



Let's Talk Food Thirsk and Malton ACC

Feedback Session 14th June 2024

Let's Talk- campaign background

- Let's Talk North Yorkshire is our **biggest ever countywide conversation**
- It started back in September 2022 before vesting day with a programme of ongoing citizen engagement and consultation
- We are committed to listening to and engaging with our residents to hear their views on key strategic decisions and empowering them to have a say
- Surveys are hosted on Commonplace, a safe and easy-to-use online tool used by over 250 organisations including neighbouring councils
- **Paper surveys** and other accessible formats are available in **libraries, main offices and leisure centres**, at **events** and **on request**.



Let's Talk- campaign background

- Let's Talk North Yorkshire has helped us to **reach into groups and communities** that we don't hear from, giving us a broader understanding of how residents feel about their local areas and their future priorities
- While we are the **largest council by geography** in England, we aspire to build 'local' into how services are designed and delivered
- The information provided via our Let's Talk engagement programme will be used to **inform** the council's **decisions, policies** and **services** moving forward

Let's Talk- campaign background

From Sept 2022 to now, we have asked residents for their views on wide range of topics, including:

- Their local area
- Devolution for York and North Yorkshire
- The council plan and budget for 2023 to 2024
- Our climate change strategy
- Their experiences of transport in North Yorkshire
- The council plan and budget for 2024 to 2025
- Their experiences of accessing healthy food and food waste

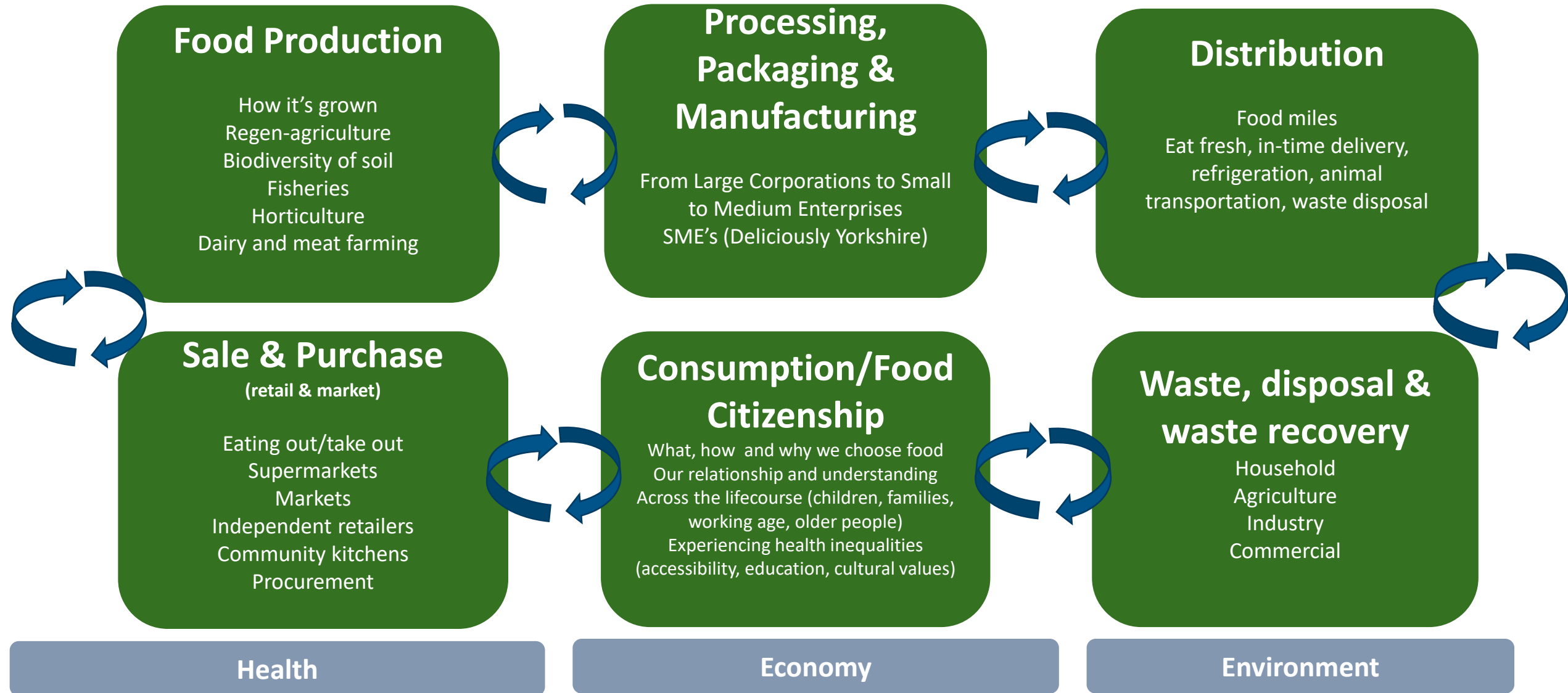
A total of **18,430** surveys have been completed so far.

Reports on the above can be found at www.northyorks.gov.uk/letstalkny



'Food for the Future North Yorkshire' – a whole system approach

Making sure everyone has nutritious, affordable and sustainable food in North Yorkshire, for North Yorkshire



Our Place Shaping Role in the Food System

Statutory functions



Local plan – food environment design and land use policies



Contract and Procurement practices – food buying standards; supply chains



Nature recovery strategy – supporting regenerative practices

Convenors



Trading Standards and Environmental Health policy and regulations



Children & Young People – Healthy Start, Healthy Schools; free school meals, education



Climate Change Strategy – commitment to sustainable change

Catalysts



Economic development – education & skills; Growth Strategy



Public Health – health protection population health, reducing inequalities



Local Engagement – enabling food citizens, stimulating action, advocacy

Let's Talk Food Survey Summary

- North Yorks wide population survey ran from 5th Feb – 2nd April 2024
- **2,053 responses** to the Let's Talk Food Survey
- 259 responses from the Thirsk and Malton ACC area
- High level focus on having a **healthy, balanced diet**, the ease of **accessing healthy food**, and **food waste** behaviours
- Devised through COM-B Behavioural Science techniques and analysis of qualitative response using natural language processing
- Findings analysed by age, gender, disability/life limiting illness and Area Constituency location

Let's Talk Food Survey Summary

- Some analysis is supported through wider national research to offer context and validity of responses (i.e. food foundation, public health profiles, WRAP)
- **One part of a wider engagement piece** for representatives from across the 'food system' (farm to fork). Focus Groups to be completed
- Caveats:
 - one part of a wider engagement piece
 - self-selected respondents
 - acknowledged under-representation

Key findings - demographics

ACC area	No. of responses	% Sample	% Population
Harrogate & Knaresborough	213	16%	17%
Richmond	259	19%	18%
Scarborough & Whitby	211	16%	16%
Selby & Ainsty	142	11%	17%
Skipton & Ripon	247	19%	16%
Thirsk & Malton	259	19%	17%
Sub-total	1331		
Outside area	92		
No Response	630		
Total Responses	2053		

Key findings - demographics

- 213 respondents identified as having a disability or long-term, life limiting condition. They were more likely to have food access issues
- Limited differences by gender – but many more responses from females (65%) versus males (34%). 1% preferred not to say or identified in another way
- Selby & Ainsty were under-represented (11%) compared to overall percentage of the NY population in ACC area (17%). All other areas represented at target or slightly above. In line with other LT survey responses
- Older people (50+) are overrepresented (82%) and younger people (under 30) are underrepresented (2%) compared to overall percentage of the NY population (57% - 16%). Younger people were more likely to waste food or have issues with accessing healthy food (NB: small response numbers)

Key findings – a healthy, balanced diet

- 86% feel they have a healthy and balanced diet. Very few people feel they do not have a healthy and balanced diet
- Most people also say they want to eat healthier food a lot (47%) or quite a bit (35%). Only 3% do not want to do this much or at all
- Factors affecting these responses relate to different opinions on **access** and **education/skills**

Key findings – access to healthy food

- 35% find it very easy and 46% easy to access healthy food. Only 5% of people find it difficult or very difficult to access this
- Difficulty in access generally relates to poor choice in shops/restaurants, transport and some identification of cost
- People are most likely to say **lowering the cost of food (59%)**, **reducing unhealthy food advertising (53%)**, and **supporting local gardens or food projects (50%)** would make it easier to get healthy food

Key findings – food waste

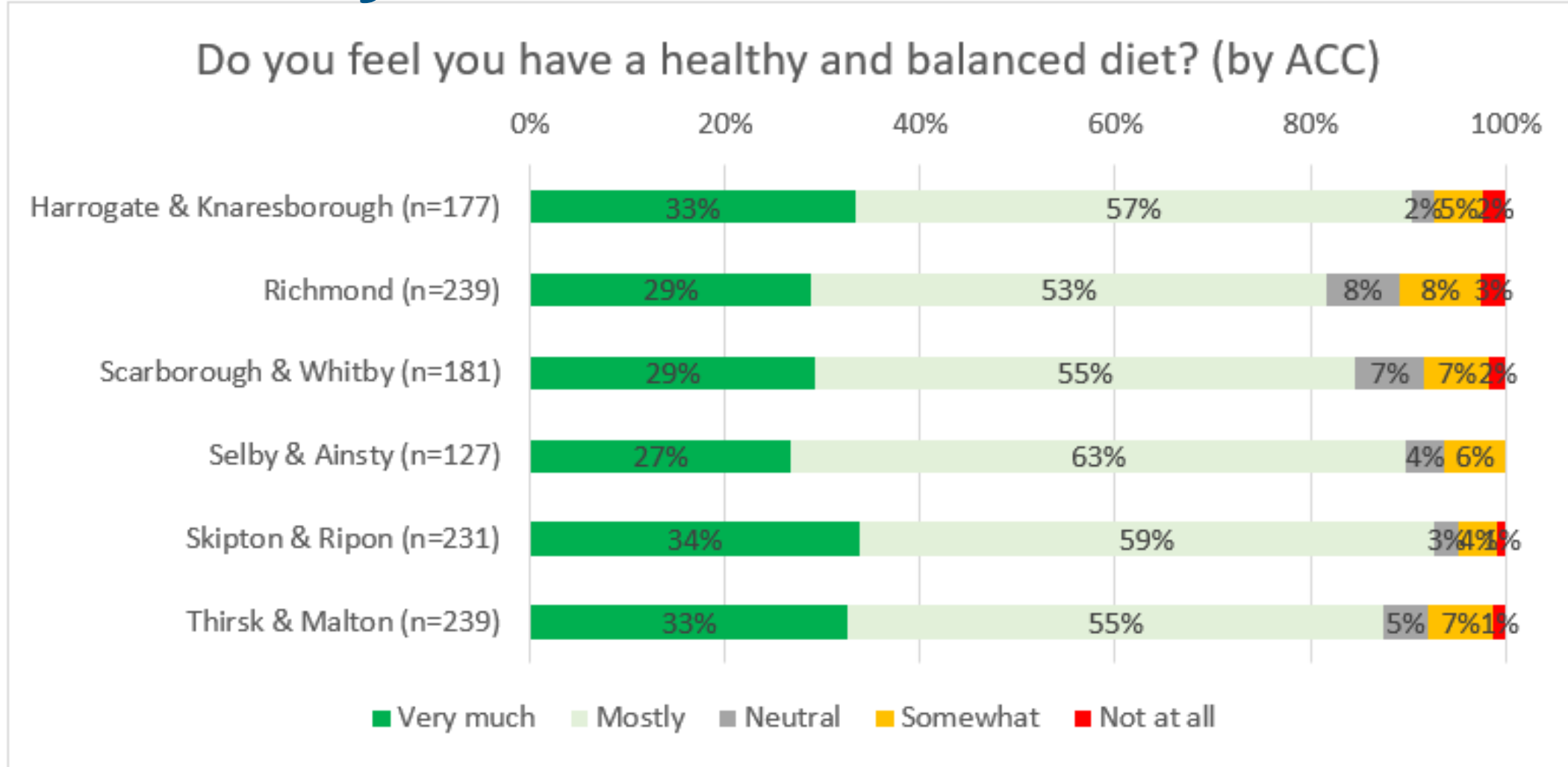
- Some 9% say they never and 46% hardly ever throw away unused food. However, around a quarter throw away unused food once a week (19%) or more often than this (7%).
- More than half the people in the survey also say they find it very easy (22%) or easy (36%) to reduce their food waste, but nearly one-in-six people find this difficult (13%) or very difficult (2%).
- The most common things making it difficult to reduce food waste are **food going off** (58% of responses) and food being **sold in larger amounts** than needed (43%).
- Having the **skills and experience** of how to repurpose food waste or manage leftovers/excess were of interest.

Key findings – ACC response overview

ACC area	Very much or mostly have a healthy & balanced diet	Want to eat a healthy diet a lot or quite a bit	Very easy or easy to access food	Never/hardly ever throw away food	Regularly throw away food	Very easy or easy to reduce food waste	Difficult or very difficult to reduce food waste
Harrogate & Knaresborough	90%	82%	81%	58%	25%	59%	13%
Richmond	82%	82%	80%	55%	25%	60%	16%
Scarborough & Whitby	85%	83%	78%	58%	24%	58%	16%
Selby & Ainsty	90%	87%	80%	53%	28%	54%	20%
Skipton & Ripon	93%	82%	86%	60%	21%	61%	16%
Thirsk & Malton	87%	82%	80%	64%	21%	61%	17%
Overall survey	86%	82%	81%	56%	26%	58%	15%

*Difference of +/- 3% or more from overall survey result.

A Healthy and Balanced Diet

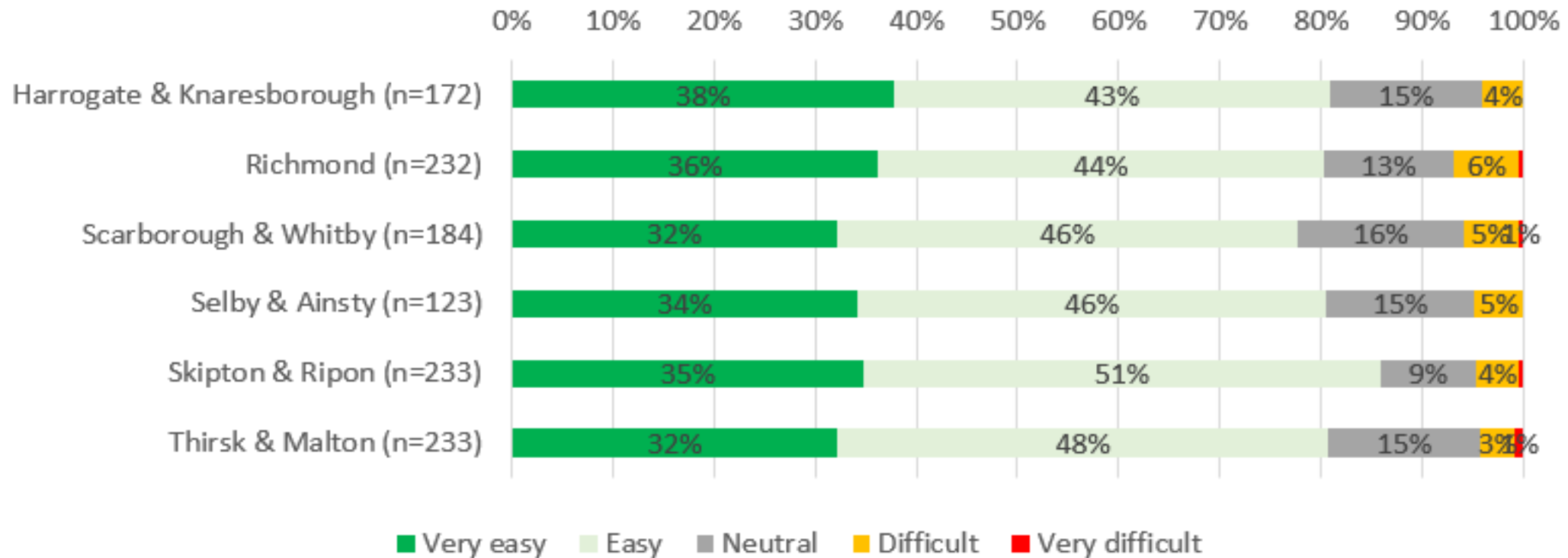


Skipton and Ripon are more likely to feel they have a health and balanced diet (93%). **Scarborough & Whitby (85%) and Richmond (82%) are less likely** to feel this. This is a higher perception than national survey results for NY re: eating the recommended 5 portions per day at 32.5% (OHID Fingertips 2021/22)



Accessing Healthy Food

How easy or difficult is it for you to access healthy food? (by ACC)



Skipton & Ripon are most likely to say it is very easy or easy to access healthy food (86%). **Scarborough & Whitby are least likely** to say this is the case (78%). Generally limited differences in responses.

Accessing healthy food: Disability or long-term limiting condition

- Those people who consider themselves to be disabled or have a long-term, limiting condition are **less likely to say** they find it very easy or easy to access healthy food (63%),
- Those people without a disability or condition (85%).
- **Food insecurity[^] levels are widening** between households with an adult limited a lot by disability and households with an adult not limited by disability. Nationally, 38.2% of households ‘limited a lot by disability’ experience food insecurity, compared to 10.5% of households ‘not limited by disability’ (Food Foundation, December 2023).

[^] affordability, access, utilisation, and stability.

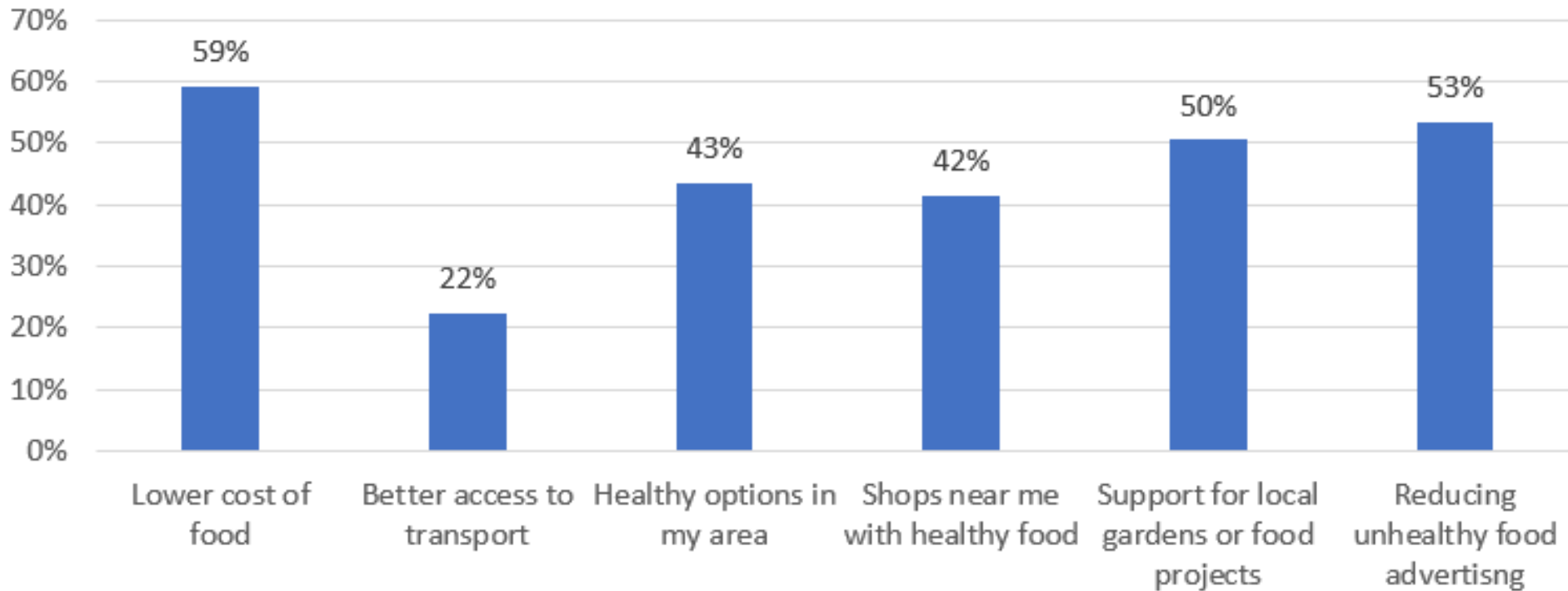
Accessing healthy food: What people said – the free text

- **Choice of food available within shops** – the vast majority of people (828) feel they have good choice and 81 people shop online/have food delivered. 136 comments mention poor local choice and 24 a lack of organic food being available locally
- **Cost of healthy food** – healthy food was considered expensive and people cannot afford it (223), although many felt lucky they could afford it (191)
- **Skills and knowledge** – people say they have the knowledge or skills to access healthy food/eat healthily with a few people receiving dietary advice from dieticians or using an app to help them (198)
- **Location and transport** – Some people identified that access to healthy food depends on transport – having a car or relying on public transport (116)

Accessing healthy food: What people said – the free text

- **Grow your own food** – some people identified that they are able to access healthier food because they grow it themselves (91)
- **Time to plan and prepare healthy food** – some found it difficult to find time to use healthier food due to lifestyle pressures (78)
- **Special diets** (gluten free, vegan/vegetarian or because of illness) with issues accessing food (33)
- **Food Labelling/Marketing** - some found labelling confusing about what was truly healthy when it was really, full of sugar (31)
- **Disability or long-term limiting illness** - some people identified that it was harder to access healthier food because of their health conditions (17)

What would make it easier to get healthy food? (n=1562 responses)



Subtle difference in age range response. **Older age groups (those aged 65-74 and 75 & over) are least likely** to say lower cost of food would make it easier to get healthy food **but most likely** to say better access to transport would help.

Making access easier: What people said – the free text

- **Cost of healthy food** – lowering the cost or general cost of living pressures (115)
- **Better education/knowledge** to understand healthy food options or develop cooking skills, and also discipline/willpower to eat healthily (behavioural) (106)
- **Better selection of food available** in shops (91), particularly in terms of food grown locally
- **Better food labelling/scientific advice about healthy food/advertising of healthy/unhealthy food options** - promotions often push unhealthy food options (85)

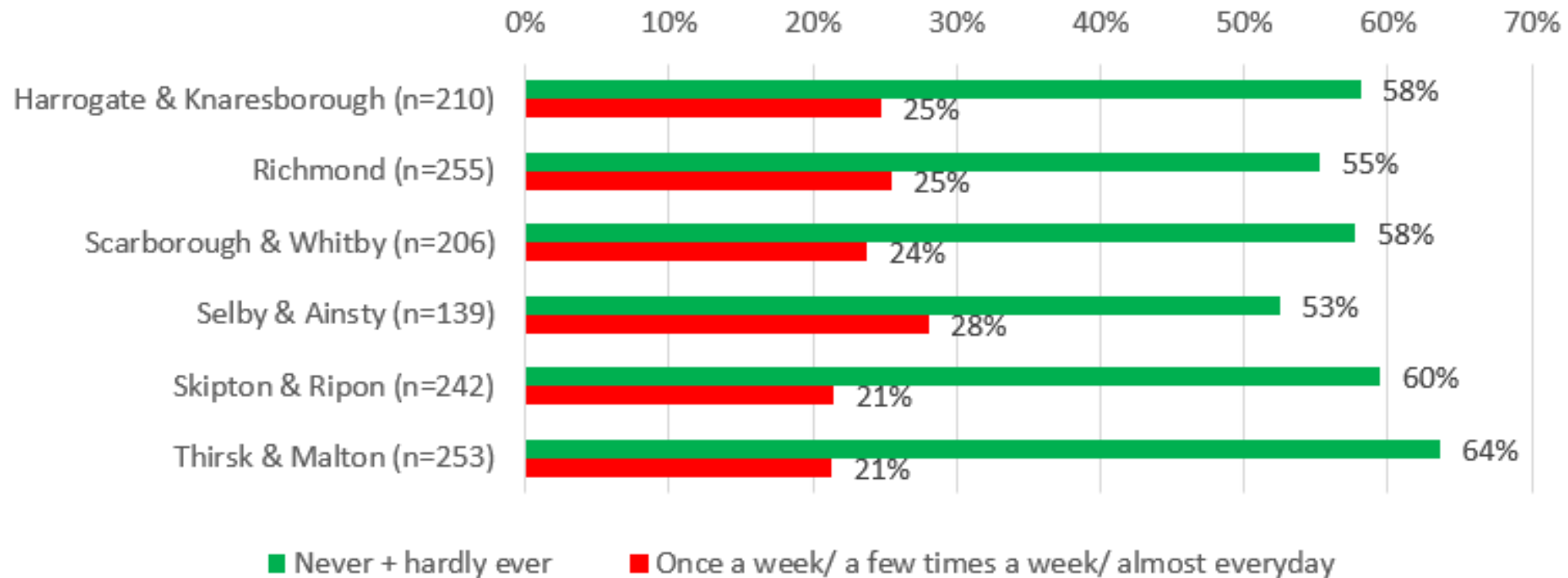
Making access easier: What people said – the free text

- **Support for farmers/farming projects/food producers (57)**
- **Tighter regulation of food production/minimum food quality standards (49)**
- **Encouraging local shops (45)**
- **Takeaways/eating out** - reducing number of takeaways but also better selection/healthier options available when eating out or attending events (45)
- **Access to allotment/community gardens and ability to grow own food (42)**

Making access easier: What people said – the free text

- **Better transport services** needed (39), especially in rural areas
- **Mobile shop/better or more affordable local delivery services** (33) including deliveries direct from producers such as veg boxes
- **Farmers' market/stalls/farm shop** (30) and **local markets** (27), including these being available at times when people are not working
- **Special dietary requirements catered for** (such as vegan, vegetarian and gluten-free) and availability and issues relating to illness (31)

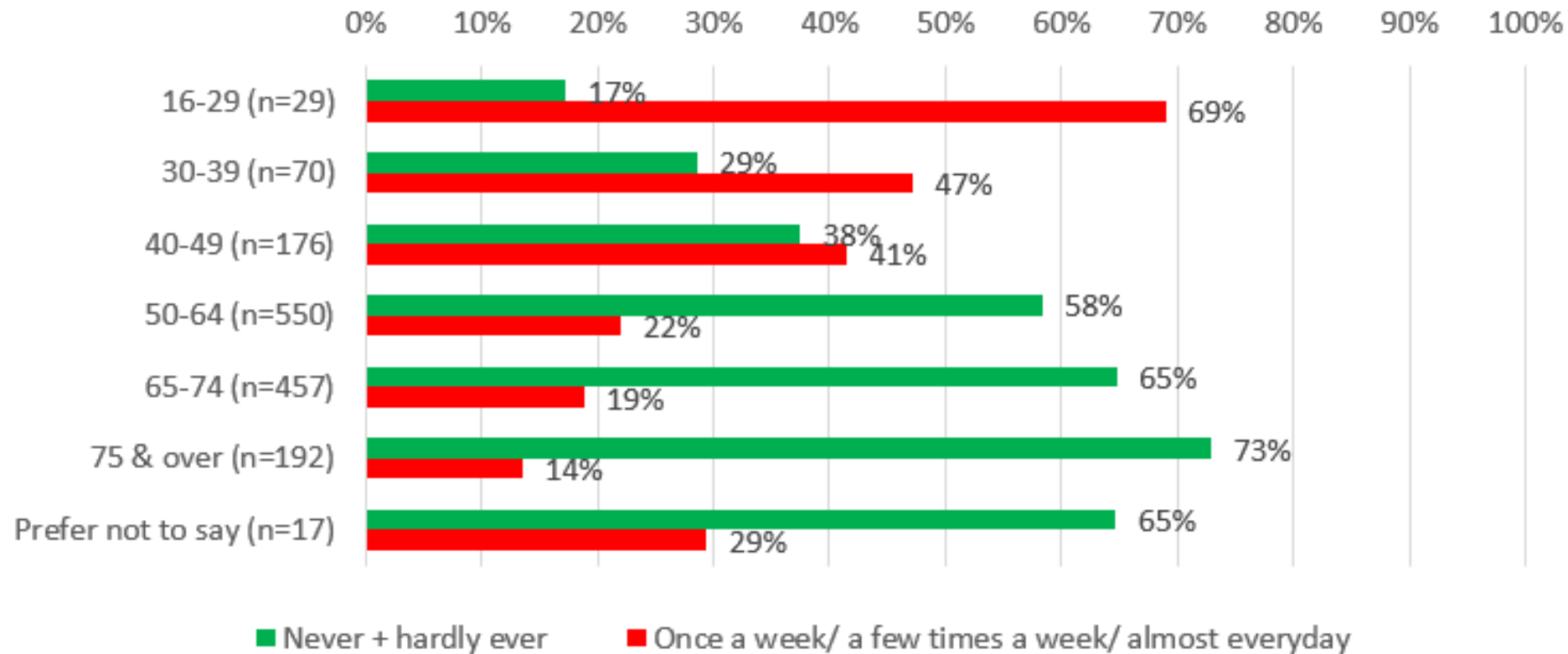
How often do you find yourself throwing away unused food? (by ACC)



Thirsk & Malton (64%) are most likely to say they never or hardly ever throw away unused food. **Selby & Ainsty (53%)** and **Richmond (55%)** are least likely to say this.

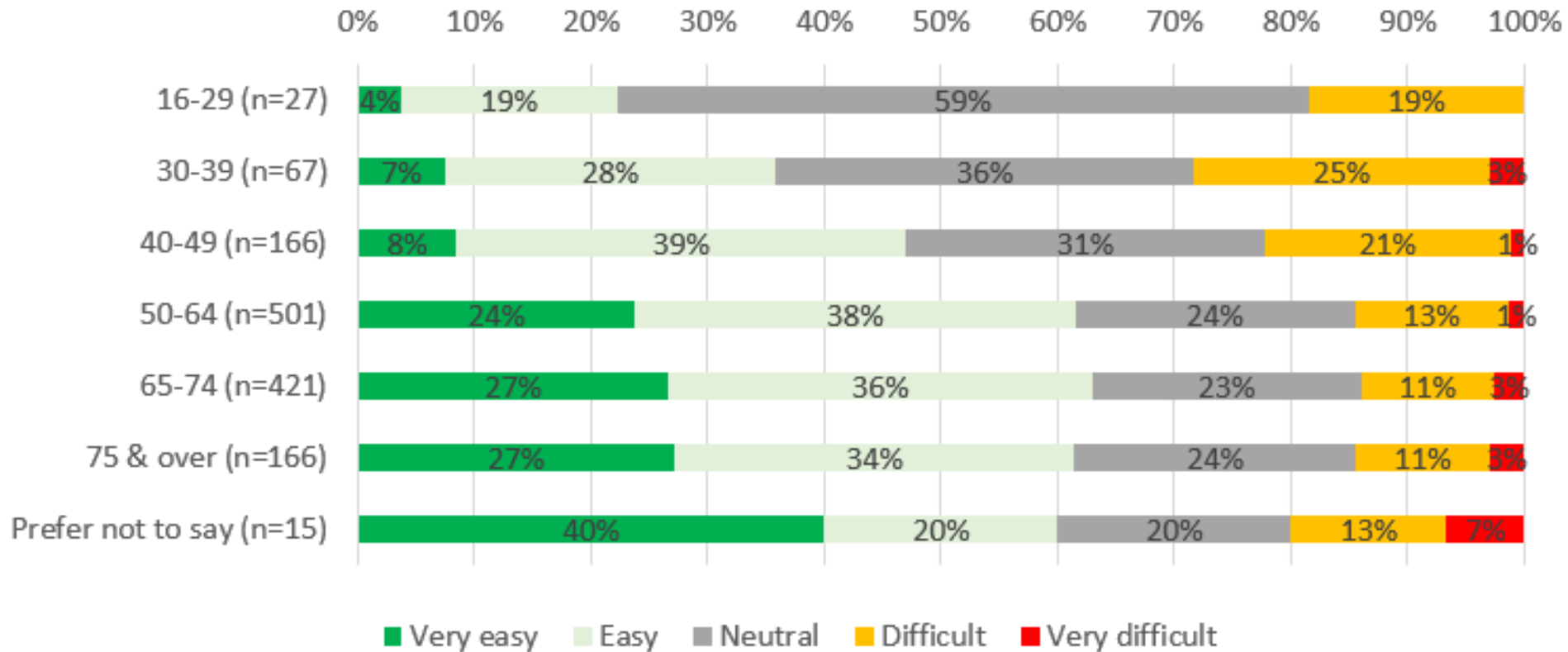
Local analysis of household refuse identifies 15.57% contains kitchen food waste (Allerton Park tests Nov 2023)

How often do you find yourself throwing away unused food? (by age group)



People in the older age groups are more likely to say they never or hardly ever throw away food.

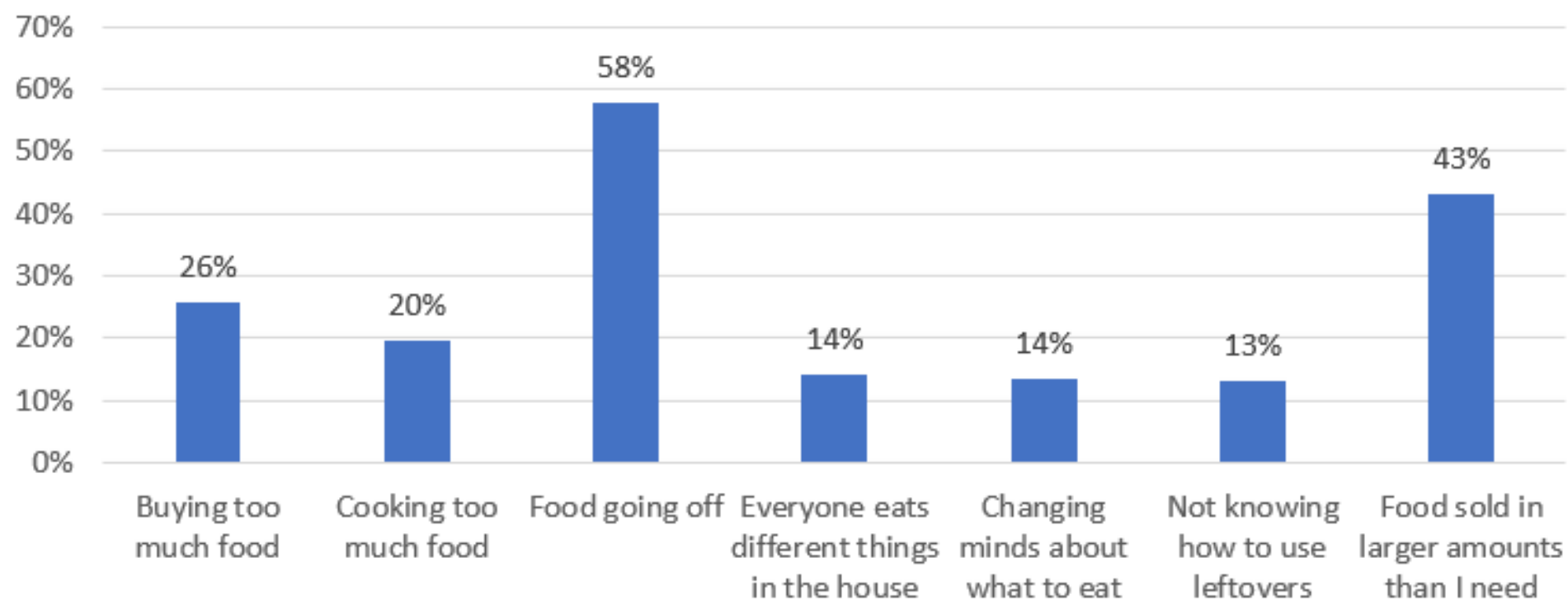
How difficult is it to reduce your food waste? (by age group)



The older age groups are more likely to report finding it very easy or easy to reduce food waste.

Suggests a better knowledge of healthy food and ways to use fresh/potentially less convenient products or cooking practices

What makes it difficult to reduce food waste? (n=1458 responses)



The most common things making it difficult to reduce food waste are **food going off** (58% of responses) and **food being sold in larger amounts** than needed (43%).

Reducing food waste: What people said – the free text

- **Smaller amounts of food/loose food should be available** (294), especially for single people/smaller households, and must be reasonably priced. Food packaging to be reduced.
- **Meal planning** and sticking to these plans (165)
- **Longer use/sell by dates for food** and understanding these (144) and quality of food (39)
- **Freezing food/using frozen food** (87)

Reducing food waste: What people said – the free text

- **Composting of food waste** (64) also using food waste to feed animals (11)
- **Using leftovers** (60)
- **Buying less food** (59) - some people favour buying smaller amounts, more frequently
- **Education** around using and storing food/avoiding waste (55)
- **Family members eating the same food or being picky** (38)
- **Recycling and collection of food waste** (31) including packaging

North Yorkshire Food Action: Already happening...

Healthy Food Access:

- **Food Insecurity Partnership** and community partnerships
- **Food Access models** evaluation and recommendations
- **Rethink Project** – Selby schools based regenerative growing and behaviour change project

Food Waste:

- **NY Rotters** – school and community engagement
- **Love Food Hate Waste** national campaign signpost
[Love Food Hate Waste / Preventing food waste](#)

Systems and Partnerships:

- **Engagement with Fix Our Food** programme and newly formed FoF Commission
- **Engagement with BiteBack** – national youth advocacy

Developing a North Yorkshire Food Plan: Next Steps

- **System wide partnership group** developing aims, objectives and actions for 'Food for the Future'
- **Local Conversations** – farmers, young people, food partnerships, lived experience, SME businesses
- **Developing actions** across farm to fork system (i.e. regen farm support, procurement feasibility, community grow, planning policy)
- **Fix Our Food** – university of York led, FoF commission for regional voice and action [Home - Fix Our Food](#)
- **Regenerative farming trials – opportunity to visit**

Let's Talk campaign- next steps

- Sharing survey date with all ACC area committees
- Once complete, a public report will be published on the NYC website with a foreword from Cllr Les and Cllr Harrison
- Internal and public facing campaign about the engagement results
- Aiming to go live end of June 2024