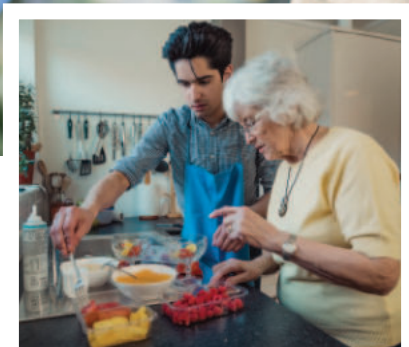




BRADFORD DISTRICT **GOOD FOOD STRATEGY** 2023



This is the easy read summary of the Bradford District Good Food Strategy 2023. You can find the full version of the strategy [here](#)

What do we mean by Good Food?



In Bradford when we talk about good food, we mean that everyone should have access to healthy and balanced food.

It should:

- Be easy for everyone to access and afford
- Meet the needs of all our communities and cultures
- Be fit for how, when and where people choose to eat it
- Be good for our environment
- Support our economic and social wellbeing and our health
- Be sustainably produced, processed and distributed.



We talk about sustainability on page 5.

Why do we need a Good Food Strategy?



There are lots of reasons why we need this strategy. They include the long-term challenge of the changing climate for growing food.

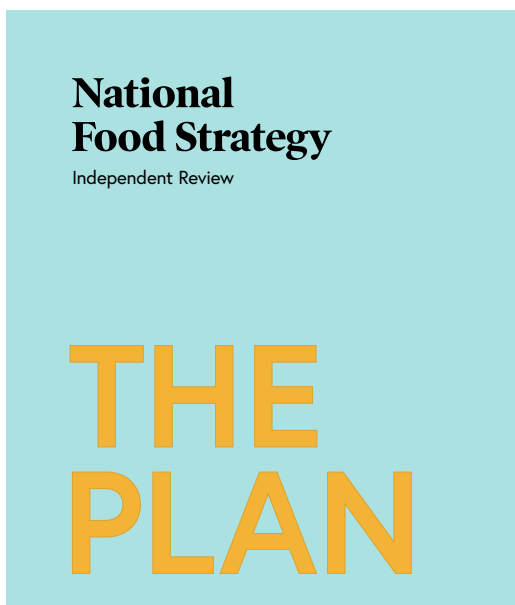
There are more people in the district that are overweight and obese.



There are also many long-term health conditions that are linked to eating an unbalanced diet.

Lots of people can't afford to buy and prepare healthy food.

This is sometimes called food poverty.



Our strategy will help us to improve the health, wellbeing and quality of life for people across the Bradford District.

The 2021 National Food Strategy also says that all areas should have one.

Our Vision – what we want for the future



To put accessible and nutritious food for all at the heart of Bradford's policies and actions.

We do this to reduce health and social inequalities, to improve health and wellbeing.

To create a secure and sustainable food system that works for people and strengthens our local economy.



Health and social inequalities are when some people don't have the same opportunities or outcomes as others.

What is a sustainable food system?



A sustainable food system is producing food in a way that protects the environment.

It makes the best use of natural resources and makes sure that farmers can support themselves.



It improves the quality of life in the communities that produce food including the animals.



It is important because it will help to make sure we can produce enough food for everyone in the Bradford District now and in the future.

Principles to guide our Strategy

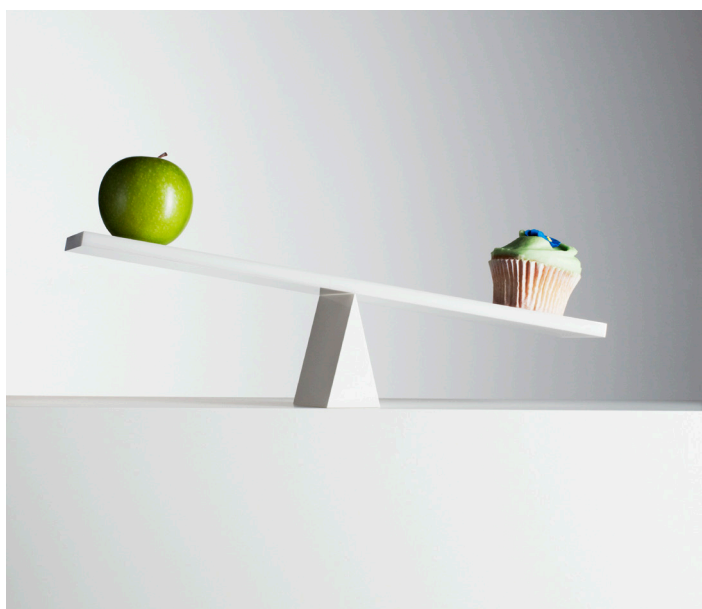


Our principles are the things that will help us to achieve our vision.

We put prevention first –

We will cut down on the need for emergency food aid by dealing with the things that cause food poverty.

We will make sure people can look for and get help earlier, in a range of ways and places.



We work to reduce food inequalities and promote dignity and choice –

People will have access to safe, healthy food that they can afford, no matter where they live or how much money they earn.



Our food sector is sustainable and ethical –

Public sector organisations like the council, NHS, schools and others will work with the private sector to provide healthy and sustainable food.

We will grow links with local businesses and make sure that local farmers, producers and retailers can sell food locally for a fair price.



People and communities are our greatest asset -

We will work together as communities to support people who are finding it difficult to improve their wellbeing.

We will develop food initiatives that celebrate our diverse communities and food traditions. People will be empowered to make healthy choices.

People will have access to a wide range of growing and cooking resources.



We are collaborative -

Organisations and partners will work together. They will tackle the root causes of poverty and the other issues the stop households from having enough healthy food.

Places will help to make food that is eaten outside the home healthier and more nutritious. This includes schools, workplaces and restaurants.

Our outcomes



Outcome 1

Creating an eating well culture

This is important because eating well supports good physical and mental health.

Our aim is to make it normal to eat well in all places across the district.



Some of the things we will do to make this happen are:

- Find the areas that have the poorest access to food they can afford and work to address this
- Promote eating well in places of work
- Make home cooking an easy and affordable thing to do.



Outcome 2

Tackling food insecurities

Food insecurity is when people don't have access to enough food to live an active, healthy life.

It is important to tackle food insecurities because it is harmful to the health and wellbeing of people of all ages.



Some of the things we will do to tackle food insecurities are:

- Work with community organisations and partners and engage with people to stop food insecurities from happening in the first place
- Increase the uptake of Free Schools Meals and Healthy Start vouchers
- Make sure people know about local financial assistance schemes, and have information and advice on tax, benefits and debt.



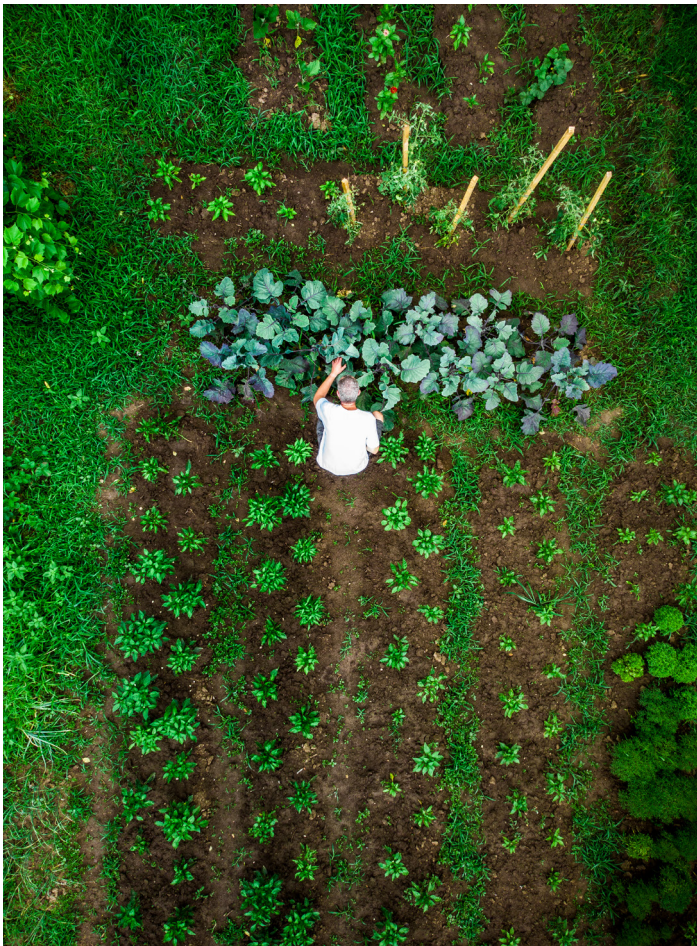


Outcome 3

Community-led food growing

There is evidence that spending time outdoors is good for your mental wellbeing. People are talking about the importance of being outside and having opportunities to grow food.

We want many more people in all parts of the district to have these opportunities.



Some of the things we will do are:

- We will help to gather and share learning, people, organisations, and communities who are experts in food growing
- We will learn how to sustain current community-led food growing
- Look for new ways for people to start small if they wish to grow food with their friends or neighbours in their community.



Outcome 4

A sustainable food system for all

It is important to make sure we can produce enough food for now and into the future.

We also need to make sure we are protecting the environment.



Some of the things we will do are:

Create a Bradford food suppliers council

Support local businesses to work with us to make healthier fast food concepts, standards and products.



We have established a new 'Sustainable Food Partnership' made up of a large variety of local organisations who have an interest in improving the food system in the Bradford District.



Everyone has a role to play in improving the food system in the district, join us, share what you are doing already, find ideas on the Living Well website at mylivingwell.co.uk.



Through partnership and collaboration, and through coordinated effort one piece at a time, we can all become advocates of 'Good Food: Mouthful by Mouthful' and make a real difference to the food system in the Bradford district.