



Food Action Plan 2019-2021



Our City

Hull is a proud northern city situated at the confluence of the Humber Estuary and River Hull, 17 miles from the East Yorkshire Coast. The city has a rich maritime history. At one time this port, known for its busy docks and thriving fishing industry, landed a third of Britain's catch.



With an official population of around 270,000, Hull sits on the north bank of the Humber, just beyond the reach of the motorway network. The approach from the west by road or rail takes you under the magnificent Humber Bridge with the river stretching for miles into the distance alluding to its importance as a major trading port, once the third busiest in the UK with a global trading

history that goes back many centuries.

With the decline of the docks and the manufacturing industry in the 1970s, the city became economically depressed and struggled to regenerate itself economically in subsequent years. Hull, tightly drawn by unitary authority boundaries has been disproportionately affected by austerity measures in the UK which has led to higher levels of poverty, combined with high levels of social and economic deprivation. The city has struggled to reinvent itself in spite of the many challenges associated with these issues.

A key issue for the city is highlighted in the 2018 Director of Public Health report which documents the scale of the issue around Childhood Obesity in the city. "Obesity harms health, children and communities" and the figures are stark. The report concludes that 8,000 children in Hull are at risk of future ill health if the city does not address the food system that feeds our children.

The work of Hull in becoming a sustainable food city which begins to tackle this has been written into the City Plan alongside the work of promoting Hull as a green port and a tourist destination. Although statistics highlight the challenges that Hull still faces, this vision for Hull's future as laid out in the plan, demonstrates the optimism regarding its economic and social

"Up to 8,000 local children are at risk of future ill health if we don't act together to achieve and sustain a downward trend in these numbers."

Public Health report 2018

regeneration.

Recently, green business investment in the shape of wind turbine manufacturing has begun reinvigorating the old docklands and in 2017, Hull celebrated a year of being the UK City of Culture.

In addition to the preparation for the culture year and the rebranding of Hull as a tourist destination, there has been major investment in the infrastructure of the city to encourage the regeneration of Hull's Old Town.

Photo: Andrew Locking



Find out more and get involved at www.hullfoodpartnership.org.uk

Food has been at the heart of this economic regeneration, with the provision of grants supporting the development of new food business start-ups and the expansion of existing local food business, reinvigorating and protecting Hull's city centre market as a busy food hub and Hull's food scene has grown. 2017 saw a wide range of new public food events such as street food events and large-scale locally grown feasts at festivals which have continued to sustain themselves since.

Being City of Culture brought out the extraordinary friendliness of the people in Hull. Partnerships and collaborations, both new and old, have multiplied adding to the vibrancy of the city and nowhere can this be better seen than in the food culture of the city.

The Hull Food Partnership was formed in 2017 with a formal collaboration between several community and voluntary organizations in the city, the national sustainable food city network and Hull City Council Public Health. Many

Hull organisations had been working for years on the food problems in the city in relative isolation. Bringing these valiant organisations together has been powerful.

Harnessing the work of the voluntary and public sector in tackling the challenges of food insecurity and childhood obesity, the Hull Food Partnership organised a series of events and consultations culminating in the launch of the Hull Food Charter in June 2018. Further work and many discussions have resulted in the Hull Food Action plan which distils this body of work down into eight key areas.

- A better food culture
- Increase food skills and knowledge
- Promote healthy food
- Work towards food equality
- Encourage a sustainable food economy
- Develop sustainable supply chains
- Increase food production
- Reduce ecological impact

Our application for the Sustainable Food Cities bronze award draws together the inspiring work that is going on in the city and illustrates that by taking a joined-up approach and increasing partnership working, we can and have created new solutions to some of the major problems facing Hull and are already beginning to grow a healthy and resilient food culture for Hull.

We have written this 2-year food action plan in order to start the journey creating a culture of sustainable, healthy, equitable and affordable food for everyone in the city. Visit our website and pledge to get involved.

Hilary Hamer
Hull Food Partnership Chair

Photo: Siemens

1. A Better Food Culture

Promote a culture of celebrating and sharing food which recognises the value of local and sustainable produce.

Objectives	Actions	Timing	Delivery Partners
A wide range of food demonstrations are available across the city enabling the public to eat and taste healthy and sustainable food.	1.1 Continue with existing city feast events. Build on them further and create more 'mini-feasts' within the communities of Hull.	Ongoing	HFP, Timebank Hull and East Riding
	1.2 Continue with and expand upon healthy food tasting and cooking demos as part of public events.	Ongoing	Healthy Lifestyles Team.
A wide range of food Businesses, organisations and schools in food challenges which encourage sharing healthy and local food.	1.3 Set challenges for business, organisations and schools as part of Veg Cities campaign aligned with the new 2019-20 programme.	Ongoing	HFP
The Hull Food Charter is used as a tool to promote a better food culture in Hull.	1.4 Increase awareness of the Hull Food Charter through ongoing promotion across all media channels, including social media and at public events	Ongoing	HFP
	1.5 Increase food charter sign-ups to 120 individuals and 75 organisations.	December 2020	HFP
	1.6 Track actions taken by wider HFP members as result of Food Charter sign-ups	Ongoing	HFP



2. Increase food skills and knowledge
strap line

Objectives	Actions	Timing	Delivery Partners
All residents are able to access a community growing project.	2.1 Mapping and better promotion of existing food growing projects online promotion, map of food growing trail.	January 2021	HFP, Growers' Network, Rooted in Hull
	2.2 Increase number of food growing projects across the city through training for community groups and development of the 'Eat my Street campaign'	June 2020	HFP, Playing Out, Down to Earth, WEA, Growers' Network
	2.3 Increase the number of growing activities/ areas in children's centres	Ongoing	HCC Healthy Lifestyles Team, Down to Earth
	2.4 Run a range of activities/ events from new and existing food growing sites, ensuring these are well promoted.	Ongoing	Rainbow Garden, Rooted In Hull, Constable Community Allotment, Down to Earth.
The amount of land used for community food growing and growing to sell is increased.	2.5 Publicise opportunity for community groups to use council owned land for growing.	Ongoing	HFP, Growers' Network

Holistic food education is delivered in schools.	2.6 Continue with the Food for Life programme in schools	Ongoing	Food for Life
	2.7 Increase the number of Hull Schools with Food for Life Awards	Ongoing	Food for Life
	2.8 Sign up 10 addition schools to the Food For Life Programme	Ongoing	Food for Life
Residents of Hull have the knowledge and skills to prepare healthy food from scratch.	2.9 Cooking on a budget training to be delivered in children’s centres and community venues.	Ongoing	HCC Healthy Lifestyles Team, EMS
	2.10 Create fun and informal cooking experiences available in all areas of Hull eg. eat and meet events, campfire cooking, outdoor pizza oven.	Ongoing	Timebank Hull and East Riding, Constable Community Allotment, Wilberforce College.
	2.11 Link formal and informal training through increased information exchange and networking	Ongoing	HFP, WEA
A range of food growing training opportunities are provided.	2.12 Develop and deliver food growing training for small and large spaces	Ongoing	Frith Farm, WEA, Rooted in Hull, Constable Community Allotment, Tenfoot Gardening
	2.13 Training around specific areas of growing eg. permaculture, forest gardening, fruit tree care	Ongoing	WEA, Constable Community Allotment, Pickering Road Orchard

Assets and shared resources for community food projects are identified and shared.	2.14 Start to map available assets for community food projects including existing projects, available land, equipment, community kitchens etc and display information on HFP website.	September 2020	HFP, Timebank Hull and East Riding
	2.15 Increase access to shared resources through initiatives such as tool libraries and shared kitchen equipment.	September 2020	Timebank Hull and East Riding
Intergenerational skills exchange around cooking and growing is increased.	2.16 Provide opportunities for residents with food skills to share these with the rest of the community. Through informal activities and more organised exchanges such as mentoring schemes, community champion roles and Timebanking.	September 2021	Timebank Hull and East Riding, Food For Life Get together

3. Promote Healthy Food

Objectives	Actions	Timing	Delivery Partners
Ensure that healthy food is promoted, and nutrition information is available so that residents can make informed food choices.	3.1 Promote the benefits of increasing vegetable consumption through delivery of the Hull Veg Cities campaign plan.	January 2020	HFP
	3.2 Promote breastfeeding and healthy feeding of infants, through campaigns, breast feeding support groups, midwives and the delivery of Henry courses for parents across children's centres in Hull.	Ongoing	HCC Healthy Lifestyles Team, Goodwin Development Trust.
	3.3 Continue to run national health and nutrition campaigns.	Ongoing	HCC Healthy Lifestyles Team.
Access to healthy and affordable food is improved.	3.4 Promotion of the healthy start voucher scheme to increase uptake amongst eligible families and increase the number of retailers accepting healthy start vouchers.	Ongoing	HCC Healthy Lifestyles Team
Businesses and organisations are encouraged to provide safe, healthy and nutritious food to their staff and service users.	3.5 The Healthy options award is promoted to all new food businesses with a 4/5 Food Hygiene rating. Businesses previously holding the award have their award status renewed.	Ongoing	HCC Environmental Health
	3.6 Improve nutrition in care homes, e.g. 'Nutrition Mission', a dietetic led award-based incentive scheme and Food For Life Catering Train the Trainer.	Ongoing	Humber Teaching NHS Foundation Trust, Food For Life Catering

4. Work towards Food Equality

Objectives	Actions	Timing	Delivery Partners
Support food inequality work across the city.	4.1 Build on the previous work of the Hull Food Inequality Alliance – a loose multi-agency group that works in the city on food poverty initiatives and builds on surplus food provision and use.	Ongoing	All those involved in surplus food provision, surplus and use.
Build awareness of the existing food poverty hotspots and provide information on emergency and affordable food for referral agencies and members of the public.	4.2 Gather data and populate onto a citywide interactive food map with both a public offering and a private section for data that is not appropriate for public viewing but allows for organisations to exchange data/referrals etc.	In planning	HCC Healthy Lifestyles Team and other agencies

Increase distribution of surplus food to organisations and charities offering food aid.	4.4 Increase awareness of community groups receiving Fareshare food across the city enabling them to set up food pantries/ Community Fridges for people requiring food aid.	Ongoing	HFP, Fareshare Hull and Humber
	4.5 Use of surplus food during healthy holiday schemes	September 2020	Fareshare Hull and Humber, HCC healthy Holidays
	4.6 Utilise surplus food within affordable food projects providing affordable food to the public.	Ongoing	EMS, Fareshare Hull and Humber community food members, Trussell Trust, SEARCH, Olio.
	4.7 Utilise new and emerging technologies to better co-ordinate food poverty provisions eg. Olio app.	Ongoing	HFP, Olio
Ensure that those that are vulnerable to experiencing food poverty or malnutrition are able to access food.	4.8 Partnership working to increase the awareness of healthy start vouchers.	September 2020	HFP, Healthy Lifestyles Team and other agencies
	4.9 Work to increase the uptake of free school meals and the continuation of subsidised school meals in Hull.	Ongoing	HCC Hull Catering, Food For Life

5. Encourage a sustainable food economy

Objectives	Actions	Timing	Delivery Partners
Enable new food entrepreneurs to develop the skills to run sustainable food businesses.	5.1 Develop and deliver a bespoke programme of training for new sustainable food entrepreneurs.	September 2020	WEA
	5.2 Offer business support and training to new and existing food businesses through the Humber Growth Hub.	Ongoing	Hull City Council, Humber LEP
Promote businesses selling healthy and sustainable food to the public.	5.3 Organise a local food event and promote to public.	Decemeber 2020	HFP
	5.4 Create a comprehensive local and sustainable food database displayed on the Hull Food Partnership website.	Ongoing	HFP / Veg Cities
	5.5 Develop partnerships to jointly promote local food businesses, suppliers and retailers in Hull and East Yorkshire.	Ongoing	HFP, ERLFN
	5.6 Promote the Healthy Options award to food businesses to increase uptake.	Ongoing	HFP, Healthy Lifestyles Team

6. Encourage sustainable supply chains

Objectives	Actions	Timing	Delivery Partners
Increase sustainable food procurement in the city.	6.1 Develop a cross sector sustainable procurement network with representatives from public sector bodies, large private caterers and food manufacturers.	Ongoing	HFP, WEA
Increase the number of public sector and private caterers achieving the Food for Life catering Award.	6.2 Promote the Food for Life Served Here award to large caterers in Hull	Ongoing	HFP
	6.3 Share good practice work of Hull Catering achieving the silver food for life award.	Ongoing	Hull Catering, HFP
Hull to become a Sustainable Fish City.	6.4 Organise a Sustainable Fish City event for public sector and private caterers.	2021	HFP
	6.5 Encourage food businesses across Hull to take the Sustainable Fish pledge.	Ongoing	HFP, Marine Conservation society
Increase the number of public sector bodies with sustainable food policies.	6.6 Work with public sector bodies and schools to develop sustainable food policies.	Ongoing	HFP
	6.7 Work with Hull Fairtrade City to encourage public sector members to develop Fairtrade policies.	Ongoing	HFP, HCC Regeneration

7. Increase local food production

Objectives	Actions	Timing	Delivery Partners
Increase sustainable farming in Hull and East Riding.	7.1 Support potential small-scale commercial farm and urban growing sites within 15 mile radius in Hull.	September 2021	HFP
Increase community food growing in Hull.	7.3 Provide training to residents and professionals in home and community food growing.	Ongoing	HFP, Down to Earth, Rooted in Hull, Constable Fields Community Garden, Rainbow Garden
	7.4 Increase the number of community gardens and allotments in the city and support their development	Ongoing	HFP, EMS

8. Reduce ecological impact

Objectives	Actions	Timing	Delivery Partners
Reduce food waste from businesses and public sector organisations in Hull.	8.1 Get involved the Hull Food Waste Alliance.	September 2020	HFP, Hull Food Waste Alliance
	8.2 Promote the existing food waste sharing mechanisms eg. Fareshare, Olio locally.	September 2021	HFP, Fareshare Hull and Humber, Olio
Promote and increase the food waste composting scheme available to residents.	8.3 Increase use of food waste caddies by residents through providing information and demonstrations.	Ongoing	HCC
Promote community composting through demonstrations and composting sites in Hull.	8.4 Increase composting demonstration and training across the community garden network and schools in Hull.	September 2020	Rooted in Hull, Constable Community Garden, WEA, Rainbow Garden, Hull Growers' Network
	8.5 Increase home composting through education campaigns.	Ongoing	HCC