



# Food poverty action plan

Fairer Moray Forum: Final report, April 2019

## Creating our food poverty action plan

Throughout our consultation we were told very similar things by different groups of people. This made it easier to prioritise what our main actions should be within our [food poverty action plan](#).

### Our five priority outcomes

1. Remove the stigma around poverty
2. Income maximisation
3. Increase access to food and/or the social value of food
4. Increase food knowledge
5. Develop holiday food provision

However, there were two issues that were important to people that we decided not to feature – the cost of food in more rural areas and public transport.

The rurality of Moray had an underlying impact on people’s access to food and was a major contributor to food insecurity. When we carried out a shopping basket comparison

it quite clearly illustrated the higher prices that those living away from the main towns were forced to pay and the limited choices that people had. On discussion it was agreed that this was a situation that would be difficult to address but that reaching rural communities could be incorporated into community food provision services to ensure these services are available to as many communities of Moray as possible, particularly those in the most rural areas.

Transport was also an issue that was repeatedly raised during the consultation process. For those living outside Elgin, public transport was expensive, unreliable and infrequent meaning that people had fewer options when it came to shopping. Due to its rural nature, Moray has a high dependency on car travel and has one of the highest rates of car ownership in Scotland. Running costs can be significantly higher the more rural a person’s home, as illustrated by any fuel price comparison. It was felt that although an important factor in household food insecurity, transport would not be a priority action in the food poverty action plan as there were other groups in Moray better placed to address it.



This activity was assisted by financial support and other advice from Food Power. [www.foodpower.org.uk](http://www.foodpower.org.uk)

## Our challenges and learning

Our consultation work was a success as we built on existing relationships that we already had with organisations and clients who felt comfortable talking to us. We learnt that if we were clear in explaining what we were doing and why we were speaking to people, they were incredibly honest in their conversations with us. This gave us a solid foundation for developing our food poverty action plan and when we took the final actions back to groups we had initially spoken to, they felt that we had prioritised what was important to them.

It has been a challenge to involve other organisations in the food poverty action plan process. The Fairer Moray Forum is now seen as the main group of those addressing poverty in the area. Moray Foodbank as the main emergency food provider are also seen as being the leaders in addressing food poverty. At our stakeholder event there was an element of suggesting further work the forum or food bank could do, rather than an organisation taking ownership themselves of issues.

Much of the feedback we received during consultation was to do with the stigma around poverty and the portrayed judgemental attitude of some professionals which created barriers. We felt that it was important that our action plan addressed this. We were also aware that organisations do not seem to identify that they have a role to play with regards to addressing food insecurity. As a result, we created a pledge around making changes to working practice and combining food support into project development, rather than specific actions for organisations to sign up to.

*“It is important to share awareness about the challenges of poverty in Moray.”*

Professional at stakeholder event

## Our next steps

Once our food poverty action plan and pledge is finalised, we will circulate it to organisations around Moray asking them to commit to at least one action. Actions should be achievable and the first action focuses on addressing the stigma around poverty which should be a priority for all. This action plan will then feed into the overall Moray Poverty Strategy which includes the Child Poverty Report required by the Scottish Government from each NHS/Local Authority region.

We intend to hold another stakeholder event around February 2020 inviting all organisations who signed up to the pledge to get involved. This will enable everyone to report on what changes they have made to practice or work delivered based on the food poverty action plan.

## Our key achievements and impact

- Raised awareness that poverty and food insecurity exist in Moray.
- Successfully spoke to many groups of people with lived experience and captured their views.
- Produced a series of outcomes that correctly reflect what people told us were their main priorities.
- Facilitated a successful stakeholder event that engaged those who attended, creating new partnership links.
- The Fairer Moray Forum has successfully linked into the Moray Community Planning Partnership and has been tasked to lead on the development of a Moray Poverty Strategy which has incorporated the food poverty action plan.