

REPORT TO: Cabinet Member - Environmental
DATE: 4th August 2010
SUBJECT: **FOOD CHAMPION AWARDS- APPETITE FOR LIFE**
WARDS AFFECTED: All
REPORT OF: Peter Moore
Environmental and Services Director
CONTACT OFFICER: Terry Wood, Commercial Section Manager- 0151 934 4301
**EXEMPT/
CONFIDENTIAL:** No

PURPOSE/SUMMARY:

To inform the Cabinet Member, Environmental of the success of the Department in achieving runner up in the National Food Champion Award 2010 for the Appetite for Life Project.

REASON WHY DECISION REQUIRED:

To recognise the achievement of the Department and acknowledge the use of innovative projects to discharge elements of the Authority's Statutory duty and improve public health.

RECOMMENDATION(S):

That the Cabinet Member, Environmental congratulates the team involved in the project on their achievement and approves the continued use of an innovative project approach, where appropriate, to help discharge the Department's statutory duty whilst maximising the positive impact on public health.

KEY DECISION: No
FORWARD PLAN: No
IMPLEMENTATION DATE: N/A

ALTERNATIVE OPTIONS:

To stop the award and lose the aggregated impact this work has had an improving the nutritional quality of meals in nursery establishments.

IMPLICATIONS:**Budget/Policy Framework:****Financial:**

	2010/11	2011/12	2013/14	2014/15
CAPITAL EXPENDITURE				
Gross Increase in Capital Expenditure	-	-	-	-
Funded by:	-	-	-	-
Sefton Capital Resources	-	-	-	-
Specific Capital Resources	-	-	-	-
REVENUE IMPLICATIONS				
Gross Increase in Revenue Expenditure	-	-	-	-
Funded by:	-	-	-	-
Sefton funded Resources, within existing budget	-	-	-	-
Funded from External Resources	-	-	-	-
Does the External Funding have an expiry date? Y/N				
How will the service be funded post expiry?	N/A			

Legal: None arising out of this report

Risk Assessment: None

Asset Management: None

CONSULTATION UNDERTAKEN/VIEWS
NONE

CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	√		
2	Creating Safe Communities		√	
3	Jobs and Prosperity		√	
4	Improving Health and Well-Being	√		
5	Environmental Sustainability		√	
6	Creating Inclusive Communities	√		
7	Improving the Quality of Council Services and Strengthening local Democracy		√	
8	Children and Young People	√		

LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

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Background

1. The Cabinet Member, Environmental will recall several previous reports, notably on the 8th April 2009, that detailed the work undertaken with private nurseries to improve the nutritional quality of food given to the children in their care.
2. With Cabinet Member, Environmental's support, and to recognise the hard work that many nurseries had done to change, an award scheme called Appetite for Life was developed. The award was developed with partners including, Sefton Early Years, Sefton PCT and the Oral Health Team for Liverpool NHS.
3. The success of the work was recognised by the Food Standards Agency (FSA) and they loaded details of our work on to their 'Food Vision' website. This website hosts a collection of examples of national best practice which Local Authorities can utilise in delivering their service.
4. The success and popularity of the work has grown, with several Local Authorities adopting the scheme and indeed LACORS have developed a toolkit to further assist Local Authorities.
5. The work was nominated for a Food Champion Award, sponsored by the FSA. Against stiff opposition the Council was recognised and achieved the creditable result of runner up.
6. In presenting the award the FSA acknowledged the excellence of this piece of work. They believed the work to be highly innovative, having a demonstrable impact on public health. They applauded Authorities who had already adopted the format and encouraged others to follow suit.
7. This is an excellent example of how the Department seeks to discharge its statutory duty in an inventive way, which gains the maximum impact on public health. This takes an even greater importance as resources become stretched, it allows the Authority to showcase its good work whilst still obtaining the maximum advantage/improvement for the effort used.