

Stoke-on-Trent

A Sustainable Food City

Alistair Fisher and Claire McIver
Stoke-on-Trent City Council



Stoke-on-Trent

Set in the north of the West Midlands Stoke-on-Trent is home to 251,000 people and is officially recognised as the World Capital of Ceramics

The city is polycentric having been formed by a federation of six towns in the early 20th century and runs along the course of the River Trent valley

Stoke-on-Trent City Council is a unitary authority with strong geographical ties to Newcastle-under-Lyme and the Staffordshire Moorlands

The modern ceramics industry is thriving and Stoke-on-Trent has been reported as 4th out of 64 UK cities for job creation since 2012



Health of the city

The improving economic and social environment of the Potteries is very encouraging but deep health inequalities still exist locally

Male life expectancy, at birth, is 76.5 years which is significantly below the national average of 79.4 years, and the gap is increasing.

For women, average life expectancy at birth is 80.6 years which is significantly below the average of 83.1 years in England.

Tackling smoking, including smoking in pregnancy, reducing the number of young women under 18 getting pregnant and reducing levels of obesity are our three local public health priorities for 2016-19.

In addition, significant numbers of people experience poor mental wellbeing and isolation.



Stoke-on-Trent Healthy Weight Strategy 2016-2019

Tackling obesity in Stoke-on-Trent



To make a healthy weight the norm across all ages in Stoke-on-Trent, starting with children.

At the centre of this strategy are two fundamental changes necessary to ensure success:

1. Families and communities living in Stoke-on-Trent aspire to a healthy weight and have the skills and opportunities to take decisions that will benefit them today and in the future
2. The City Council and its partners lead and inspire local organisations and businesses to create an environment which promotes healthy living, and tackles obesity

A Sustainable Food City

- Recognises and celebrates a joined-up, holistic approach to food
- Achieves a significant positive impact on a range of key food health and sustainability issues
 - National three-tiered Award



A Sustainable Food City

- Local context:
 - Adopt a multiple settings approach
 - Embed into broader public health and council activity
 - Achieve Sustainable Food City Award



Local activities

- Community based interventions
- Young people's and school based interventions
- Working with local businesses



Food for Life Award



Food for Life Award



Eating Well to Be Well



Local activities

- Tackling food insecurity
- Community Food Networks and partnerships



North Staffordshire Community
Food Network



Stoke-on-Trent Sustainable Food City film



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