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| Item No. 16. | Classification: Open | Date: 18 November 2019 | Meeting Name: Health and Wellbeing Board |
| Report title: | | Year One update on the Local Authority Declaration on Healthier Food and Sugar Reduction | |
| Ward(s) or groups affected: | | All | |
| From: | | Kevin Fenton, Strategic Director of Place and Wellbeing | |

RECOMMENDATION(S)

1. To note the progress made since Southwark Council signed the Local Authority Declaration on Healthier Food and Sugar Reduction in November 2018.
2. To note that a report will be brought back to the Health and Wellbeing Board in a year's time with a further update.

BACKGROUND INFORMATION

3. The Local Government Declaration on Sugar Reduction and Healthier Food is an initiative promoted by the national charity Sustain, to help London local authorities tackle the proliferation and marketing of unhealthy food and drinks.
4. Southwark Council has adopted a whole systems approach to tackle the obesogenic environment and multi factorial influences. To help create an environment where the healthier decision is the easier choice, the Council signed the declaration in November 2018, setting five key actions to reduce the promotion of unhealthy food and drink.

PROGRESS TO DATE

5. Good progress has been made in Southwark against the Local Government Declaration on Sugar Reduction and Healthier Food. This has been recognised in the 2019 Good Food for London league table and report, with Southwark Council receiving an award for the 'most improved' borough. The following progress has been made against the five actions committed to in the Declaration:
6. **Raise public awareness: Deliver a sugar reduction campaign in the borough**
 - 2019 was the second year of running the Fizz Free February campaign. The campaign raises awareness of fizzy drinks and the impact they can have on physical and oral health. This year Fizz Free February went national, with a parliamentary launch and 25 councils across the country signing up to the campaign. There was a range of media coverage, including a social media reach of over 1 million people and over 14,000 'likes', as well as featuring on BBC Breakfast. At least six schools in the borough actively participated in the campaign, pledging to give up fizzy drinks for the whole month.

7. **Tackle advertising and sponsorship: Conduct an audit of advertising opportunities in Southwark and to develop a new council policy on advertising**
 - In June 2019 cabinet approved Southwark Council's new advertising policy. The policy includes TfL's ban on products that are high in fat, salt and sugar (HFSS). The council has taken this a step further by also banning the promotion of alcoholic products and brands. Southwark is one of the first London boroughs to introduce such an advertising policy, with other boroughs now looking to do something similar.
8. **Reduce prominence of sugary drinks and actively promote free drinking water: Add new water fountains and explore more ambitious plans for a borough-wide rollout**
 - Southwark Council has signed up to Sustain's 50 Fountains Challenge, committing to 50 fountains across the borough. To date there are currently 40 water fountains in Southwark, with the commitment to ensure there are at least another 10 by 2022. The fountains will be across the borough, with at least one in each ward.
 - Southwark Council are currently piloting the Good Food Retail Plan, which is working with a number of independent convenience stores to improve their offer of healthier food products, this includes reducing the number of sugary drinks on sale. One of the convenience stores taking part in the pilot changed to a no sugar slush puppie recipe in June 2019 which is approximately 8,000 sugar cubes removed from the local children's diet.
9. **Support businesses to improve their food offer: Restrict the sale of HFSS food through 400m exclusion zones around secondary schools and to commission the Breastfeeding Welcome Scheme**
 - Southwark Council's draft Local Plan includes the 400m exclusion zones of fast food outlets around secondary schools and consideration will be given to extend this to primary schools to be inline with the New London Plan.
 - The Breastfeeding Welcome Scheme was commissioned earlier this year and already 50 venues have signed up to the scheme, having adopted a breastfeeding policy and are now promoting that they are baby friendly. The venues include council offices, libraries, leisure centres, GP practices, health centres, park cafes and some local coffee shops.
10. **Deliver healthier public events: Set a policy requiring vendors supplying food and drink at events in Southwark to include an option of water on their menus**
 - Since the start of the year vending machines have not been available in the Council offices. A new contract has just been agreed which has re-introduced vending on the ground floor. This is to ensure there is some food provision for out of hours events and meetings. The new vending machine offer contains a wider range of healthier options than previously available, reducing the number of unhealthy options available. The cold drinks vending now has a 50/50 split of drinks containing no sugar and sugar free options including water.

ACTIONS FOR YEAR 2

11. Raise public awareness:

- Organise 2020's Fizz Free February campaign with a greater focus on engaging local schools.
- Promote Healthy Start vouchers locally, in turn increasing the number of families receiving vouchers for free fruit, vegetables and milk. This will be supported by the expansion of the Alexandra Rose vouchers in the borough, which families can use for free fruit and vegetables at East Street market.

12. Tackle advertising and sponsorship:

- Implement the advertising policy for all new or renewal of advertising contracts, supporting officers across the council with this and addressing any challenges to the policy.
- Explore opportunities for the policy to be applied to advertising opportunities in the borough not owned by the Council.

13. Reduce prominence of sugary drinks and actively promote free drinking water:

- Deliver on the 50 Fountains Challenge.
- Introduce water only primary schools in Southwark. Schools will also be supported to introduce a healthier dessert policy, greatly reducing the amount of sugar children consume at lunchtime.
- Join a nation wide water refill scheme, to encourage and promote free drinking water, as well as reducing the purchasing of single use plastic water bottles.

14. Support businesses to improve their food offer:

- Deliver a more ambitious Healthier Catering Commitment in Southwark, to help caterers and food businesses make healthier improvements to their food. Food owners will also be encouraged to sign up to council led initiatives, such as Fizz Free February and the Breastfeeding Welcome Scheme.
- Establish a sustainable model of The Good Food Retail Plan, supporting a greater number of convenience stores to improve their offer of healthier food.
- Support more venues and businesses to sign up to the Breastfeeding Welcome Scheme and to promote more widely the venues that are baby friendly across the borough.
- Explore including a 400m exclusion zone of fast food outlets around primary schools, to be in line with the London Plan.

15. Deliver healthier public events:

- Ensure catering companies on council premises are providing a healthy offer and are leading by example through meeting the Healthier Catering Commitment criteria and supporting council healthy eating initiatives.

Community impact statement

16. The Local Government Declaration on Healthier Food and Sugar Reduction aims to create healthier environments across the whole borough, by tackling the proliferation and marketing of unhealthy food and drinks.

Resource implications

17. There are no immediate resource implications with the actions being delivered as within existing budgets and as part of the council's Healthy Weight strategy.

BACKGROUND DOCUMENTS

| Background Papers | Held At | Contact |
|---|---------------|---------------|
| Local Government Declaration on Healthier Food and Sugar Reeducation | Public Health | Public Health |
| https://www.sustainweb.org/londonfoodlink/declaration/ | | |

APPENDICES

| No. | Title |
|------------|--|
| Appendix 1 | Copy of Southwark' s signed Local Government Declaration |

AUDIT TRAIL

| | | |
|---|--|--------------------------|
| Lead Officer | Jin Lim, Deputy Director of Public Health | |
| Report Author | Becky Steele, Public Health Policy Officer | |
| Version | Final | |
| Dated | 7 November 2019 | |
| Key Decision? | No | |
| CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER | | |
| Officer Title | Comments Sought | Comments Included |
| Director of Law and Democracy | No | No |
| Strategic Director of Finance and Governance | No | No |
| Cabinet Member | No | No |
| Date final report sent to Constitutional Team | 7 November 2019 | |

Southwark's signed Local Government Declaration

Local Authority Declaration on Healthier Food and Sugar Reduction

The London Borough of Southwark

commits to implement the following actions in support of healthier food and to provide a progress report at the end of the year:

Deliver healthier public events

Set a policy requiring vendors supplying food and drink at events in Southwark to include an option of water on their menus.

Reduce prominence of sugary drinks and actively promote free drinking water

Add new water fountains in the borough, gather feedback on usage and public perception, and explore more ambitious plans for borough-wide installation/rollout.

Raise public awareness

Raise awareness of the health harms associated with over consumption of sugary drinks through a targeted sugar reduction campaign.

Support businesses to improve their food offer

Continue to restrict the proliferation of businesses selling food high in sugar, fat and salt high in sugar, fat and salt through 400m exclusion zones around secondary schools. Commission the Breastfeeding Welcome Scheme and support Council owned buildings to become Breastfeeding.

Improve the food provided in settings controlled by the Council

To incorporate the Healthier Catering Commitment (HCC) and other accreditation for healthy food into new and renewed contracts wherever possible.

Tackle advertising and sponsorship

Conduct an audit of corporate partnerships, sponsorship, marketing and advertising to determine opportunities to promote healthy eating and to develop and implement a new Council policy on healthier sponsorship and advertising.

Clr. Peter John
Leader of the Council

Clr. Evelyn Akoto
Cabinet Member for
Community Safety and
Public Health

Prof. Kevin Fenton
Strategic Director of
Place and Wellbeing and
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Ben Reynolds
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Date

Southwark Council
southwark.gov.uk

sustain
the alliance for better food and farming