

'Food for the Future in North Yorkshire'

*Making sure everyone has
nutritious affordable and
sustainable food in North
Yorkshire, for North Yorkshire*

A Framework for Action!



North Yorkshire – Who are we?

Agriculture, Forestry and Fishing accounts for approx. 20% of local economy

47% NP/AONB – rural stone homes, fuel and digital infrastructure

Food Inequalities?
Areas of multiple deprivation, particularly Scarborough and Selby.
Accessing nutritious food in rural places (30min plus drive times)



615,400 people

24.5% aged 0-24 (England average = 29.2%)

50.5% aged 25-64 (England average = 52.4%)

25% aged 65+ (England average = 18.4%)

80.7% of North Yorks working population are economically active (Y&H = 77.4%, UK = 78.4%)

Ave household income after housing costs = £28,448 (Eng = £28,248)

Small but growing ethnic minority population – 6.7% (Eng = 25.6%)

The county is the largest in England at

8,000
square kilometres
(3090 square miles)

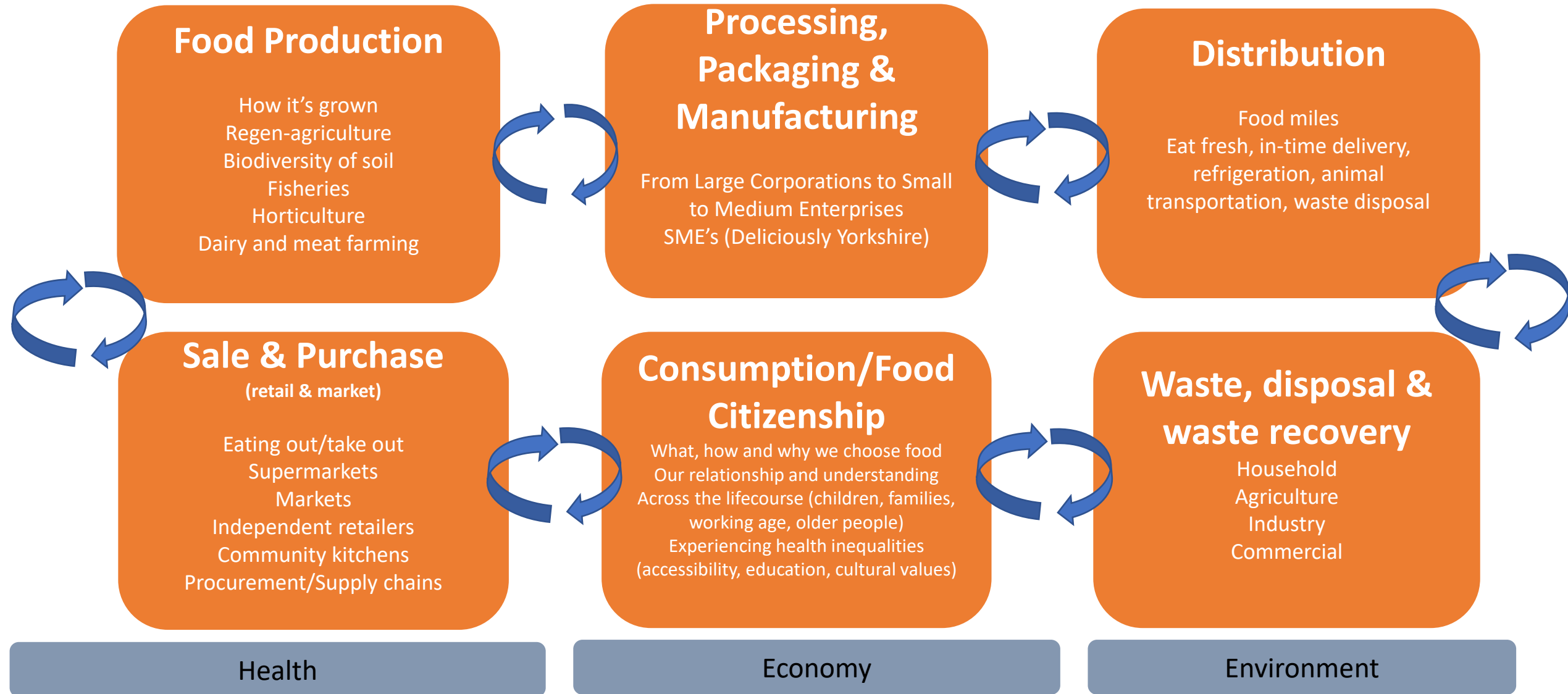


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85% of county classified as 'super sparse with a population density of 77 people per SqKm (Eng = 432)

‘Food for the Future North Yorkshire’ – a whole system approach

Making sure everyone has affordable nutritious and sustainable food in North Yorkshire, for North Yorkshire



Our Place Shaping Role in the Food System

Statutory functions



Local plan - food environment design and land use policies



Contract and Procurement practices – food buying standards; supply chains



Nature recovery – supporting regenerative practices

Convenors



Trading Standards and Environmental Health policy and regulations



Children & Young People – Healthy Start, Healthy Schools; free school meals, education



Climate Change – commitment to sustainable change

Catalysts



Economic development – education & skills; business development



Public Health – health protection, population health, reducing inequalities



Local Engagement – enabling food citizens, stimulating action, advocacy

Partnerships & Collaborations



Systems team – Actors across the system; re-enforcing loops; diverse insights



Enabling conditions for impactful action – Partner buy-in, aligned vision, values and principles



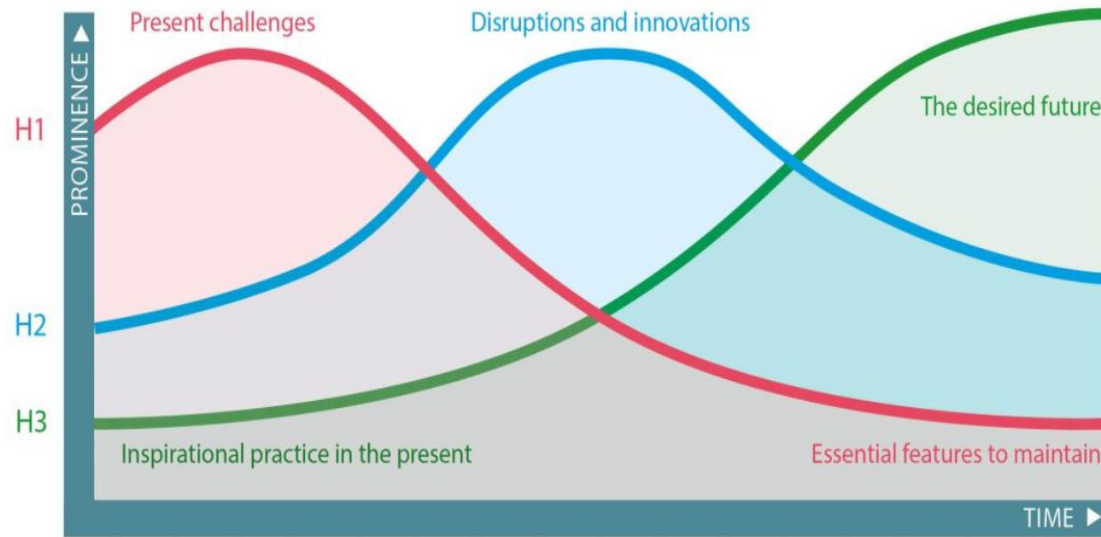
Transformative governance – Cohere action; trust; collaboration; equitable decision making

Our Aim in developing a 'Food Framework for Action'



- To **connect the system** to itself.
- To **provide additionality** to our actions through a partner led approach.
- To **provide North Yorkshire's 'position statement'** on the challenges in the food system and our willingness to develop partnership led actions for change
- To **ensure outcomes give equal measure to great health, economic and environmental impacts** across the food system
- Enables us to **'plug in' to wider transformational movements** on food (Fix Our Food, OHID, DEFRA) to strengthen influence and opportunities that create aspirational change

Three Horizons – transformation of the food system



Where are we now? Understanding the current state of the system (H1)

Where do we want to be? Vision and values of a transformed system for the future (H3)

How do we get there, collectively? Actions that reinforce transformation (H2)

How will we know? Underpinned by transformative governance and evaluation



Journey so far

Transformative change & the '3 Horizons' Approach with Uni of York –understand current challenges, establish a vision and narrative for change & design actions that move us towards a better state

Task and Finish Groups engaging sector representatives on system issues

Developing narrative and framework formation

Exploring the 'domains of action'

Engagement with citizens and sector representation

Developing governance and evaluation frameworks

Community future food aspirations are system-wide

“If only we could.....”

“...feed the poorly and the homeless people”
(KS3, Scarborough)

“...make the most of what we have.” (KS3,
Skipton)

“... have food near-by with a low cost.” (KS3,
Skipton)

“...reduce the control of the supermarkets in
the food chain.” (SME)

“...help the next generation understand the
value & importance of healthy, local food
[education].” (SME)

“.....have no more need for foodbanks.” (CFP)

“...help people and families eat better &
healthier within their current resources.”
(SME)

“...teach people how to eat well.” (SME)

“...produce more sustainable, less processed
foods”. (KS3, Skipton)

“... treat food as a public good and respect
everyone's right to affordable, nutritious
food.” (CFP)

“...have a system that means people don't
have to choose between quality food and
something else.” (CFP)

“...less single-use plastic...” (KS3, Skipton)

Let's Talk – resident survey findings



86% feel they have a healthy and balanced diet and would like more access to healthy foods. Skills and knowledge as well as access being factors affecting ability to eat healthily.



Access difficulties included transport/location and poor choice in shops/restaurants. People are most likely to say **lowering the cost of food** (59%), **reducing unhealthy food advertising** (53%), and **supporting local gardens or food projects** (50%) would make it easier to get healthy food



The most common things making it difficult to reduce food waste are **food going off** (58% of responses) and food being **sold in larger amounts** than needed (43%). Having the **skills and experience** of how to repurpose food waste or manage leftovers/excess were of interest.

The Action Domains for Transformative Change

Secure Affordable Nutritious Food for All

Raise Yorkshire Pride in Food Businesses

Welcome Innovation in Food Industry

Shape Local Spaces for Healthy Food Communities

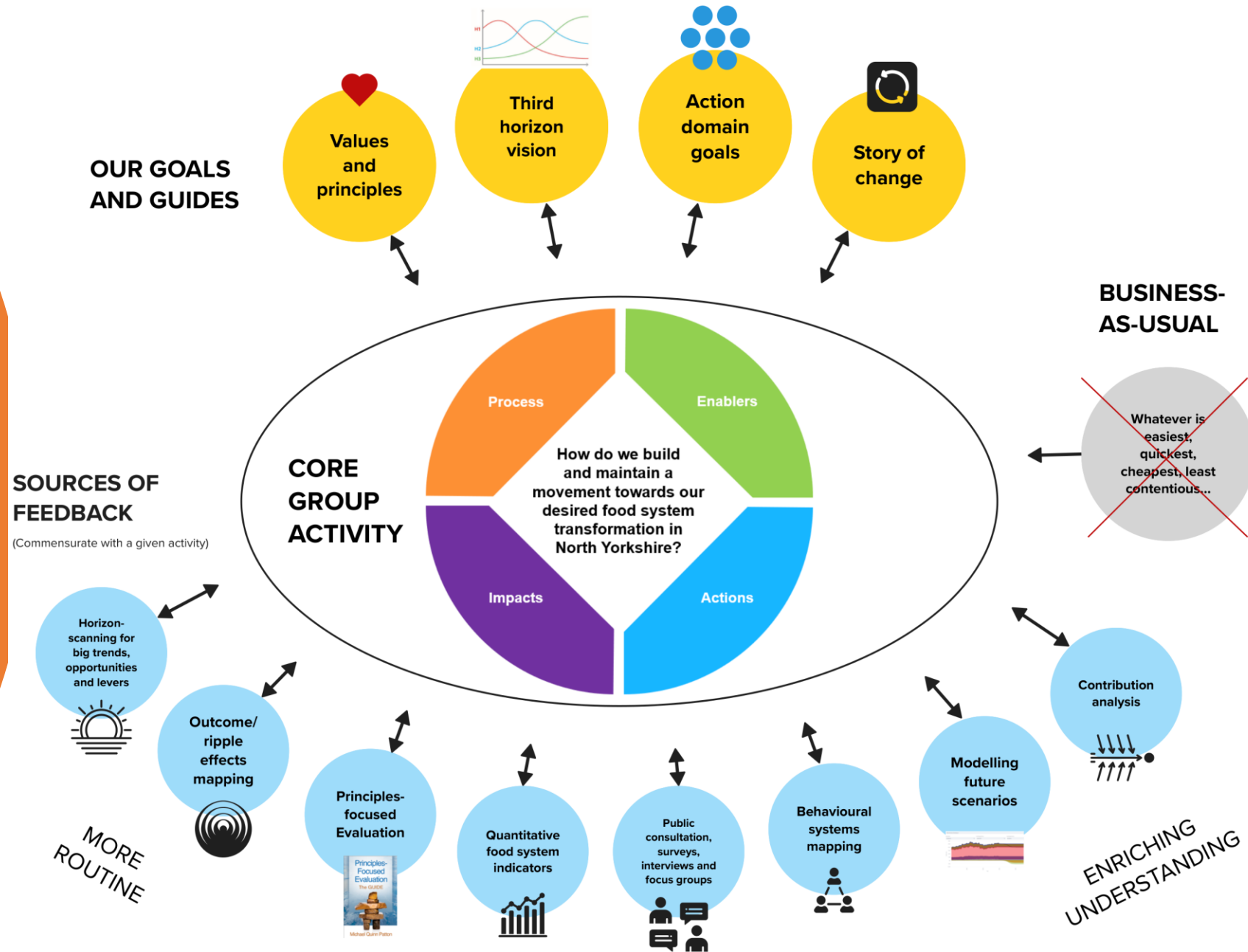
Produce Food with Nature

Create an eat well culture through valued nutritional health education

Facilitate Circular Food Economies

Action Domain	Priority Identified Actions for Transformation
Securing affordable nutritious food for all	<ol style="list-style-type: none"> 1. Connect local community food providers and set up local joint arrangements. 2. Implement a 'local sourcing' food procurement policy 3. Train health professionals and organisations in food insecurity issues
Raising Yorkshire pride in food businesses + Welcoming innovation in food industry	<ol style="list-style-type: none"> 1. Develop a North Yorkshire strategy for holistic food/business approaches 2. Establish food enterprise zones 3. Establish a dynamic food purchasing system
Shaping local spaces for healthy food communities	<ol style="list-style-type: none"> 1. Establish 'know how to grow and cook' schemes in schools and communities 2. Establish a county-wide community growing initiative
Producing food with nature	<ol style="list-style-type: none"> 1. Invest in farmer-led knowledge transfer about regenerative agriculture 2. Introduce differential lending for regenerative farming investments 3. Develop a public-facing campaign for direct action in food sustainability
Creating an eat well culture through valued nutritional education	<ol style="list-style-type: none"> 1. Develop and roll out a 'whole school approach to food' 2. Embed Rethink Food's 'high school ready' programme for Year 6 pupils
Facilitating circular food economies	<ol style="list-style-type: none"> 1. Ensure stronger retail incentives for regenerative farming 2. Support business clusters through investment and local planning

Is what we are doing, and how we are doing things, making any difference?



Underpinning Supportive actions – what will create the conditions for change?

Distributive Governance and System Evaluation frameworks

Sustainable Food Places Membership – connecting to a national network. Wider recognition and status

Website and Communications plan – partner-based platform with a range of materials for a range of stakeholders

Continuous Learning – develop learning networks. Capitalising on best research, evidence and existing opportunities

Funding and Resource Strategy – Understanding how we work within our resource envelopes, align opportunities and lever external investment

Policy Development – locally and nationally influencing system drivers

Some early impacts and emerging work

Community Grow Policy – supporting revitalisation of council owned pockets of unused land

Public Procurement – embedding strategic priorities. Creating opportunities for local suppliers

Dynamic Purchasing feasibility – creating positive competitive conditions for locally focused, smaller enterprise

Free School Meals Auto Enrolment – identifying eligible school children, registering and drawing in funding support

Whole School Approach – refining Healthy Schools Award

Local Plan – healthy food advertising, hot food takeaway policy, evidence building for the new Plan

Developing Evaluation – impact reporting on system effectiveness and long-term change

Thank you!

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