, such as food co-operatives, that empower people to participate in activities that improve wellbeing ...**

ADPH London encourages the Mayor to add additional narrative to the strategy regarding street markets. Markets that offer affordable fruit and vegetables in our most disadvantaged communities are to be encouraged. Markets offer opportunities for local people to start a small business with low capital requirements. Markets also offer an environment that can facilitate social interaction. We therefore recommend an addition to either action 3 on page 19, or action 5 on page 20: **Support actions to maintain and increase the number of fruit and vegetable traders in market spaces.**

Water fountains

ADPH London welcomes the provision of free drinking water fountains: this will contribute to reducing sugary beverage consumption.

We feel that it's important to consider the location of installations to ensure that it doesn't widen inequalities, and that the fountains serve our most vulnerable communities.

³² <https://www.neighboursinpoplar.com/>

³³ A short film about inequalities on the Isle of Dogs, London. September 2013, <https://vimeo.com/74707922>

³⁴ <https://www.lambeth.gov.uk/housing/regeneration/loughborough-junction-masterplan/lj-works>



ADPH London also pledges to continue to work with schools to create 'water only schools'.

ST Aidan's Primary School in Haringey is a water only school:

Their Whole School Food Policy includes: 'Water provision: Sufficient hydration is essential for effective learning. Children are encouraged to bring a water bottle to school every day and to drink water regularly throughout the day. There is a water dispenser in the staff room and four drinking fountains in the playground'³⁵.

ADPH London requests that the Mayor considers building activity around providing water fountains and becoming a water only school into the healthy schools programme.

The 24-hour city vision

ADPH London **asks the Mayor to be more explicit in linking the Food Strategy to the vision of London as a 24 hour city.**

We also ask the Mayor to **develop a range of pilot approaches to make healthy, affordable food available for shift workers.** There will be a variety of settings for shift workers across London. Hospitals are one such setting - although research is difficult to find, it's believed that 60% of London hospitals don't have a 24 hour healthy food offer for example.

Chapter 4: GOOD FOOD FOR MATERNITY, EARLY YEARS, EDUCATION AND HEALTH – SUPPORTING HEALTHIER HABITS

Hot food takeaways (from the London Plan response)

Evidence shows that A5 hot food takeaways are most widely used by relatively vulnerable members of the community, contributing to child obesity and escalating the widening of health inequalities. The Mayor has a statutory duty to promote improvements in the health for Londoners, and in line with the 'London Plan topic paper: Hot food takeaways, January 2018', we strongly urge the 400m restriction be maintained as a minimum.

ADPH London recommends that the Mayor clarifies cross border issues where a proposal for a hot food takeaway is within 400m of a school in a neighbouring borough. We would suggest that the Mayor states that **when assessing proposals for a new hot food takeaway, the borough has regard for schools located within 400m but located in a neighbouring borough.**

³⁵ <http://www.staidansprimaryschool.org.uk/wp-content/uploads/2010/09/Food-2017.pdf>



Healthy Schools

We acknowledge the potential of the London Healthy Schools Programme, however, as it stands, the programme is not delivering its full potential. We propose the following considerations for Mayoral action:

- **All interventions in school settings are framed, where possible in the language of teachers – i.e., in terms of improving attendance and attainment.**
- **Healthy Schools becomes an umbrella approach for schools** where partners who provide excellent services, for example, such as School Food Matters, Food Growing Schools London, Soil Association (Food for Life) and Forest Schools etc – come together in a consortia of a 'joint communications approach' to ease the burden of busy head teachers and make 2 way communications and implementation easier.
- Public Health funding cuts continue to put pressure on councils to provide preventative services across boroughs and we ask the Mayor to consider how to **help boroughs find the resources for both the Healthy Schools and Healthy Early Years programmes**
- **Upgrades to the current programme** to ensure that changes schools make are evidence based, with Healthy School levels based on demonstration of impact on health outcomes. Currently, schools are required to simply undertake a review to achieve a bronze award without any changes being implemented.
- We ask the Mayor to **lobby schools to accept the help and education offered through the Healthy Schools programme**. Despite local borough team's efforts, there is still a lack of engagement in the programme amongst schools and a lack of understanding of the benefits of participation in the programme – particularly around attendance and attainment.
- We also ask that the Mayor considers making **changes to Healthy Schools London in the most vulnerable communities in London – shifting attention from a 100% focus on term time, to delivery spread throughout the calendar year, enabling positive holiday plans to be created for vulnerable families.** ('Healthy School' interventions at national and local level to be widened from the present 100% focus on term time, to calendar year delivery enabling positive holiday plans to be created for vulnerable families'³⁶)
- ADPH London requests that the Mayor considers **building activity around providing water fountains and becoming a water only school into the healthy schools programme.**
- Finally we ask that the Mayor encourages **work on silver and gold awards to embrace community placed based approaches** to involve parents and the wider community in the schools catchment area(s).

In terms of best practice the Active Local Links Programme at Cubitt Town School, funded initially by the Healthy London Partnership, provides a range of nutritional and physical activity support for parents and the wider community and was shortlisted for the RSPH

³⁶ The impact of social and economic inequalities on children's health, a report by the All Party Parliamentary Group on a Fit and Healthy Childhood, https://royalpa.files.wordpress.com/2018/03/fhc_appg_inequalitiesreportmarch2018.pdf



Health and Wellbeing Awards 2017³⁷ – see: <https://www.rsph.org.uk/about-us/news/health-wellbeing-awards-2017-shortlist-announced.html>

Breastfeeding (from the Mayor's draft Health Inequalities Strategy response)

We strongly support the Mayor's actions to make London a more breastfeeding friendly city and to lead by example in making City Hall a welcoming place for mothers to breastfeed whilst working or visiting. Whilst supporting breastfeeding through the London Healthy Workplace Charter is important, we ask the Mayor to be more ambitious and use his influence to **champion breastfeeding across the transport system and in other key public places and spaces** controlled by the GLA.

CQUIN

ADPH London asks the Mayor to **insert a reference in the strategy for CQUIN standards in relation to the availability of healthier, affordable food in hospitals. The Mayor, working with NHS partners, should help raise awareness of the importance of healthy food environments in the NHS for patients, carers, visitors, as well as for staff, and encourage review on an annual basis implementation of the CQUIN in all London NHS provider organisations and its impact.**

Oral health

ADPH London asks the Mayor to **make a stronger connection in the Food Strategy between child obesity and oral health** – which is currently only fleetingly mentioned on page 29.

Chapter 5: GOOD FOOD GROWING, COMMUNITY GARDENS AND URBAN FARMING – INCREASING SUSTAINABLE FOOD GROWING

ADPH London supports actions to maintain and identify more land for food growing.

We ask the Mayor to consider:

- **Making connections in this strategy between Food Poverty Action Plans and food growing** (food poverty is the inability to afford, or to have access to, food to make up a healthy diet. It is about the quality of food as well as quantity. It is not just

³⁷ <https://www.rsph.org.uk/about-us/news/health-wellbeing-awards-2017-shortlist-announced.html>



about hunger, but also about being appropriately nourished to attain and maintain health³⁸)

- **Placing even greater emphasis in the strategy on the potential of food growing and social prescribing** and making the link with the Mayor's draft Health Inequalities Strategy – *Better Health For All Londoners* and his ambition to ensure 'social prescribing becomes a routine part of community support across London'³⁹.
- Continuing to make **the link between food growing, community cohesion, training, volunteering, and possible employment opportunities**

London provides lots of best practice:

In terms of advocacy for food growing the Tower Hamlets Food Poverty Action plan provides an example of good practice⁴⁰.

One action, for example, includes: 'The Council will proactively identify and deploy permanent and temporary land areas for food growing, including identifying space for food growing activities within the S106 infrastructure delivery framework, and encouraging park land to be designated for community food growing'.

In terms of best practice the Tower Hamlets Food Growing Network⁴¹ objectives are:

- To improve communication and sharing between food growers in the borough
- To increase the number of community food growing projects
- To improve access to food growing information and resources

Lewisham: Sydenham Garden is a unique wellbeing centre utilising its gardens, nature reserve and activity rooms to help local people in their recovery from mental and physical ill health.

'Patients are referred to one of their projects through their GP or key worker. Referred patients (known as co-workers) can work in the community garden and nature reserve and/or with the Art and Craft group. They also provide accredited training and help with progression to further education, volunteering opportunities or re-employment. Co-workers play an active part in the community garden and help shape the project as a whole'⁴².

North West London: 'The Plant a Seed - Grow Well project supports health professionals working in residential and other community care settings across North West London. It provides them with the knowledge and confidence to develop therapeutic gardening projects within their own setting.

Green care is using the natural environment to improve mental and physical health and wellbeing by supporting people to be active outdoors, whether that be gardening, food

³⁸ Food Poverty, What does the evidence tell us? <http://bristolfoodpolicycouncil.org/wp-content/uploads/2013/08/Food-Poverty-Report-July-2013-for-publication.pdf>, July 2013

³⁹ https://www.london.gov.uk/sites/default/files/draft_health_inequalities_strategy_2017.pdf

⁴⁰ Tower Hamlets Food Poverty Action Plan, approved by the Health and Wellbeing Board 7 November 2017

⁴¹ <http://www.towerhamletsfoodgrowingnetwork.co.uk/>

⁴² https://www.sustainweb.org/resources/files/reports/GH_SydenhamCaseStudy.pdf



growing or environmental conservation work. Health professionals are well placed to use Green care and make it possible for people to participate in therapeutic gardening activities, wherever they live⁴³.

The emerging urban farming sector

ADPH welcomes the support for the emerging urban farming sector. Again there are good examples of best practice in London and the following case studies are included for your attention:

Forty Hall Farm case study: *'Forty Hall Farm is a certified organic farm in Enfield, on the outskirts of London. It's run by Capel Manor College, the only further education college in London specialising in learning about the environment.*

Forty Hall is a mixed farm with a variety of animals, including many rare breeds. We're home to London's only organic commercial vineyard, the Forty Hall Vineyard, as well as a community orchard, a market garden and our own Farm Shop⁴⁴.

Audacious Veg case study: *'Audacious Veg grows delicious food for London restaurants, and trains other people how to do it too. We grow edible flowers, gourmet salad mixes and micro-herbs that inspire your taste buds with every mouthful. Not only are we environmentally responsible, but our produce is grown by local young adults who are facing barriers to employment. What's not to love?*

Our vision for Audacious Veg is to expand to several sites across London, working with people who are socially disadvantaged or marginalised to create opportunities for socially useful employment and positive personal development. As a social enterprise, Audacious Veg will aim to generate the majority of our funding through produce sales, minimising reliance on grant and government funders⁴⁵.

Chapter 6: GOOD FOOD FOR THE ENVIRONMENT – MAKING THE FOOD SYSTEM WORK BETTER

Public procurement powers to encourage local food production and reduced food waste.

ADPH London acknowledges the importance of this action and will welcome support on sharing of best practice and support to implement locally.

Lambeth Council's refreshed Responsible Procurement guide, includes ensuring the Government Buying Standards for food and catering services are considered in the

⁴³ https://www.sustainweb.org/resources/files/reports/PlantASeed_CaseStudy.pdf

⁴⁴ <http://www.fortyhallfarm.org.uk/about-us.html>

⁴⁵ <https://audaciousveg.org/about-us/>



procurement of products and services. Where relevant, tender documents include the promotion of healthier, affordable and more sustainable food and drink offers.

END