Tackling Food Poverty in Flintshire

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Flintshire County Council

› ‘Rural’ North East Wales Council
› 5 County Towns
› 65,000 Domestic properties
› 7,500 Council stock
› 3176 Entitled to Free School Meals
› 11,865 Housing Benefit/Council Tax Reduction Caseload
› 1,185 Universal Credit Claimants
2025 – A regional movement to end avoidable health inequalities by 2025

Life expectancy in deprived areas is 7 year less and 15 years proceeding death, live in poor health

Multi million pound investment regeneration in Flint

Affordable homes, extra care facilities, medical centre and modernised three high rises

Area has been regenerated, did want to just walk away, We wanted to focus on after the community and explore the challenges and opportunities to tackle food poverty
Food Flintshire

» Created a team of people from different backgrounds, Betsi, Universities, Housing Associations, Public Health board Wales we are now called Food Flintshire

» Group ethos, if you join us expect to get a job!

» We are carrying out this work with no extra resources

» Working with a company ‘Can Cook’ to build a social enterprise to generate a commercial traction and build a legacy to help people access affordable high nutritional food

» Needed to think more radical to raise profile of food insecurities
‘Good Food Hubs’

» Working with ‘Can Cook’ we have:

» Visited our communities targeting older people initially to speak to them about eating good nutritional food and the importance of getting out and socialising with people for good well being

» Plan to set up Good Food Hubs in the communities

» Nutritional meals, last in the fridge for 7-10 days, affordable prices

» Order and collect from the hub
‘Share you lunch’

» A Holiday Hunger Campaign, we looked at Free School Meals and selected the areas with the highest awards
» Linked up with the summer play schemes
» Provide 800 warm meals per day, 20,000 over the 6 weeks summer holidays
» Used local inelegance to provide the meals in the more rural areas
» We believe this will be the largest of its kind in the shortest time frame in the UK
» Received funding from local businesses
» The SHEP programme is also taking place
  In 2 of our schools, 80 children
North Wales Food Poverty Alliance

» Flintshire lead on the Alliance together, that is yet to be named
» Working together cross region and cross sector
» We are building on the 2025 movement across the region, sharing good practice and innovative work
» We will be holding a conference in September
Over the Summer and beyond

» Collate and evaluate the information from the ‘Share your Lunch’ project

» Developing a forward plan working with, Health Board Wales, Betsi, Clwyd Alyn Housing Association, schools

» Using our passion for the 2025 movement to get the job done