

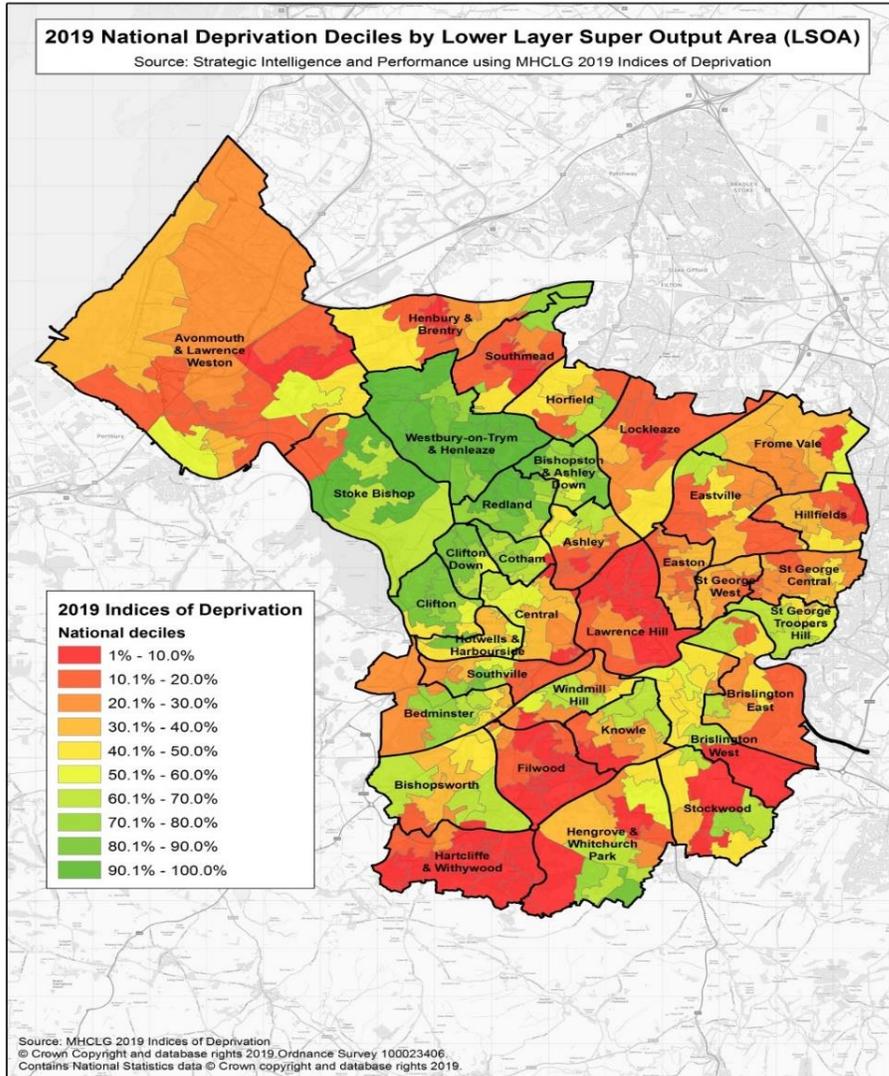
Bristol Food Policy

Christina Gray
Director of Public Health
Bristol

With acknowledgement to colleagues, business,
activists & partners across the city who have made this a reality



Bristol Context

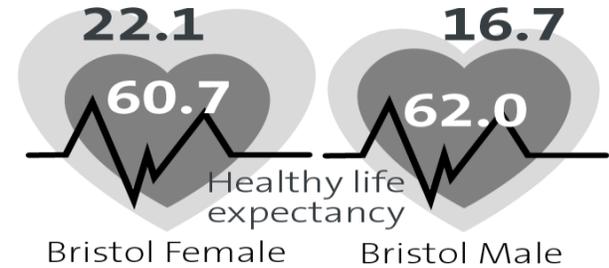


15% (70,400 people) live in the most deprived 10% of areas in England

Life expectancy



Years in poor health

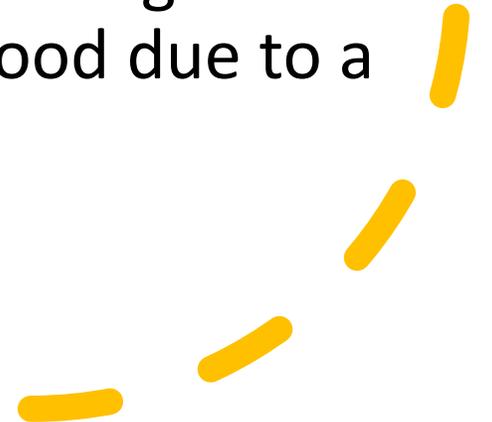


Bristol Context



- 1:20 household severe or moderate food insecurity
- 25% children in poverty
- Nearly 2000 households experiencing occasions when unable to buy food due to a shortage of resources

JSNA, 2021





Bristol One City Approach

‘Unleashing the potential of a collective power and action, as the product of decisions made by the whole spectrum of the city’.

[The One City Approach - Bristol One City](#)

City ambitions

- Reduce levels of food poverty and insecurity in Bristol.
- Reduce levels of overweight and obesity across the city.
- Improve access to local, affordable and nutritious food.
- Reduce inequalities in health.
- Reduce the impact on health and social care.
- Improve resilience and sustainability in the food system.
- Address a key outcome of poverty in Bristol.



Strategy links: One City Plan

2021

Ensure Bristol is accredited as a gold standard in the Sustainable Food City awards and establish a legacy programme.

Over 50% of fast-food outlets in the city sell healthy alternatives in line with the Bristol Eating Better Awards.

2023

2031

Everyone has access to affordable fresh food within a 10-minute walk from their home.

All schools will produce and grow food for their own use.

2036

2038

100% of all suitable council owned land is now used for local food production.

Bristol Eating Better Award

helping Bristol become a healthier and more sustainable city



[Business Award](#)



[Schools Award](#)



[Early Years Award](#)



The [Bristol Eating Better Award](#) is a free award scheme developed and operated by Bristol City Council to reward and promote food businesses that are committed to providing healthier menus and supporting the environment



WE COMMIT OUR COUNCIL FROM THIS DATE

00.00.0000

...to sign the Declaration to show commitment to reducing unhealthy weight in our communities, protect the health and well-being of staff and citizens and make an economic impact on health and social care and the local economy by striving to:

- Engage with the local food and drink sector (retailers, manufacturers, caterers, out of home settings) where appropriate to consider responsible retailing (such as not selling energy drinks to under 18s), offering and promoting healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar and salt (HFSS) products;
- Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities. Funding may be offered to support research, discretionary services (such as sport and recreation and tourism events) and town centre promotions;
- Review provision in all our public buildings, facilities and via providers to make healthy foods and drinks more available, convenient and affordable and limit access to high-calorie, low-nutrient foods and drinks (this should be applied to public institutions such as schools, hospitals, care homes and leisure facilities where possible);
- Increase public access to fresh drinking water on local authority controlled sites;
- Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited;
- Advocate plans with our partners including the NHS and all agencies represented on the Health and Well-being Board, Healthy Cities, academic institutions and local communities to address the causes and impacts of obesity;
- Protect our children from inappropriate marketing by the food and drink industry such as advertising and marketing in close proximity to schools; 'giveaways' and promotions within schools; at events on local authority controlled sites;
- Support action at national level to help local authorities reduce obesity prevalence and health inequalities in our communities;
- Ensure food and drinks provided at public events include healthy provisions, supporting food retailers to deliver this offer;
- Support the health and well-being of local authority staff and increase knowledge and understanding of unhealthy weight to create a culture and ethos that normalises healthy weight;
- Invest in the health literacy of local citizens to make informed healthier choices;
- Ensure clear and comprehensive healthy eating messages are consistent with government guidelines.
- Consider how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity;
- Monitor the progress of our plan against our commitments and publish the results.



FOOD
ACTIVE

This Declaration was passed by: **Name here** | On: **Date here**

LOCAL
GOVERNMENT
DECLARATION ON
HEALTHY WEIGHT



THIS LOCAL GOVERNMENT
DECLARATION ON HEALTHY WEIGHT IS A
STATEMENT, INDIVIDUALLY OWNED BY X
CITY/LOCAL AUTHORITY.

It encapsulates a vision to promote healthy weight and improve the health and well-being of the local population. We recognise that we need to exercise our responsibility in developing and implementing policies which promote healthy weight.

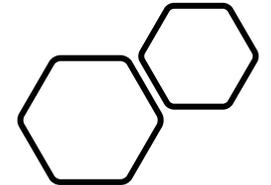



Leader of
Council


Chief
Executive


Director of
Public Health

Local Government Declaration on Healthy Weight 2019



Gold Sustainable Food City 2021



**BUYING
BETTER**



**FOOD
WASTE**



**URBAN
GROWING**



**COMMUNITY
ACTION**



**EATING
BETTER**



**FOOD
EQUALITY**



What our traders are saying



"It's brilliant to be recognised...We can all play our part in helping to take responsibility for eating better."
Catrin MacDonnell, Papadeli, Clifton



"The Bristol Eating Better awards illustrates how you can take a product generally regarded as processed and a more unhealthy option and make it into something much more nutritious and higher quality."
James, Sausagenius co-owner

"Even though there is a price difference between using different packaging, my customers have been very supportive. I would definitely advise other chippies to follow suit...eating healthy is the way forward. "

Andy Rymarz, Cod Almighty owner

Food and catering: buying standards and commitments - bristol.gov.uk

Good Food and Catering Procurement Policy
(Framework) 2018



www.bristol.gov.uk



Advertising and Sponsorship Policy 2021

Cabinet Item 15: [ModernGov - bristol.gov.uk](https://www.bristol.gov.uk/moderngov)



- The council as an advertiser or sponsor
- The council as an owner of an advertising platform or sponsorship opportunity which an external individual, group or organisation may wish to take up

The policy covers



All communications, including photos



All materials produced in partnership with a sponsor or partner



Any advertising space owned by the council or sponsorship agreement

Policy Content

Content that is not permitted for advertising and/or sponsorship includes, but is not limited to, advertising that contains, implies or suggests ...

- **Promotion or availability of foods and drinks that are high in fat, salt and/or sugar (HFSS)** as defined by the Department of Health and Social Care's nutrient profiling model, without exceptions. This includes advertisements where there is a range of food/drink featured, some of which is HFSS
- **Promotion or availability of alcoholic drinks.** This includes advertisements where there is a range of drinks featured, some of which are alcoholic

Implementation

1: Communication

2: Make it easy. Provide help, adapt and make Nutrient Profiling Model (NPM) bespoke where possible. [Nutrient Profiling\(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

3: Establish a panel who can arbitrate on and help decide border-line or difficult decisions.

What are HFSS? Create a quick check list

- fizzy and soft drinks
- alcohol
- chocolate and sweets
- puddings
- cakes
- biscuits
- pastry based foods such as pies and sausage rolls
- some cereals and cereal bars
- yoghurts
- milkshakes
- fruit juices in sizes bigger than 100g
- ice cream
- burgers
- chips
- pizzas
- ready meals
- crisps

Soft/fizzy drinks

Chocolate and confectionary (sweets)

Puddings, biscuits, cakes

Some breakfast cereals

Yoghurts, milkshakes, ice cream

Pizzas, burgers, chips, ready meals

Crisps and savoury snacks

Check foods for high fat, sugar or salt on the [Public Health Nutrient Profiling Model \(NPM\)](#).

The NPM allocates points on the basis of 100g of a food or drink irrespective of the serving size.

Reporting

- [Bristol City Council approves first-ever advert ban on fast food, alcohol and gambling | ITV News West Country](#)
- [Bristol City Council bans ads on junk food, gambling and payday loans \(bristol247.com\)](#)
- [Healthier Food Advertising Policy Toolkit | Sustain \(sustainweb.org\)](#)