

# Shettleston Food Environment Improvement Project & Glasgow Food Pledge

Paul Birkin  
Team Leader  
Environmental Health  
Glasgow City Council  
January 2019



# Recent Developments

- A Healthier Future – Scotland’s Diet & Healthy Weight Delivery Plan  
July 2018
- Scottish Government Legislation Consultation – HFSS Foods, tackling promotions/marketing food environment.
- Food Standards Scotland Consultation – Out Of Home Strategy
- Review Scottish Planning Policy consider SG research relationship between the food environment and the planning system. Controls on food outlets near schools. Scottish Planning Policy Published 2020.



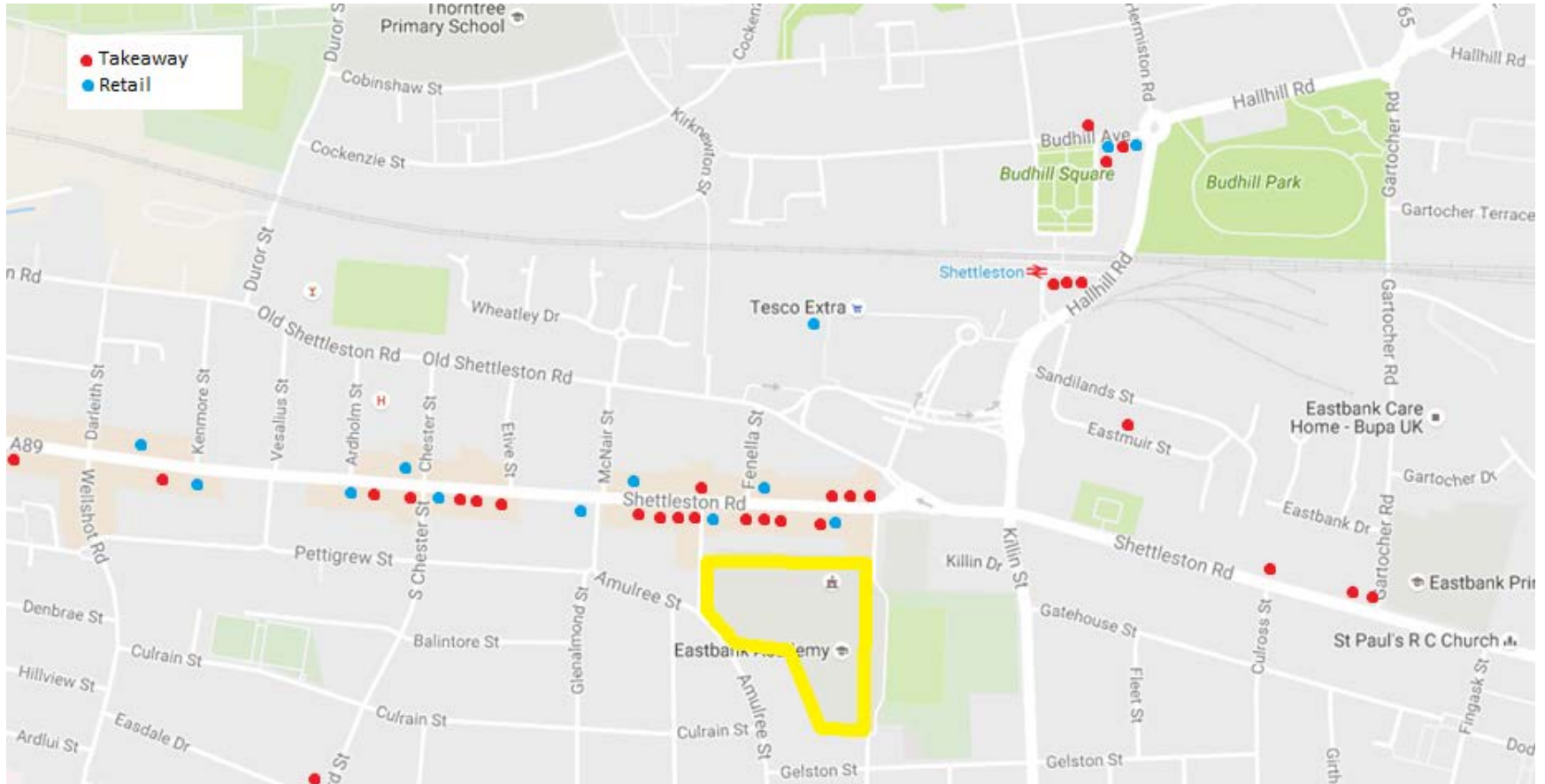
# Shettleston Food Environment Improvement Project



# Context

30 Takeaways

13 Retail



# Context



<b>DOLCE VITA</b>	
<b>Lunchtime Specials</b>	
SMALL BLACK PUDDING & CHIPS	2.20
KEBAB MEAT & CHIPS	2.50
TRAY OF KEBAB MEAT	1.70
CHIPS & CHEESE	1.70
SMALL SAUSAGE & CHIPS	1.80
1/4 PIZZA CRUNCH & CHIPS	1.50
ROLL & KEBAB MEAT	1.60
CHIPS & GRAVY	1.50
CHIPS & CURRY SAUCE	1.50
ROLL & FRITTER	80
ALL PIZZA SLICES	1.00



# Activities

## Food Officer Resources

- Factsheets for Businesses during Food Inspections
- Food Business Questionnaire
- Nutritional Scoring Matrix

## Other Activities

- School Survey (Survey Monkey - ICT Lesson)
- Food Business Workshop
- Recognition Scheme - Glasgow Food Pledge
- Logo competition / branding (Art Lesson)



# School Survey

- 150 Respondents from S1 and S2 (50% M 50% F)

How often do you eat lunch out of school?			
everyday	105	four times a week	3
three times a week	6	twice a week	4
once a week	15	never	17

Does the frequency change over the year?	
Yes 24%	No 76%

Would you consider a healthier option if it was available?	
Yes 56%	No 44%

# “Healthier” Meal Suggestions

**Fresh Fruit (apples, bananas, pineapple, strawberries) – 28**

**Salad – 24**

**Sandwiches/Rolls/Wraps/Toastie – 12**

**Pasta – 8**

**Vegetables – 4**

**Tuna (salad/pasta) – 3**

**Milk – 2**

**Healthy Meal Deals – 2**

**Smoothies – 1**

**Soup – 1**

**Low Fat Sausage - 1**





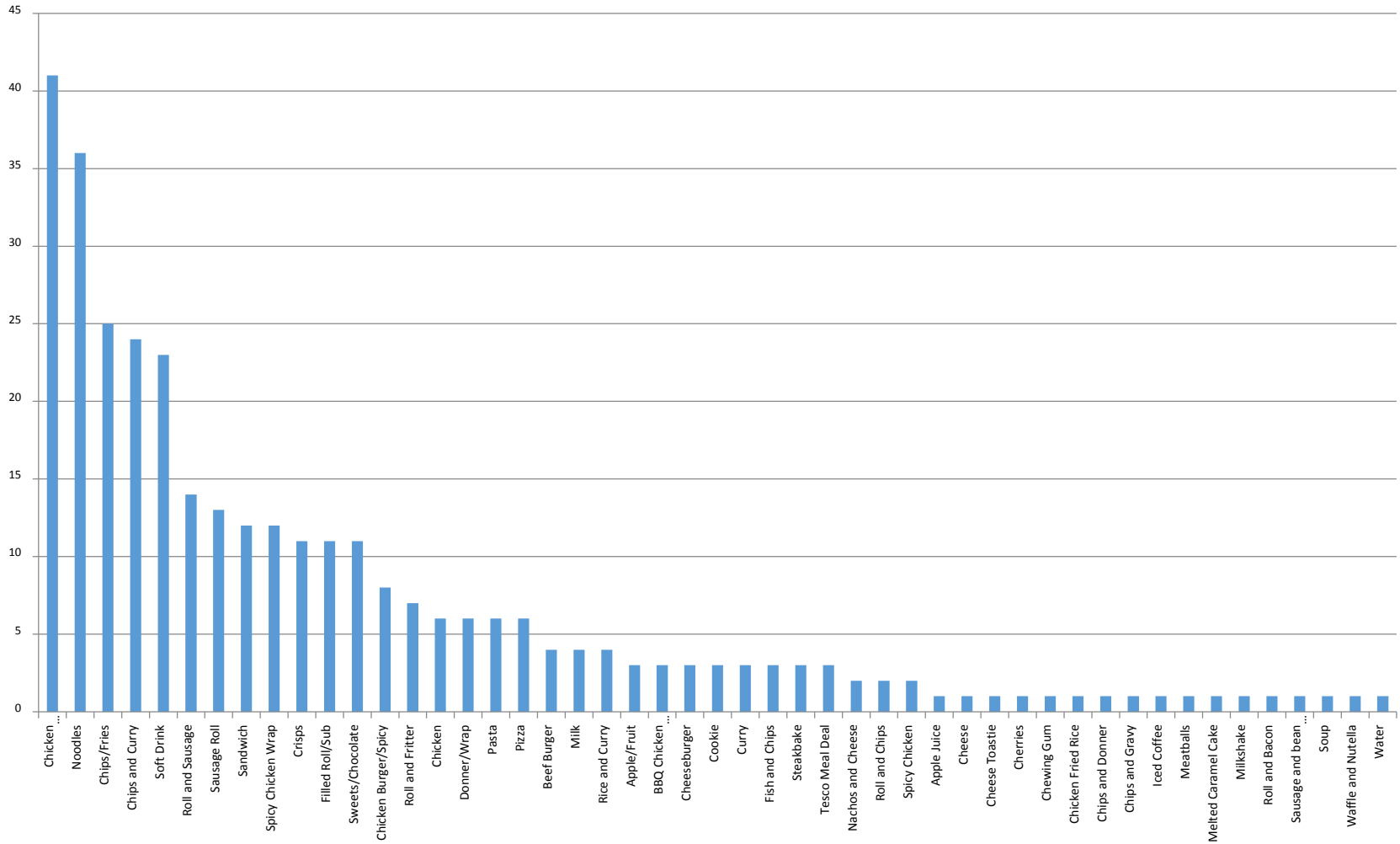
# Cost of Lunch

- 131 Respondents (S1 & S2)
- £376.13 Total
- £2.87 Average
- Range Min £1 Max £5



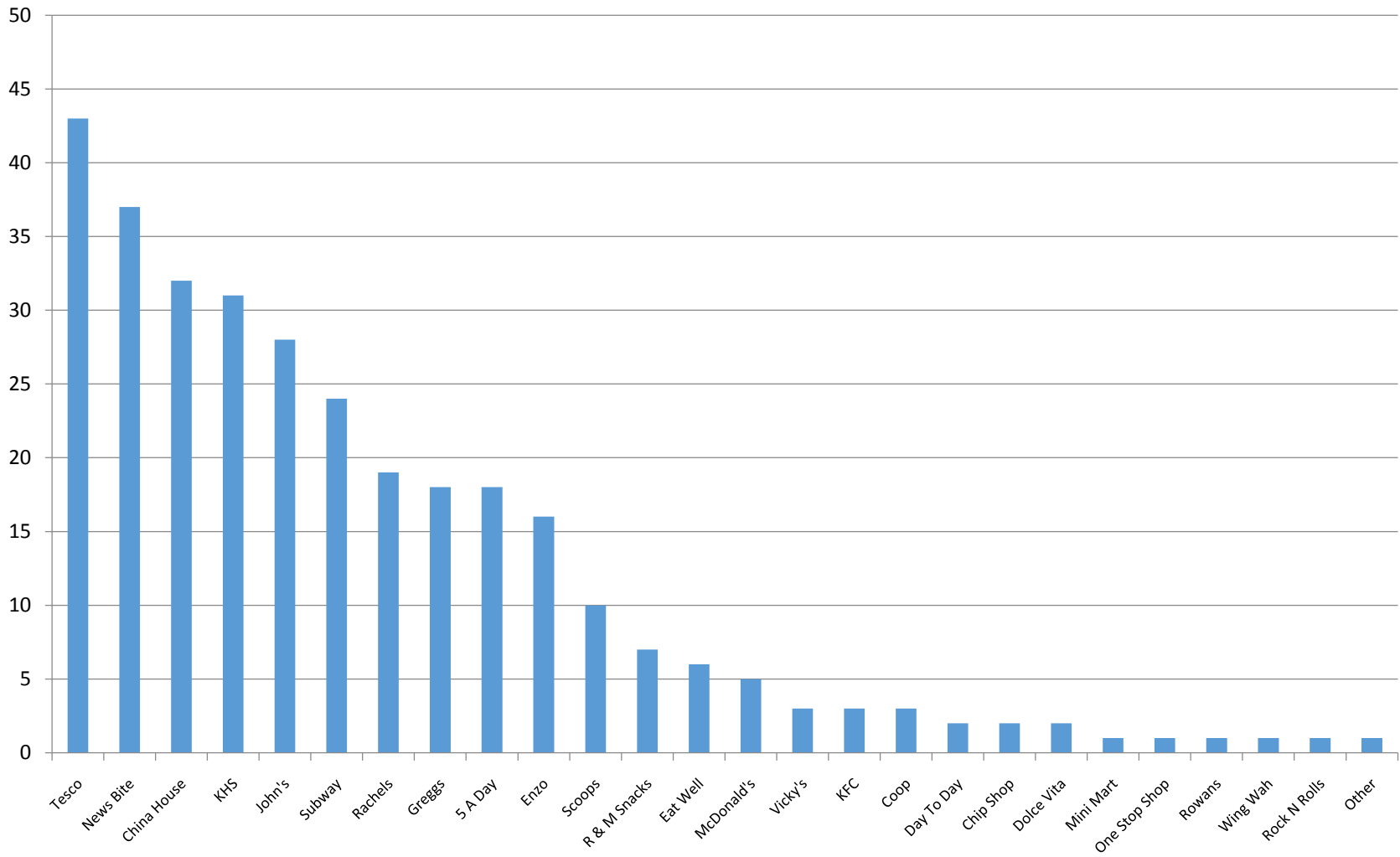
# Popular Lunchtime Meals

S1 & S2 Popular Lunchtime Meals



# Food Businesses Visited

## S1 & S2 Customers By Business



# Food Business Workshop - 27<sup>th</sup> March 2018

- Bailie Russell Robertson
  - Local Food Businesses
  - NHS HIG
  - NHS HLA
  - Eastbank Academy Students
- 
- Survey results released
  - Reformulation examples
  - Launch of Glasgow Food Pledge

# Glasgow Food Pledge



# Glasgow Food Pledge



- Recognition Scheme for businesses making small improvements
  - Pledge 3 improvements
  - Requires Pass for FHIS
  - Window Sticker/Certificate/Promoted Locally and GCC Website.
- 
- Information available on the GCC website – search  
Glasgow Food Pledge



# Making Improvements

- Gradual, over time preferable – less noticeable
- Sudden change – customers notice immediately, less likely to be successful.
- Plan the change and the transition from present ingredients to planned ingredients over a time period e.g. 1 month



# Glasgow Food Pledge

Thank you for your time

