



Where Nature Feeds the Senses in Sandwell – a View from Public Health

Angela Blair, Public Health Sandwell



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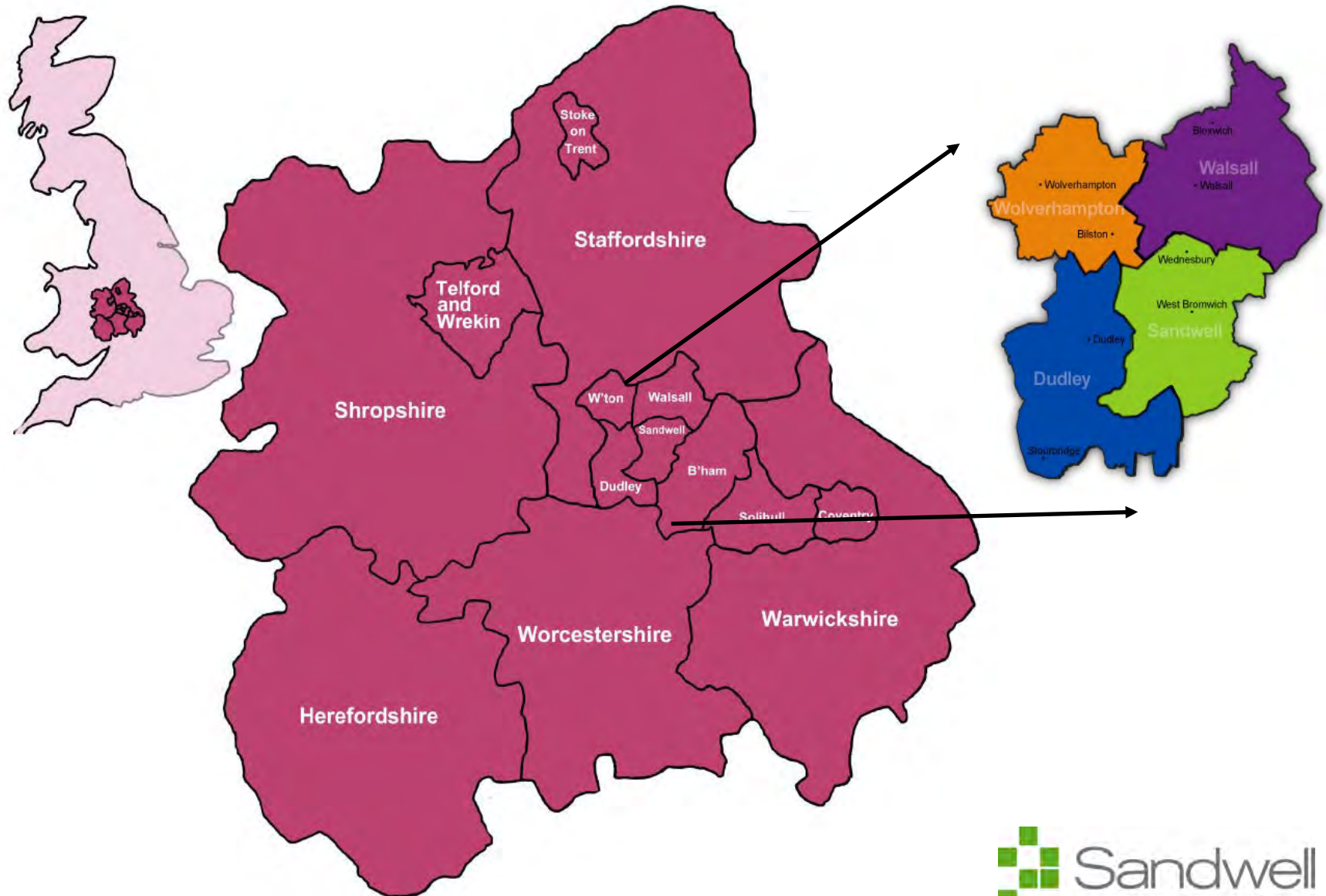
Where nature feeds the senses in Sandwell: a view from public health

Angela Blair
Food and Nutrition Project Manager

United Kingdom

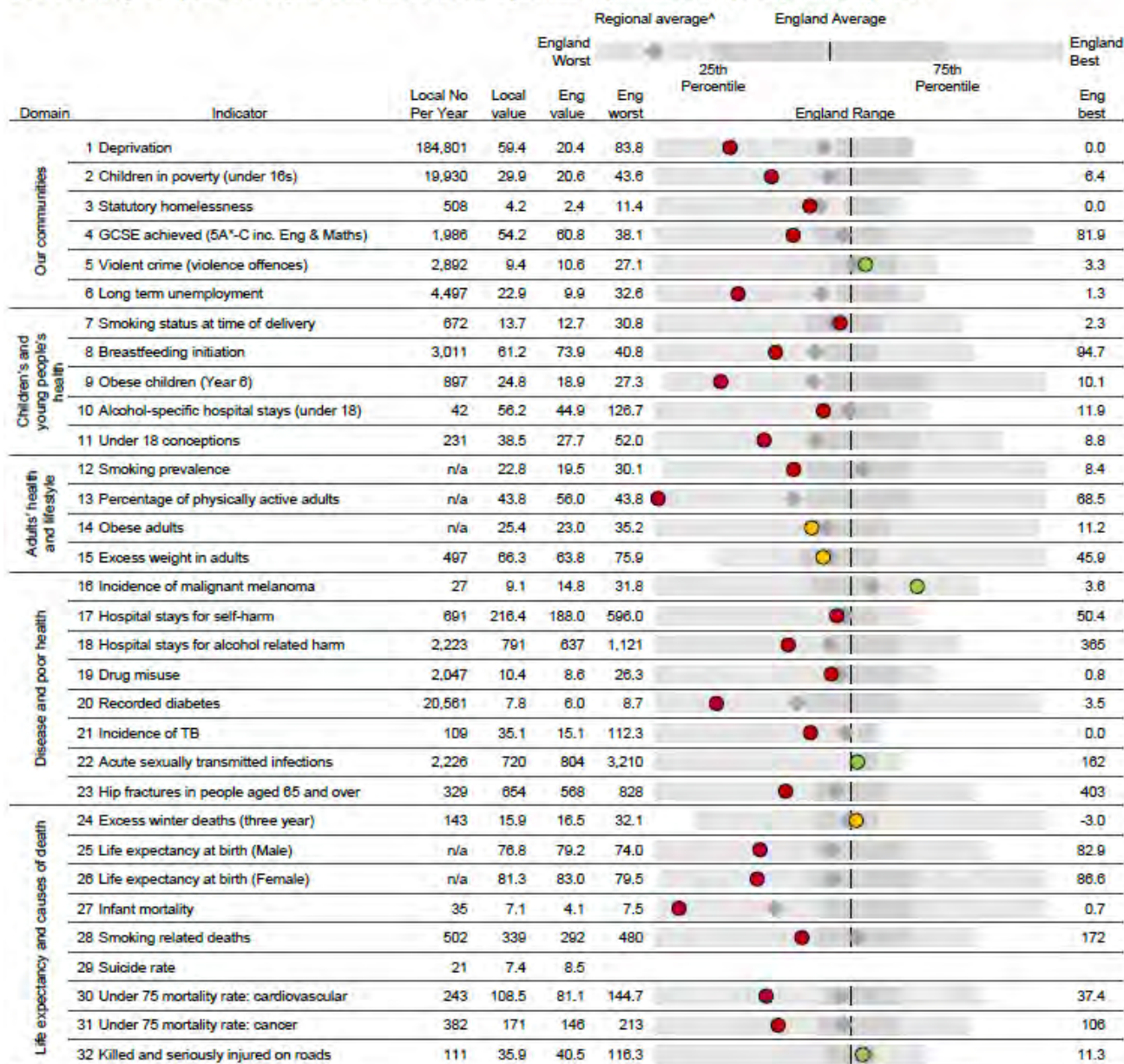
West Midlands Region

Black Country



Health Summary for Sandwell

The chart below shows how the health of people in this area compares with the rest of England. This area's result for each indicator is shown as a circle. The average rate for England is shown by the black line, which is always at the centre of the chart. The range of results for all local areas in England is shown as a grey bar. A red circle means that this area is significantly worse than England for that indicator; however, a green circle may still indicate an important public health problem.



This profile was produced on 12 August 2014



Public Health
England

Sandwell

Unitary Authority

Population: 311,000

Eat food. Not too much. Mostly plants

Michael Pollan

Sandwell Lifestyle Choices

*"Challenges are what make life interesting and
overcoming them is what makes life meaningful"*
Joshua Fields

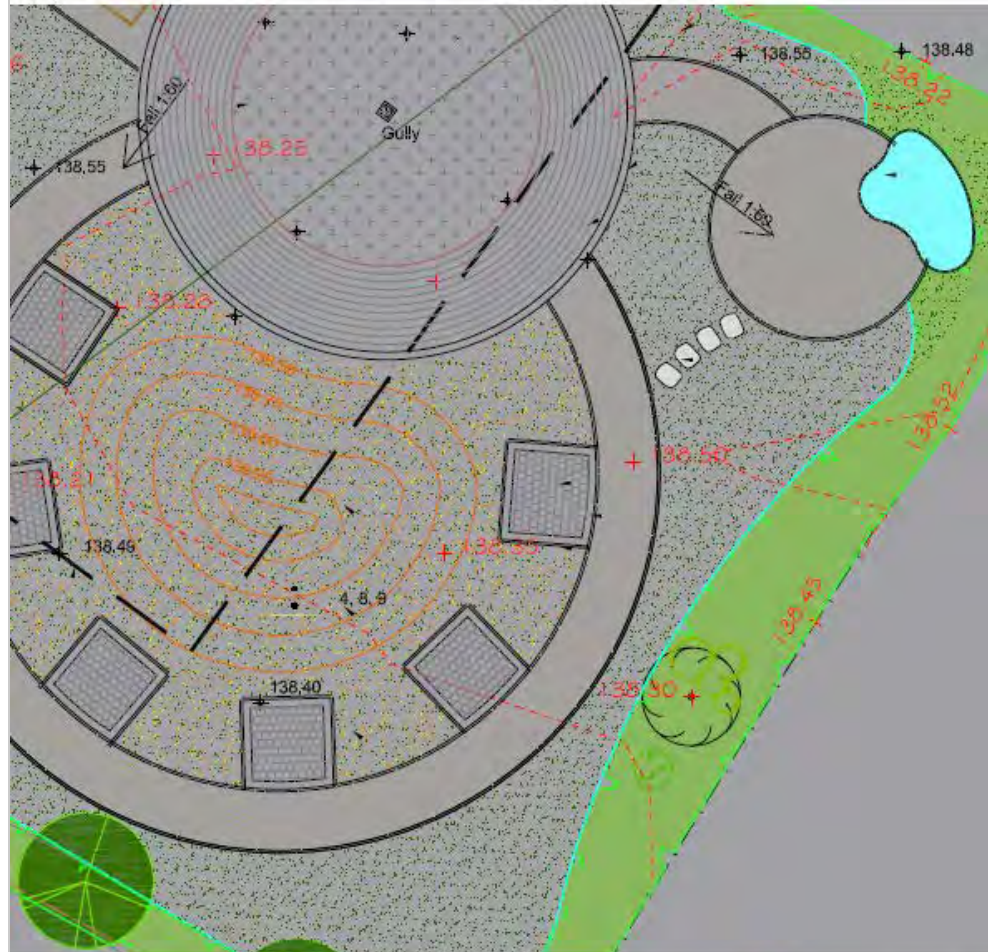
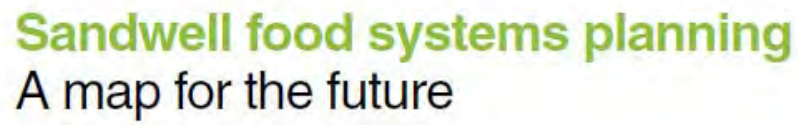
**Take your first step today
to improve your health
and well being.**



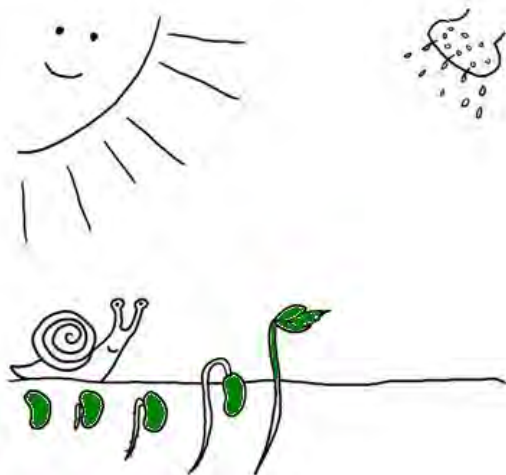
Sandwell Lifestyle Choices Referral Form (part 1)

Please tick the service/s
you would like to be referred into:

- | | |
|--|--------------------------|
| Antenatal Classes | <input type="checkbox"/> |
| Active Sandwell | <input type="checkbox"/> |
| Breast Feeding | <input type="checkbox"/> |
| Boost | <input type="checkbox"/> |
| Cookwell | <input type="checkbox"/> |
| Cycling | <input type="checkbox"/> |
| Drugs and Alcohol | <input type="checkbox"/> |
| Extend | <input type="checkbox"/> |
| Fab Tots | <input type="checkbox"/> |
| Gardening for Health | <input type="checkbox"/> |
| Health Trainers | <input type="checkbox"/> |
| Sandwell Stride | <input type="checkbox"/> |
| Sexual Health | <input type="checkbox"/> |
| Slimwell | <input type="checkbox"/> |
| STEP | <input type="checkbox"/> |
| <small>(Sandwell Targeted Empowerment Programme)</small> | |
| Stop Smoking | <input type="checkbox"/> |
| Teenage Pregnancy | <input type="checkbox"/> |
| Walk from Home | <input type="checkbox"/> |
| Weight Watchers | <input type="checkbox"/> |
| Wellbeing Hub | <input type="checkbox"/> |



Defining food work



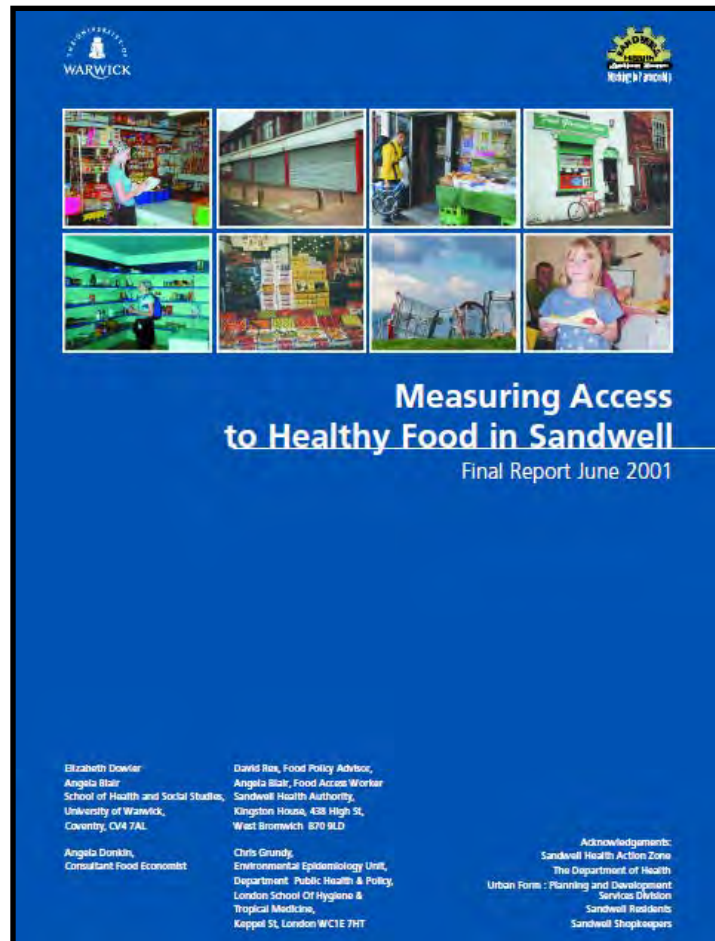
A Community Agriculture Strategy for Sandwell



- “Sandwell as the garden of England is a bit far fetched, but it is not impossible for Sandwell to increase the food we can supply to ourselves.”

Dr John Middleton, in *Regenerating Health: a challenge or a lottery?* The 8th Annual Report of the Director of Public Health, 1996.

Measuring access to healthy food in Sandwell



There are economic, social and environmental reasons to develop a highly localised food economy that is more sensitive to the needs of Sandwell's people.

Hot Food Takeaway

Supplementary Planning Document



attempts to positively contribute to achieving an economically viable balance between A5 and other retail and in reducing trends towards increasing levels of obesity and poor diet.

Food Growing



Level 1 Typology	Primary Purpose
Parks and Gardens	Accessible, high quality opportunities for informal recreation and community events
Natural and Natural Green spaces	Wildlife conservation, bio-diversity and environmental education and awareness
Green Corridors	Walking, cycling or horse riding, whether for leisure purposes or travel, and opportunities for wildlife migration
Outdoor Sports Facilities	Participation in outdoor sports, such as pitch sports, tennis, bowls, athletics or countryside and water sports
Amenity Green space	Opportunities for informal activities close to home or work or enhancement of the appearance of residential or other areas
Provision For Children And Young People	Areas designed primarily for play and social interaction involving children and young people, such as equipped play areas, ball courts, skateboard areas and teenage shelters
Allotments	Opportunities for those people who wish to do so to grow their own produce as part of the long term promotion of sustainability, health and social inclusion
Cemeteries and Churchyards	Quieter contemplation and burial of the dead, often linked to the promotion of wildlife conservation and biodiversity. Also includes closed burial grounds used for informal recreation.
Institutional Land	Educational land or land owned by other institutions such as hospitals and government agencies.

Sandwell Green Space Audit




Figure 2
Framework Map

LEGEND

Green Space Type

	Allotments
	Amenity Green Space
	Cemeteries & Churchyards
	Green Corridor
	Institutional Land
	Natural & Semi-Natural Green Space
	Outdoor Sports Facilities
	Parks & Gardens
	PCYP

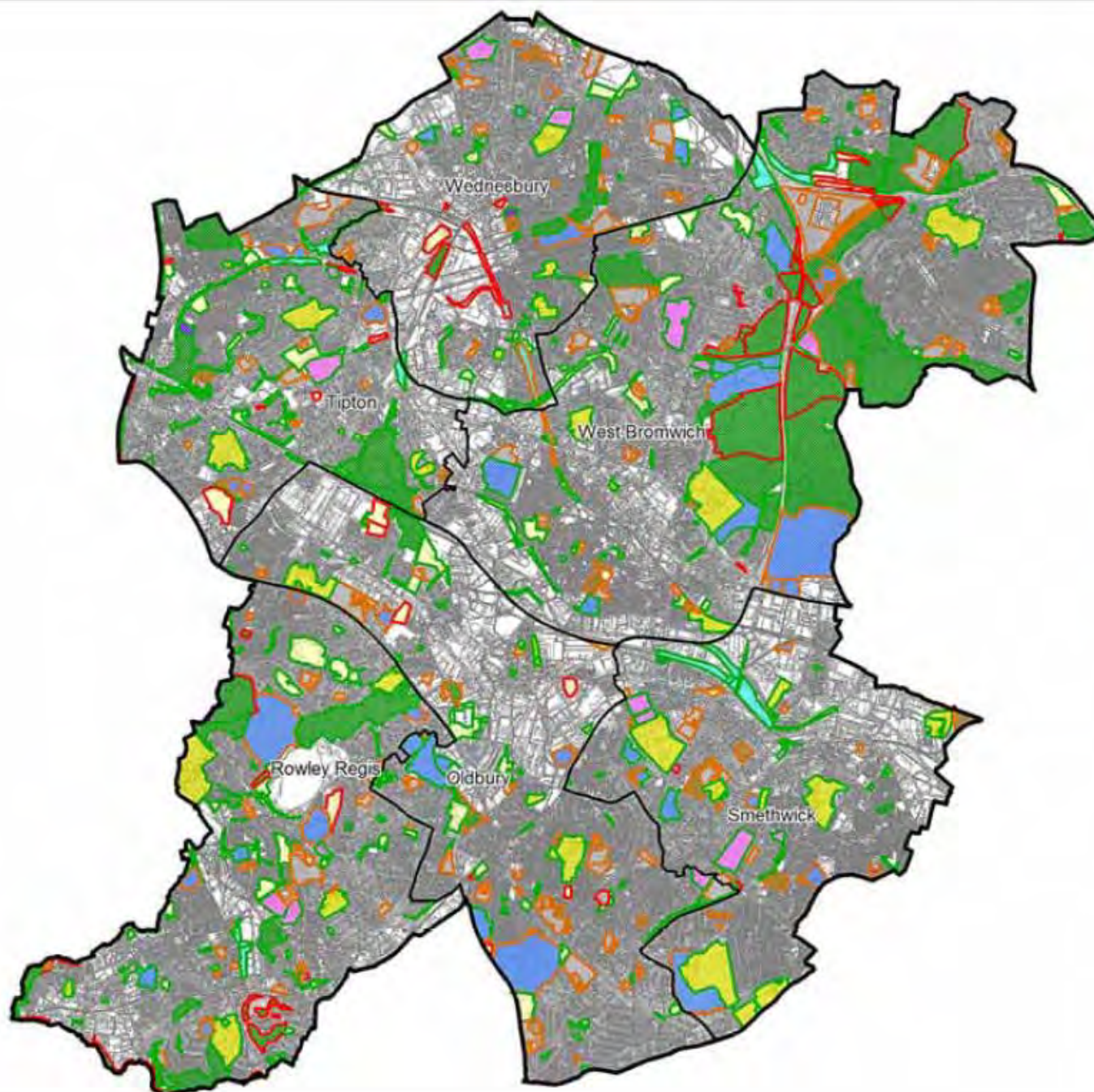
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Access to Food



JOE HOLYMAN

Much as, generally, I admire and value the personalisation of space and the unique, artistic-visual order that usually results, I have never really felt enthusiastic about allotments, nor indeed about the growing of vegetables at all. I enjoy their scenographic aspect, as we pass by on this railway embankment (the Philip Larkin in the Museum Buildings, and the allotments below reveal their patchwork of human and horticultural diversity. I enjoy David Crone's and Colin Ward's books on allotments, and his celebration of cooperative horticulture. I've passed visit Birmingham, where I think has the distinction of both the greatest provision of allotments in the country, and the country's oldest surviving allotments (Julius Caesar in Edgbaston, albeit when its tenants seemingly having to continually fend off threats to its survival).

But perhaps I need to get more engaged, because allotments may be one of the needs of our urban future. The ways in which we produce and consume food constitute one of the most dysfunctional features of our modern life, and have been thoroughly documented in recent years. Where to begin tidying this interlocking problem? Many people have become alienated from the origins of their food, have no knowledge of how to cook food, and do not know the dramatic loss as a constituent part of family life. Bad nutrition contributes to ill-health and growing levels of obesity among both adults and children. The market dominance of Tesco and other supermarket forces small shops out of business and damages local economies. Their centralised distribution patterns put thousands of tonnes on to our crowded roads, which also constrain their customers driving to and from their car parks. The huge food miles figures which would reduce the freshness of food. The supermarket's loss of interest in obtaining year-round availability of food helps to disconnect us from awareness of seasonal change, and their emphasis on uniformity and standardisation reduces local variety and local distinctiveness. In short, there is barely a quality of our lives which remains unaffected by our damaged relationship with food.

An innovative study of the availability of fresh and affordable fruit and vegetables in Sandwell, one of the most deprived boroughs in the country, was carried out by the local PCT and Moseley University in 2000, using GIS mapping, to identify streets which were within 'reasonable walking distance' (500 metres) of a shop selling at least eight different kinds of fruit and reasonably priced meat and vegetables were identified. The results were very worrying in what they indicated of often connections between poor health, deprivation, and unhealthy eating patterns. There are large residential areas where no shops selling fresh fruit or vegetables exist. Inexpensive, good quality food is available only in small



Measuring Access to Allotments in Sandwell. The map shows allotment sites in use, which are shaded in blue, and a map showing the distribution of allotment sites in use (University of Warwick and Sandwell Council, 2000).



Allotment working in English urban areas.

opposition almost unheard of in England, and more evocative of a European post-war town.

As a consequence, there is now (or at least there was recently) until the collapse in economic confidence, which presumably will return to where it was, at some time) considerable development pressure on open spaces, both formal and informal, in towns. In Birmingham there is a waiting list for allotments, but a few years ago it took considerable local opposition to reduce, but not eliminate, the encroachment on to the Victoria Jubilee Allotments in Handsworth by the housebuilders Westbury Homes (later Charles Church) to build houses for sale. So, if we are to make our towns more sustainable by building more densely, how are we also to make them more sustainable by having open spaces for growing food? This is the conundrum.

In the past, the pre-industrial towns accommodated food growing by fitting a patchwork of backyards and small gardens. The intensity of land use was often encouraged, or enforced, by the authorities, who had them of the town, whereas the town had to be capable of autonomy in a crisis. Similarly, the time of maximum food production in Britain was the Second World War, when the country was cut off from foreign sources of food, and many urban recreational spaces were turned over to intensive horticulture. Presently, one of the most impressive models for urban agriculture is Havana in Cuba. Because of the American ban on trade, and then the disappearance of its Soviet Union supplies, Havana is now obliged to augment its rural production by growing in the city. The urban fabric is interspersed with many small productive gardens, called *huertos*, by the Cuban government, creating an environment that is not only considerably sustainable, but also a sensory and physical delight.

The example of Havana makes the point that spaces for productive growing and spaces for recreation are not necessarily mutually exclusive. Recreational space does not only have to be ecologically 'green-zero' football pitches. Among the leading promoters of this idea are the architects John Bohn and Andre Viljoen. Viljoen has edited a book which contains a number of demonstration urban agriculture projects for London, the largest being a continuous green corridor, called *Waterloo Green*, accommodating both growing and recreational spaces, connecting Tube Station, on the banks of the Thames, to East Claydon. Although an isolated project, Bohn and Viljoen's proposal is reminiscent of earlier, more visionary projects that introduced the greening of the city, such as the 1938 MARS plan for London, with its wedges of open space penetrating deep into the urban fabric. This is turn has its roots in Ebenezer Howard's proposal for the 'Garden City' of the

Continuous Productive Urban Landscapes and Urban Ecology, by Bohn and Viljoen Architects, connecting Tube Station with East Claydon.



Urban Design Directory | 2009-10 | 9

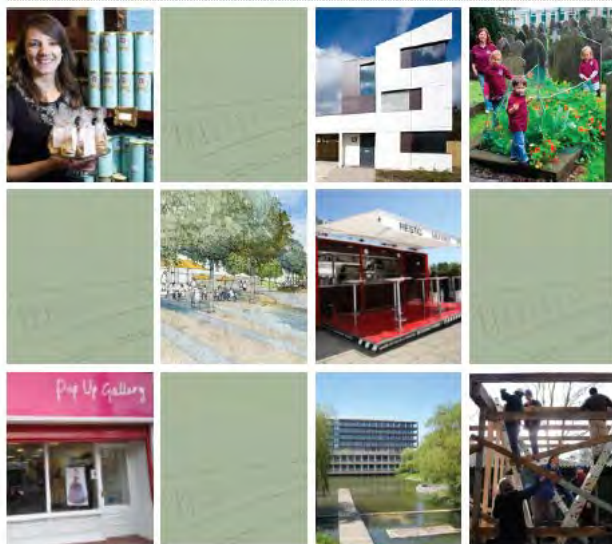
Black Country Garden City

Albion: A Garden City

MADE

The centre for place-making

The Wolfson Economics Prize 2014



The green heart of the Black Country

Ziba Moshaver – Sustainability Advisor, Albion Development Trust

Albion has the aspiration to be the very green heart of the Black Country conurbation as a flourishing low carbon community resilient to economic, political and climate change. Albion is the node which invigorates the flows of people, resources and natural environment passing through it.

The economic strength of the area is symbolised by the humble bee – flourishing in the garden city it is the vital worker that supports the agricultural production in surrounding counties and across the UK. Hives are exported seasonally to provide the pollination of food crops valued at £1bn annually that otherwise would fail due to the lack of wild bees. Similarly the garden city provides the engine for local economic growth and community wellbeing.

In the early days, four key garden partnerships were formed. South were the original sites of the Salop Drive Market Garden and the Malthouse Gardens. North, the site grew at Barlow Road in Wednesbury and became a centre for children and families. Its close link to the M6 and its new park house attracted regional significance. The Balaji Temple was west and it specialised in coppicing, biomass and sustainable energy. They also grew flowers for ceremonies and festivals. East, bordering Birmingham was the Midland Metropolitan Hospital Glasshouses which not only trained gardening apprentices but carried a design vision for food throughout the new hospital.

Blue and green infrastructure in the garden city supports the mental and physical wellbeing of the citizens, provides rich biodiversity habitat and is the management system that provides resilience to excess rainfall and drought. Homes storing up to 100 litres each of rainwater and grey-water, take the pressure off the drains and prevent surface water flooding and contamination by sewerage as water levels rise. The same water irrigates the garden city in dry periods.

The glass sided separation and recycling plant is a top tourist attraction for visitors from around the world. Residual domestic and commercial waste that cannot be managed down through reduction and recycling feeds waste to energy plants – part of the energy generation infrastructure for the area.

The area exports energy with all suitable roofs used for solar PV or hot water, new designs for lightweight roof structures mean the covering fabric is an energy generator. The mine workings provide heat storage and exchange for heat pump systems and preheating of hot water.

The green city is truly green with walls, roofs and streetscape planted, moderating temperatures and air pollution and providing water retention and biodiversity and looking good. Phase 1 of Albion can be said to have built itself. New off-site manufacturing centres were constructed so that local people gained local employment and manufactured their own homes ensuring that the millions of pounds of investment in new housing was re-circulated through the local community. Now this is the 'Green Country', manufacturing green homes to erect in a green Garden City.



Regional Food Supply Chain



IS FOOD YOUR BUSINESS?

Do you manufacture PROCESS WHOLESALE retail CATER MAKE EQUIPMENT packaging or service FOOD THE FOOD INDUSTRY? in Sandwell

Guest speakers will highlight current opportunities in the food sector

Roger Wouhra: Director of East End Foods & host company for this event
Jenny Marshall: Head of Procurement, Sandwell and West Birmingham NHS Trust
Paul Cadman: HR Director of Walter Smith Fine Foods Ltd. & Crosby Management Training Ltd.
Ralph Early: Professor of Food Industry, Harper Adams University

A Business Improvement Club will offer you continued business support through specialist advisory workshops and food industry/business mentoring.

To book your place simply complete this short survey at www.surveymonkey (You can request a 1:1 meeting for your business at the start of this survey).

If you have any questions please call:
Angela Blair - 07972 573 935
Paul Smith - 07979 591 982

If you are looking to **grow and innovate...**

THIS FREE EVENT IS FOR YOU

WHEN
Tuesday 1st July 2014, 7am to 9.15am

WHERE
East End House, Kenrick Way, West Bromwich B71 4EA



thinkSandwell

HOME NEWS & EVENTS CONTACT

AMBASSADORS

think SANDWELL think INVESTMENT think RECRUITMENT AND TRAINING think PLANNING think PROPERTY think ENVIRONMENT

Food and Drink Legislation and Regulation

Think Environment

BENEF - Business in Sandwell Network of Environmental Support

Regulatory Support for Business Growth

Food and Drink Legislation and Regulation

Industry Support Organisations

Specialised Technical, Marketing, and Supply Chain Advice

Contact Us

Working closely with the Sustainable Economy and Regeneration Unit to ensure that local businesses have access to the most relevant and up-to-date information available, as well as offering support and advice.

The council's Environmental Health and Trading Standards provide a range of advice and guidance for businesses within the food and drink industry.

We are able to offer you a wide range of guidance and help with starting and registering a food and drink business, through to food safety advice for businesses, in particular, food hygiene training and food safety management, advice on temperature control, cleaning and pests. All of this information and advice forms part of the assistance offered through the council to ensure that businesses provide food that is safe and hygienic.

Guidance is also provided on how to comply with relevant Legislation and Regulations, especially when dealing with products of animal origin, and imported food.



CONTACT THINK SANDWELL NOW

CASE STUDY

Skills Factory business courses launched and other new training activities

FIND YOUR PERFECT PROPERTY

START BUILDING YOUR SUPPLY CHAIN

SANDWELL

Investment
Recruitment and Training
Planning
Property

ECONOMY

Think Sandwell Offer
Development Sites
Property Search

BUSINESS

Business Support
Think Location
Think Opportunity
Case Studies

LATEST TWEETS

Think Sandwell - working to make it easier for you to do business in Sandwell - support and advice <http://t.co/gZ80JL71p> @thinkjsph

Come along to our



Holiday Kitchen

Holiday Kitchen is open to pre-school and primary school children this summer in your area.



Please join us for a great family programme of fun, including:

- Change4Life summer adventure
- Dress up and play day
- Fun and games with money
- Planting, growing and eating
- A local trip
- Make and taste
- Forest school fun
- Music and celebration.

Each day will start with a cereal breakfast and end with a healthy community lunch. Kids eat free, adult lunches charged at 50p per day. A £5 refundable deposit is required per family to reserve a place. Families must attend the whole programme to receive their deposit back.

Places are allocated on a **first come, first served basis**. You can only book for your own family.

For more information about Holiday Kitchen activities in England, visit ashramha.org.uk/holiday_kitchen or contact **Caroline Wolhuter** by emailing carolnew@ashramha.org.uk

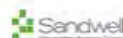
Our next holiday kitchen is on:

..... at

at

For more information or to book a place, please use the contact details below:

Name: Phone:



Ecological public health

