

# Session 1 - Good Food at Home & Reducing Food Insecurity

**CHAIR: Colin Edgar, Glasgow City Council**

## **1. Understanding and tackling food inequality in Glasgow**

- Louise MacKenzie, Group Manager, Strategic Policy and Planning, Glasgow City Council

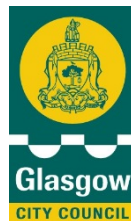
## **2. The introduction of Best Start Foods Payment Card**

- Tony McGale, Promoting Prevention Team, Scottish Government

## **3. A Menu for Change: cash, rights, food**

- Maryanne McLeod, Research and Policy Officer, Menu for Change

[#GlasgowFoodSummit](https://twitter.com/GlasgowFoodSummit)



# Tackling Food Inequality in Glasgow

Louise MacKenzie  
Glasgow City Council

## Glasgow Context

- Scotland's largest city and most diverse
- Significant achievements over past 10 years and ambition going forward
- But – challenges remain around health inequalities, tackling poverty and deprivation

## Why look at Food Inequality

- One of the most extreme and distressing manifestations of poverty
- Increasingly prevalent across the city
- Impact on health
- Potential to get worse with rollout of Universal Credit

## General Purposes City Policy Committee Inquiry (September 2018 to January 2019)

- Understand Food Inequality in Glasgow
- Prevent Food Inequality
- Best use of current services and approaches
- Longer Term solutions

## Approach

Call for evidence

Evidence Hearing

Development Session

Report on Findings January 2019

## Understanding Food Inequality

- Range of different sources indicate problem is substantial and increasing “widescale food inequality”
- Stigma and shame means may still be undercount- “we have no robust process to ensure vulnerable individuals and families are identified and supported”

## Understanding Food Inequality

- Poor health can be both an outcome and a driver
- Compounded by “food deserts”  
“in areas where the population have less money .. they tend to have less food choices “



## Prevent Food Inequality

- Take steps to increase income
- Improve access to affordable housing
- Tackle fuel poverty
- Access to financial advice and information
  
- Underpinned by involvement of people with lived experience

## Best use of current services and approaches

- 50+ foodbanks in Glasgow, many have developed services beyond emergency response
- Community food organisations and growing projects, Glasgow Community Food Network 100+ members

## Best use of current services and approaches

- Need to improve use of local infrastructure and resources : improve distribution and storage, encourage food growing
- Replicate good practice from Glasgow and elsewhere; e.g foodshelves and pantries, community shops

## Longer Term solutions

- Improve access to fresh, affordable food
- Improve referral pathways and access to advice
- Funding for food projects and incorporate food into other activities
- Prioritise food growing and develop foodskills

## Next steps :

- To address food inequality coherently need to look at the food system as a whole
- Build on what we have already, strong partnerships and networks
- Develop a Food Plan for Glasgow

# The Introduction of the Best Start Foods Payment Card

A modern part of supporting families on low incomes  
Dignity, Fairness and Respect

**Tony McGale**

[Welfarefoods@gov.scot](mailto:Welfarefoods@gov.scot)

# History of Healthy Start Food Vouchers

- Old milk tokens
- Paper based voucher
- Restricted to registered retailers
- Stigma
- Uptake is lower than we would like
- Income maximisation

# The journey to where we are

- Smith Commission changes to devolve the powers for Welfare Foods to Scottish Government
- Public consultation on welfare foods and nursery milk provision
- Linking to other Scottish Government healthy eating strategies
- Working alongside colleagues in DHSC and Scottish Social Security Agency for implementation of BSF
- One cog in the gearing of new welfare reforms for early years interventions



# Payment Card

- Designed based upon the Mastercard Debit Card Platform
- Plain design to make it blend with other debit cards
- Provides freedom to citizens to shop wherever they can get good value for best start food products
- Supports retailers by reducing the bureaucracy of redeeming vouchers. Credit now at point of sale.
- Ensures that citizens can check their balance in a variety of ways and can retain funds to use over a period of time

# Citizen experience

- To reduce stigma
- Make the use of the card more accessible
- Increasing both the value on the card and the choice of products
- Milk (including 1<sup>st</sup> Infant formula), fresh frozen or tinned Fruit and Vegetables, Pulses and Eggs
- Relying on the Scottish Social Security Agency values
- Dignity Fairness and Respect

# What next

- Launch of BSF and Transition of HSV's to BSF
- Increase the uptake across Scotland to secure income maximisation
- Educate families on the use of BSF products
- Support the other government food strategies
- Evaluate the project
- Ask and learn from development through to what could be better