



# Shaping Places for Healthier Lives

## Food Insecurity Project

### Focus: South-West Shropshire

## Appendix 1

Information about Shaping Places Project and Overview of next stage of the bid (Phase 4 bid).

Engagement period:  
February to April 2021

Publication date:  
11 November 2021

## About the Shaping Places Project and links with other work

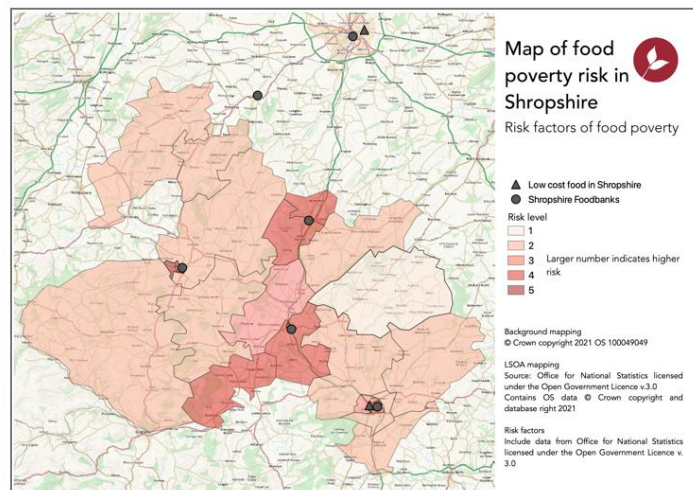
### How is this project linking with other work currently going on in Shropshire?

Food Insecurity is a complex issue mainly caused by low income which in turn is impacted by low wages and insecure work, access to benefits and support, rising living costs and poor physical and mental well-being. Many organisations both statutory, voluntary and community already work to help those living with food insecurity and therefore a whole system approach which involves as many organisations as possible is vital. The project aims for the chosen ‘solutions’ to be collaboratively chosen and worked upon.

### What did we already know about food insecurity in South-West Shropshire?

## Mapping food poverty risk

- Lone parent households
- Lone pensioner households
- Long-term health problem or disability
- No car households
- Obesity in Year 6
- Overall IMD 2019 Rank
- Income support from UC & pension credit
- Fuel poverty



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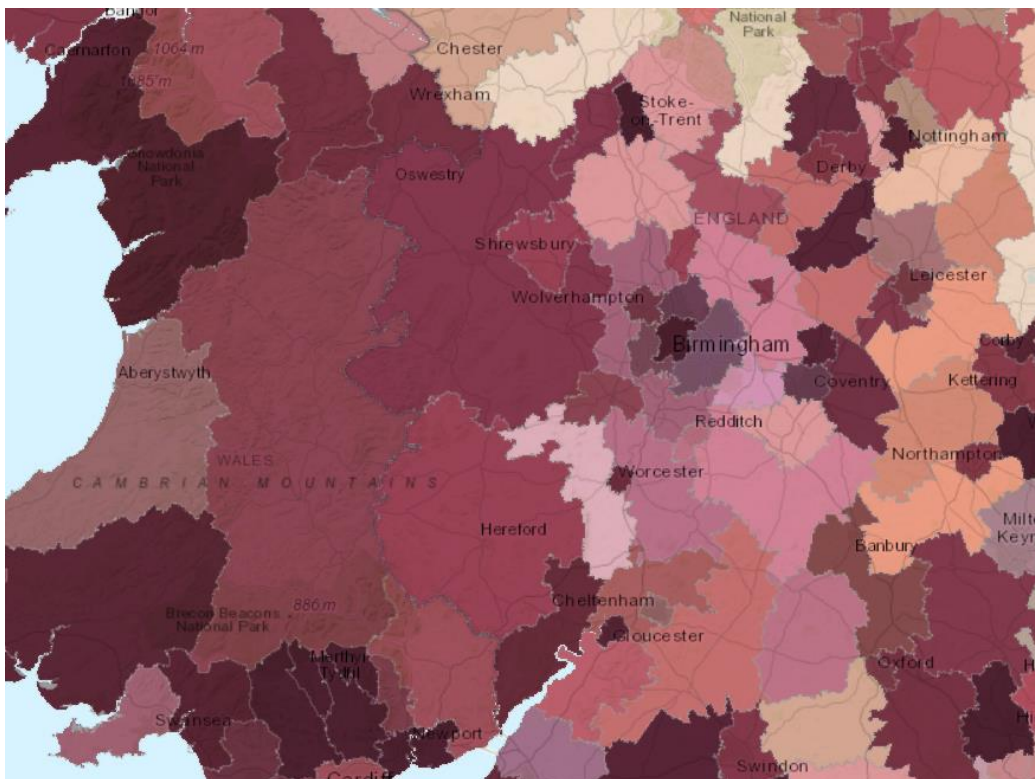
We know that whilst some areas of South Shropshire are affluent there are pockets where people have significant difficulties both in terms of health and social care. The number of households and people in these pockets can be low compared to other areas of Shropshire such as Oswestry and Telford. The diagram above combines the information collected for this project by Data Orchard, Shropshire Council Public Health and Shropshire Food Poverty Alliance, where the dark areas indicate a higher area of risk of food insecurity.

- Children’s Food Insecurity in Shropshire May 2021 Shropshire Food Poverty Alliance  
<https://www.shropshirefoodpoverty.org.uk/children-s-food-insecurity-in-shropshire>

- Shropshire Citizen's Advice <https://www.cabshropshire.org.uk/wp-content/uploads/2020/03/FINAL-Council-Tax-Support-Impact-report.pdf>

At a national level The University of Sheffield Institute for Sustainable Food identify food insecurity at a local authority scale. They used data which the Food Foundation gathered from an online survey of 4,231 adults in the UK between 29 January to 2 February 2021. This map shows that in Shropshire in January 2021:

- 5 % of adults experienced hunger because they did not have enough to eat
- 14% of adults struggled to have food
- 9% of adults worried about having enough food



<https://www.shropshirefoodpoverty.org.uk/post/new-map-shows-patterns-of-food-insecurity>

<https://www.sheffield.ac.uk/news/new-map-shows-where-millions-uk-residents-struggle-access-food>

## Overview of Shaping Places Application to Tackle Food Insecurity

Through the programme our aim is to establish a robust framework for working and learning together with stakeholders from all levels within the system.

This collaborative learning partnership will enable statutory, voluntary and community organisations to understand complex systems theory and whole system approaches through addressing the challenge of food insecurity. Mechanisms will be developed to enable people with lived experience to take part.

Bringing together organisations to collectively identify problems and develop solutions will enable relationships to grow with benefits lasting beyond the funded programme. This will improve communication across the statutory, voluntary and community sectors and encourage co-design of asset-based approaches which ensure that those who need support are kept at the centre of the system. The importance of food insecurity as a health improvement priority and the critical importance of engaging those with lived experience in developing solutions will be understood.

Moving into the 'deliver' phase, the programme will use the key levers for change identified through our discovery research and reflected in our systems mapping to test economic, social and community solutions to food insecurity. We aim to develop, and pilot solutions identified in relation to these key system levers whilst recognising that these areas have a high degree of interconnectivity and that there could be unanticipated consequences of any changes.

Some activities will be area wide, such as the training of front-line staff in identifying and supporting people in food insecurity to navigate the system; whilst others will more appropriately be place based, developed by local community organisations working in tandem with statutory organisations.

Through the 'deliver' phase we will be aiming to achieve the following benefits:

### **Economic**

- More people in Shropshire have sufficient income to enable them to afford a healthy diet.
- More people in rural areas can access support and services.
- Proactive early intervention starts to reduce food insecurity in Shropshire.
- More people are supported to navigate the system to get help.

- The ability of services/the system to personalise support will be enhanced.

#### **Social**

- Those struggling financially feel that there is no stigma in coming forward for support. They know they will be treated with dignity and respect by their community and the agencies they come into contact with.
- More Health professionals recognise food insecurity as a health issue providing advice and making referrals.

#### **Community**

- Place based working actively enables local discussions and encourages local communities to harness their passions and build on local assets in addressing food insecurity through sustainable solutions
- There will be learning from community solutions to food insecurity which support people without creating stigma.
- Improved communication channels and points of referral enables more people at risk of food insecurity to be supported.

This whole system approach will support achievement of our long-term vision through actively addressing key drivers of food insecurity. Further to this the system will harness the learning from the programme developing an understanding and commitment to this approach in tackling other complex challenges that underpin health inequalities in Shropshire.