

MAYOR OF LONDON

*Markets as Healthy Places:
Prioritising Inclusion*

Claire Pritchard – Chair, London Food Board



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- London Food Board re-appointed in 2017. New members represent sectors spanning the breadth of the food system, including markets. Strong synergies with the London Markets Board.
- Help the Mayor to tackle the underlying issues in London's food system.
- Advise on:
 - The implementation of the new London Food Strategy, published in December 2018.
 - How to ensure London's food system delivers social and economic benefits for **all Londoners**.
 - GLA's London Food Programme

The London Food Board

Development of a new London Food strategy

- 2017: Mayor asked Chair of the London Food Board and new members to inform the development of first Mayoral strategy for food since 2006.
- Officers in the Mayor's Food Policy team worked alongside members.
- Non-statutory strategy helps achieve Mayor's manifesto commitments, including tackling child obesity and Londoners' reliance on food banks.
- The London Food Strategy has been developed in conjunction with a suite of other Mayoral strategies, including:
 - The new London Plan, Health Inequalities Strategy, Economic Development Strategy, Environment Strategy and Equality, Diversity and Inclusion Strategy.



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The draft strategy consultation

- Extensive, robust consultation ensured final strategy was inclusive and considered food needs of all Londoners.
- **149 stakeholder organisation responses** – ranging from charities and businesses to food partnerships and food industry.
- Significant public engagement including:
 - 1,519 Talk London survey responses and 739 comments on discussions across 7 subjects.
 - Almost 600 emails
 - 1,020 interviews with Londoners (YouGov representative poll)
 - Four focus groups



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Structure of the London Food Strategy

- Framed within six separate settings:
 - Good Food at Home, and Reducing Food Insecurity
 - Good Food Economy, Shopping and Eating Out
 - Good Food in Community Settings and Public Institutions
 - Good Food for Pregnancy and Childhood
 - Good Food Growing, Community Gardens and Urban Farming
 - Good Food for the Environment
- Commitments on how to improve London's food system:
 - What actions the Mayor will take to deliver change
 - What the Mayor will do to support change
 - Priorities that will be led by external partners (including businesses and individuals)
- Structured to be as inclusive as possible. Recognises role of many stakeholders involved in food e.g. the Mayor, local authorities, the govt., VCS organisations and individuals.



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Public Markets = Good food for London

- Public markets can play a vital role in providing access to 'good food' for many communities across London. 'Good food' can be open to interpretation!
- Working alongside the London Food Board, scoping and determining what 'good food' means was an integral part of the London Food Strategy's development.
- The London Food Strategy's definition reflects the breadth of factors that have to be considered when using the term.
- Amongst these is the stipulation that 'good food' should be fair, **inclusive** and accessible. This can help increase **the food resilience** of particularly vulnerable groups and communities.

Our definition of good food



Healthy, nutritious food for all cultures and needs

It includes fruit, vegetables, pulses and wholegrain foods; less saturated fat, salt, sugar and fewer unnecessary additives; healthier cooking oils; appropriate portion sizes; and easy-to-understand nutrition and calorie information.

Fair, inclusive and accessible

so that disadvantaged and vulnerable people enjoy the benefits of eating well. It promotes decent working conditions and fair treatment of food producers and suppliers. It champions the London Living Wage and the Mayor's Good Work Standard and Fairtrade, which build momentum towards a fairer and more inclusive London.

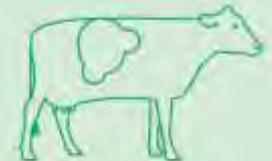


Skilled and profitable

supporting entrepreneurs, social enterprises and workers to grow, distribute, process, cook, trade and serve good food. It encourages people and businesses to buy from smaller, local and varied enterprises to diversify the supply chain to help newcomers enter the market.

Planet-friendly and humane

promoting optimum standards of animal feeding practices; supporting farmers who raise livestock to demonstrably higher standards of environmental protection and animal welfare such as LEAF-Markus, RSPCA Assured and Organic; use of less but better-quality meat; and promotion of plant-based foods.



Sustainably produced

and prioritising British and seasonal food, including food local to London that meets higher ethical and environmental standards; reducing greenhouse gas emissions; antibiotic use in animals; and artificial inputs such as pesticides.

Safe

with good traceability and safe handling throughout the food chain.



Celebrated

by engaging all Londoners in the enjoyable pursuits of food shopping, growing, cooking and eating together.

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- ‘Snapshots’ in the Mayor’s London Food Strategy demonstrate the way in which food cuts across a number of policy agendas.
- Markets can support improved health outcomes. Children growing up in the most deprived parts of London are twice as likely to overweight or obese.
- Markets are also an important part of London’s economy. Food contributes £17 billion a year to London’s economy and one in every four jobs in the capital is connected to food.
- Markets can contribute to a more sustainable food economy. It is estimated that food and drink accounts for almost 10% of London’s total consumption-based Greenhouse Gas emissions.

A Snapshot of London Food

Additional figures in the document are current as of December 2018.

More than **2.3 million** Londoners live below the poverty line.¹

In 2017/18, the Trussell Trust gave out **134,244** emergency food packages to people **IN CRISIS** in London.²

33 per cent of adults in London **HAVE SKIPPED MEALS** to save money so that their children can eat.

Over **1,500** in London are accredited **London Living Wage** employers.

The food sector contributes nearly **£20 billion per year** to the London economy and London exports more than **£2.9 billion** worth of food and drink goods annually.

The Food Sector accounted for **10.5 per cent** of employee jobs in London in 2016.³

The number of takeaways in London increased from 4,100 in 2010 to **5,335** in 2018.

Food imports from the EU constitute about **31 per cent** of the UK’s food supply.⁴

Around **35 per cent** of food manufacturing workers and **30 per cent** of workers in London’s hospitality sector **COME FROM THE EU**.⁵

Evidence suggests that **THE MORE** children are exposed to advertising of less healthy food, **THE HIGHER** the risk of **INCREASING** their consumption of those foods and of becoming **OVERWEIGHT** or **OBESE**.⁶

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Good Food at Home and Reducing Food Insecurity - *Help to ensure Londoners can eat well at home tackle rising levels of household food insecurity*



- Many Londoners aren't able to eat well due to issues relating to poverty and inequality.
- 33% parents say they have skipped meals to save money so that their children can eat.
- Ensuring physical and financial access to good food is critical. Household food insecurity needs a structural and economically-viable long term solution.
- London's markets are an important part of this structural solution. In the first chapter of the London Food Strategy, the Mayor therefore commits to:
 - *Support London's markets to increase their supply of fresh, local and seasonal produce to meet all Londoners' cultural needs by working with the London Markets Board to deliver upon the recommendations of 'Understanding London's Markets'.*
 - *Through the London Street and Covered Markets programme, train and support a cohort of new entrepreneurs as part of the 'Tomorrow's Markets' pilot.*

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Good Food Economy, Shopping and Eating Out - *Support good food businesses to improve London's food environment and make healthy, affordable options more widely available*



- The Mayor wants to help the 'good food' sector to thrive by providing support to entrepreneurs and enterprises, including London's public markets.
- The Food Exchange at New Covent Garden Market is a fantastic example of a community food hub that will provide wraparound services for education, training and affordable workspace.
- In the London Food Strategy, the Mayor therefore commits to:
 - *Signpost businesses to support and advice via the London Growth Hub and fund sector-specific support such as through food hubs like the Food Exchange at New Covent Garden Market, committing £70 million investment towards regeneration in London by 2021 through the Good Growth Fund.*

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Good Food for Maternity, Early Years, Education and Health – *Using good food to help give Londoners the best possible start to life*



- At a time when over 4 million children are living in poverty across the UK and 33% of adults in London have skipped meals to afford to feed their children, the importance of Healthy Start vouchers in protecting the nutritional status of vulnerable pregnant women, infants and young children cannot be understated.
- However, since 2013, the uptake of Healthy Start vouchers by those eligible for the scheme has plummeted from 80% to 66%. London's uptake is below the national average with recent research showing eligible families are missing out on £5.6m worth of vouchers every year.
- In the London Food Strategy, the Mayor has therefore committed to:
 - *Through the London Food Board and London Markets Board, encourage more retailers, including markets and convenience stores, to **accept Healthy Start vouchers**. This will inform future strategic approaches and interventions to help achieve a target of 80 percent uptake of eligibility.*