



Glasgow City Food Plan Consultation— Communications toolkit for organisations (28/10/20)



Introduction

This toolkit is intended to support and enable consistent and informative communications about the Glasgow City Food Plan consultation. It can be used by partners and organisations in Glasgow who wish to increase awareness and understanding of the Food Plan and engagement in the Food Plan consultation

This toolkit is a working document and will be updated frequently so please check at <http://goodfoodforall.co.uk/home/glasgow-city-food-plan> for the most recent version

Phases of the Glasgow City Food Plan:

The timeline for the development of the Glasgow City Food Plan is:

Nov 19 to August 20: Phase 1 – development of the draft Food Plan

Sept to Dec 20: Phase 2 – consultation and engagement on the proposed Food Plan

Jan to March 21: Reviewing consultation responses and finalising the Plan

April to June 21: Phase 3 – launching the final Food Plan.

[Agreed wording for describing and explaining the plan](#)

- [What is the Glasgow City Food Plan?](#)
- [Why do we need a Glasgow City Food Plan?](#)
- [Who is currently involved?](#)
- [Consulting on the Glasgow City Food Plan](#)

[Using this information to communicate the plan and encourage engagement in the consultation](#)

- [Newsletters \(internal and external\)](#)
- [Community and stakeholder meetings or events](#)
- [Social media](#)
- [Infographics for using online and printing](#)

[Key data](#)

[Infographics Appendix](#)

Agreed wording for describing and explaining the plan

What is the Glasgow City Food Plan?

The Glasgow City Food Plan (GCFP) sets out a long-term vision and approach to achieving:

“a food system in Glasgow that is fair, resilient and environmentally sustainable and enables everyone in Glasgow to eat healthy, affordable, culturally appropriate *Good Food* irrespective of where they live, their income or personal circumstances.”

Good Food is food that is accessible, affordable, tasty and healthy, good for the planet and good for those who work in the food industry. Good Food is good for society, for health, for the environment and for the economy. The recent coronavirus pandemic has proved how important our food system is and why it needs to be more resilient.

The Food Plan that is being consulted on is ambitious yet achievable. It proposes actions that build on the resources and tremendous work that is already established in Glasgow to address food insecurity, to improve health, to build community resilience, to develop a stronger local food economy, to provide local, seasonal food more affordably across the city and to reduce the environmental impact of our food system.

The Food Plan that is out for consultation describes the route map for a more connected approach to achieving Good Food in Glasgow. The Plan was developed collaboratively and is not owned by any one body in the city – it is a Food Plan for the whole city. The work of the plan will be overseen by the Community Planning Partnership in recognition of the important role that food plays in achieving improved equity, health, environmental sustainability and a thriving local economy.

Why do we need a Glasgow City Food Plan?

Nutritious food is fundamental to our physical and mental health. It is a human right. It allows our children to grow and develop. Good Food is something to be enjoyed. Sharing food allows us to experience different cultures, build stronger community networks, tackle loneliness and isolation and provide intergenerational learning opportunities.

Food is an important part of our city's economy, providing employment, and providing food to our citizens as well as attracting visitors to our city. But our complex food system excludes those who lack the money or resources to access good food, it lets too much food go to waste, and it can have important and damaging impacts on the environment through carbon emissions which contribute to climate change, as well as through impacts on air and water pollution and on biodiversity.

Furthermore, environmental changes are likely to affect our future food supply meaning that we need to build a more resilient local food system now. The COVID-19 pandemic situation has starkly demonstrated the weaknesses and lack of

resilience in our food system, how these impact on our citizens, particularly those in the most vulnerable circumstances.

There are lots of policies, strategies and initiatives that are trying to bring improvements to different parts of the food system, addressing health or food inequality, food waste, sustainability or the food economy.

All of these are important and could bring great improvements, but we believe the complex, interconnected nature of our modern food system means that it no longer makes sense to address each bit of it separately. Working on these different issues in a more connected way could bring greater benefits.

So, rather than developing lots of new initiatives for Glasgow's food system, there is a need to focus on strengthening and bringing more connection and coherence to the policies, strategies and practice already underway to address equity, health and sustainability, to redouble our efforts, and address any barriers that currently limit progress.

Who is currently involved?

A multi-agency project group are coordinating the development of the Glasgow City Food Plan: Glasgow City Council, Greater Glasgow and Clyde NHS Board, Glasgow City Health and Social Care Partnership, Glasgow Community Food Network, Glasgow Centre for Population Health and the Glasgow Food Policy Partnership (which is part of the Sustainable Food Places Network) are all involved.

The Food Plan that is out for consultation has six themes: Food poverty - fair food for all, Community food, Food procurement, Food economy, Food waste and the environment, and Children and young people.

Many stakeholders and contributors with knowledge and experience across these themes have worked together over the last year to develop the Food Plan drawing on the latest data, evidence and examples of good practice.

Consulting on the Glasgow City Food Plan

Between September and December 2020 citizens, communities, businesses and organisations in Glasgow are invited to submit their views on the proposed Food Plan, using their knowledge, experience and expertise about what works and what more is needed to improve our food system.

There is an online consultation hosted on the [Glasgow City Council consultation webpage](#) and a number of events to enable a wide range of views to be shared. It is important that the final version of the Glasgow City Food Plan belongs to the people of Glasgow.

You can find more information on events coming up on Glasgow Food Policy Partnership website: <http://goodfoodforall.co.uk/>.

Using this information to communicate the plan and encourage engagement in the consultation

Newsletters (internal and external)

Articles or features in newsletters or on intranet sites will be very helpful in raising awareness of the Glasgow City Food Plan consultation, in highlighting your own organisation's interest, and to encourage people to engage in the consultation.

Optional text for newsletters:

The Glasgow City Food Plan is coming: now is the opportunity to have your say during the public consultation. A multisector project group has been working for the last year with over 80 partners to develop a draft Plan aiming to make the food system in Glasgow more sustainable, equitable and healthy.

The food system encompasses all the processes needed to feed a population, including growing or producing food, distribution and getting rid of waste. It is influenced by the economy and society and political factors and affects our health and environment.

The proposed Food Plan was informed by stakeholders' knowledge and experience, submissions made to Glasgow City Council's food inequality inquiry in 2018, and data, evidence and examples of good practice.

The impact of the COVID-19 pandemic highlighted weaknesses in our current food system but also mobilised innovative action in many communities, with dedicated individuals and community groups working tirelessly to get food to those in need.

The Food Plan that is going out for public consultation now reflects the city's experience and learning from the pandemic. It also reflects the wider recognition of the pressing need to build a food system in Glasgow that is good for our citizens, our health and our environment and helps our city recover and rebuild in an equitable way.

The Food Plan has six themes: Food poverty - fair food for all, Community food, Food procurement, Food economy, Food waste and the environment, and Children and young people.

The Food Plan consultation includes an online survey and a range engagement events. Feedback on the proposals is invited from communities, citizens, businesses and stakeholders across the city. It is important that the final version reflects the needs and priorities of the people of Glasgow and enables everyone to be part of a more just, sustainable, healthy food system.

To keep up to date on the progress of the Plan and details of the consultation, please follow [#GlasgowCityFoodPlan](#) or see [our webpage](#) at where up to date information will be posted regularly.

Community and stakeholder meetings or events

If you wish to organise a consultation event, or you would like us to attend or support one of your meetings to discuss the Food Plan consultation with your community or stakeholders during the consultation period, please contact Riikka.Gonzalez@glasgow.ac.uk. We would be happy to work with you and will endeavour to support as many meetings as we can during the consultation period.

Social media

Social media posts should be tagged with #GlasgowCityFoodPlan

You can also follow @GlasgowFPP and @theGCPH for updates on the plan and other relevant news. Other Food Plan partner Twitter Handles are @GCFNetwork @GlasgowCityHSCP @NHSGGC @GlasgowCC

Suggested Tweets (but please feel free to amend to suit your audience):

- 1) Glasgow City Food Plan is now open for public consultation. We would love to hear your thoughts about the draft plan. Go to [GCC consultation page to respond](#). #GlasgowCityFoodPlan @GlasgowFPP @theGCPH @GCFNetwork @GlasgowCityHSCP @NHSGGC @GlasgowCC
- 2) Glasgow City Food Plan is now open for public consultation. Our team has organised some engagement events for you to participate in. For more information visit [our webpage](#). #GlasgowCityFoodPlan @GlasgowFPP @theGCPH @GCFNetwork @GlasgowCityHSCP @NHSGGC @GlasgowCC
- 3) If you live or work in Glasgow we want to hear from you! What do you think should be included in the Glasgow City Food Plan? [Go to GCC consultation page](#) to make your opinions heard #GlasgowCityFoodPlan @GlasgowFPP @theGCPH @GCFNetwork @GlasgowCityHSCP @NHSGGC @GlasgowCC
- 4) Glasgow City Food Plan is coming... <https://youtu.be/JEc9rUza9IQ> #GlasgowCityFoodPlan @GlasgowFPP @theGCPH @GCFNetwork @GlasgowCityHSCP @NHSGGC @GlasgowCC
- 5) Glasgow's Food System is complex and influences our health and our environment; this is why we have been working on a city wide plan (see infographic) #GlasgowCityFoodPlan @GlasgowFPP @theGCPH @GCFNetwork @GlasgowCityHSCP @NHSGGC @GlasgowCC
- 6) Can you think of one thing that would contribute to a better food system in Glasgow? Let us know your ideas using #GlasgowCityFoodPlan

Infographics and animation for using online and printing (see appendix)

There are several different infographics which can be used in different ways as well as a short animation which explains the basics of the Plan and consultation. The animation can be watched on YouTube here: <https://youtu.be/JEc9rUza9IQ> and if you'd like a copy of the mp4 file please let us know.

- [Food Plan logo](#) (see page 11)
- [Food Plan themes logo](#) (see page 12)
- [Key numbers infographic](#) (see page 13)
- [Logos for each theme](#) (see page 13 & 14)

Key messages

- The Glasgow City Food Plan (GCFP) sets out a long-term vision and approach to achieving :
 - “a food system in Glasgow that is fair, resilient and environmentally sustainable and enables everyone in Glasgow to eat healthy, affordable, culturally appropriate Good Food irrespective of where they live, their income or personal circumstances.”
- The food system involves all the processes needed to feed a population, including growing or producing food, distribution, and getting rid of waste. It is influenced by society, the economy, and political factors, and influences our health and the environment.
- ‘Good Food’ is food that is accessible, affordable, tasty and healthy, good for the planet and good for those who work in the food industry. Good Food is good for society, for health, for the environment and for the economy.
- Nutritious food is fundamental to our physical and mental health and is a human right.
- Levels of dietary ill health, such as obesity and diabetes, are high in Glasgow and too many people struggle to afford adequate amounts of healthy food.
- The COVID-19 pandemic highlighted the importance of resilient food systems and made people more aware of the links between food, health, poverty and consumption, supply chains and purchasing patterns.
- Challenges to our food system affect everyone but food can also be used as a vehicle to bring communities together in inspiring ways.
- Sharing food allows us to experience different cultures, build stronger community networks, tackle loneliness and isolation and provide intergenerational learning opportunities.
- There are many strategies and policies nationally and locally that aim to improve aspects of the food system in terms of health, equity and sustainability. Glasgow examples include People Make Glasgow Fairer strategy, Our Resilient Glasgow Strategy, Glasgow’s School Food Policy, Glasgow’s forthcoming Food Growing Strategy, NHS GGC’s Public Health Strategy, Glasgow City Region’s Economic Action Plan, Glasgow City Region’s Tourism Strategy, and Glasgow’s Climate Emergency Working Group Report. Too often these are implemented separately.
- A more connected and coordinated approach to action to improve equity, health, the environment and the local economy through changes across the food system in Glasgow would increase our collective impact and accelerate progress towards a food system that benefits more people in Glasgow.
- We want to involve as many of Glasgow’s citizens and businesses in shaping this plan and in making it happen.

Key data for use in providing evidence and background¹

Food and Health

- Body weight (adults)
 - Approx 1/3 adults are a healthy weight
 - 36% overweight and 26% obese
- Body weight (children and young people (CYP))
 - 22.8% at risk of overweight or obesity in Primary 1
 - Fewer children/young people are a healthy weight as they get older
- Obesity is much more likely for people living in deprived circumstances, particularly women and children.
- Healthy eating (proxy: fruit and veg intake)
 - 20% of adults eat 5 a day
 - Those in least deprived areas nearly twice as likely to eat 5-a-day than those in most deprived areas.

Equity

- Cost of food
 - 24% of Scotland's households would need to spend over a quarter of their disposable income (after housing costs) to meet dietary recommendations
- Food insecurity
 - 11% of people reported some form of food insecurity (Glasgow 2018)
- Food banks and emergency food aid
 - Dramatic increase in demand in recent years (at least 40 food banks, and 50 places serving free hot meals in Glasgow)
 - Many people who experience food insecurity do not seek food bank support. It is estimated that 4 times more people are struggling to afford food.

Sustainability

- The food system contributes to climate change (around 30% of greenhouse gas emissions)
 - production, processing, distribution, retail, consumption, disposal

¹ These figures were gathered as part of the development of the draft plan in 2019/20. Updated data and references will be added to a future version of the toolkit.

- The food system also contributes to (air and water) pollution, soil erosion, loss of insects and biodiversity.
- Impacts of climate change and environmental degradation on global food production and supply systems/trade is one of the main risks arising for Scotland.
- A more resilient local food system could benefit the local economy and environment.

Community food

- There are over 100 members in Glasgow Community Food Network (GCFN)

Glasgow has:

- 96 community gardens and growing spaces
- 3 market gardens
- 32 allotment sites.

Food economy

- Glasgow's food and beverage sector
 - adds £330 million to the economy annually
 - provides jobs for over 5,000 people
 - has over 100 enterprises
- 21% of tourist spend in Scotland is on food & drink
- Multiplier effect:
 - Buying in a local shop (£1 spent worth £2.5 to local economy)
 - Buying local produce in a local shop (up to 10 times the benefit)
- Currently 98% of groceries bought in supermarkets
- Local enterprises keen to help build more resilient food supply.

Catering and Procurement

- GCC provides 13M meals pa
- NHSGGC provides 3.6M meals pa
- 560 staff are employed in catering functions across hospital sites
- In 2018/19, 28% of GCC food procured through Scotland Excel was sourced in Scotland; with a further 44% sourced at UK level

Food waste and environment

- The food system contributes 25-30% of greenhouse gas emissions.
- Approx 1/3 of food produced is wasted .

Infographics Appendix



Glasgow City Food Plan

Food procurement and catering



Food poverty - fair food for all

Food economy

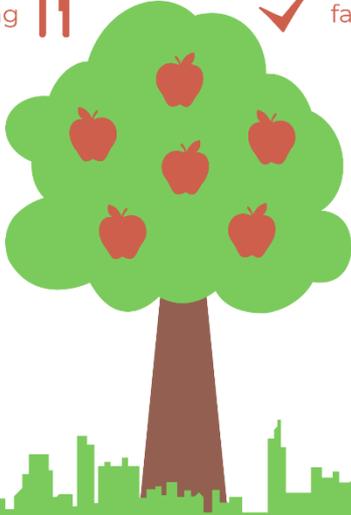


Children and young people

Environment and food waste



Community food



Equity Sustainability Health

GLASGOW'S FOOD SYSTEM

Glasgow's food system is complex, interconnected and reaches well beyond Glasgow's boundaries. It involves all the processes needed to feed a population, including growing or producing food, distribution, and getting rid of waste. It is influenced by the economy, society and political factors and it affects our health and our environment.



The Glasgow City Food Plan can help guide us towards making a food system we are proud of, where everyone is able to eat healthy, tasty, affordable food that supports local business and minimises negative impacts on the environment

Search 'Glasgow City Food Plan' at www.goodfoodforall.co.uk



Food poverty - fair food for all



Community food



Food procurement and catering



Food
economy



Environment
and food waste