

Cost of living crisis & food insecurity in Shropshire

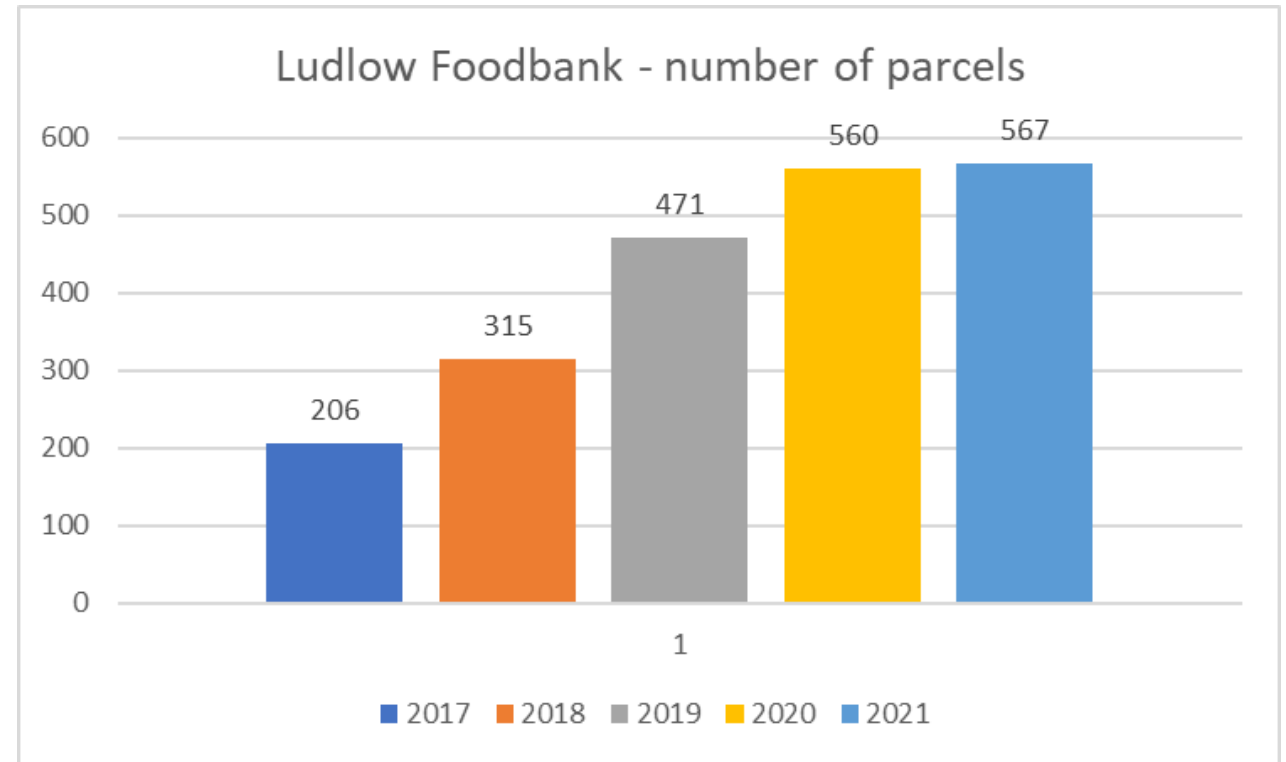
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Food Poverty in Shropshire

Food crisis v long term food insecurity

In 2021

- **13.87% in food insecurity**
- **5.36% Shropshire residents experience hunger**
- **9.31% households worried about their food insecurity** [LGA](#)
- **Last year Ludlow Foodbank supported 803 different people**
- **Change in client group – increase people in work**



Who is likely to be living in food poverty?

2019/2020 Family Resources Survey, DWP

- 8% of UK households have low food security
- 11% of households with children have low food security
- 29% of all single parent households have low food security
- 43% of households in receipt of UC have low food security

2021 Food Foundation Report- A crisis withing a crisis: the impact of Covid 19 on household food security

Groups with higher levels of food insecurity

- Limited a lot by health problems/disability **x5** compared to those with no health problems/disabilities
- Severely clinically vulnerable **x2** compared to average
- Food sector workers **x1.5** compared to non-food sector workers
- BAME **x2** compared to white British



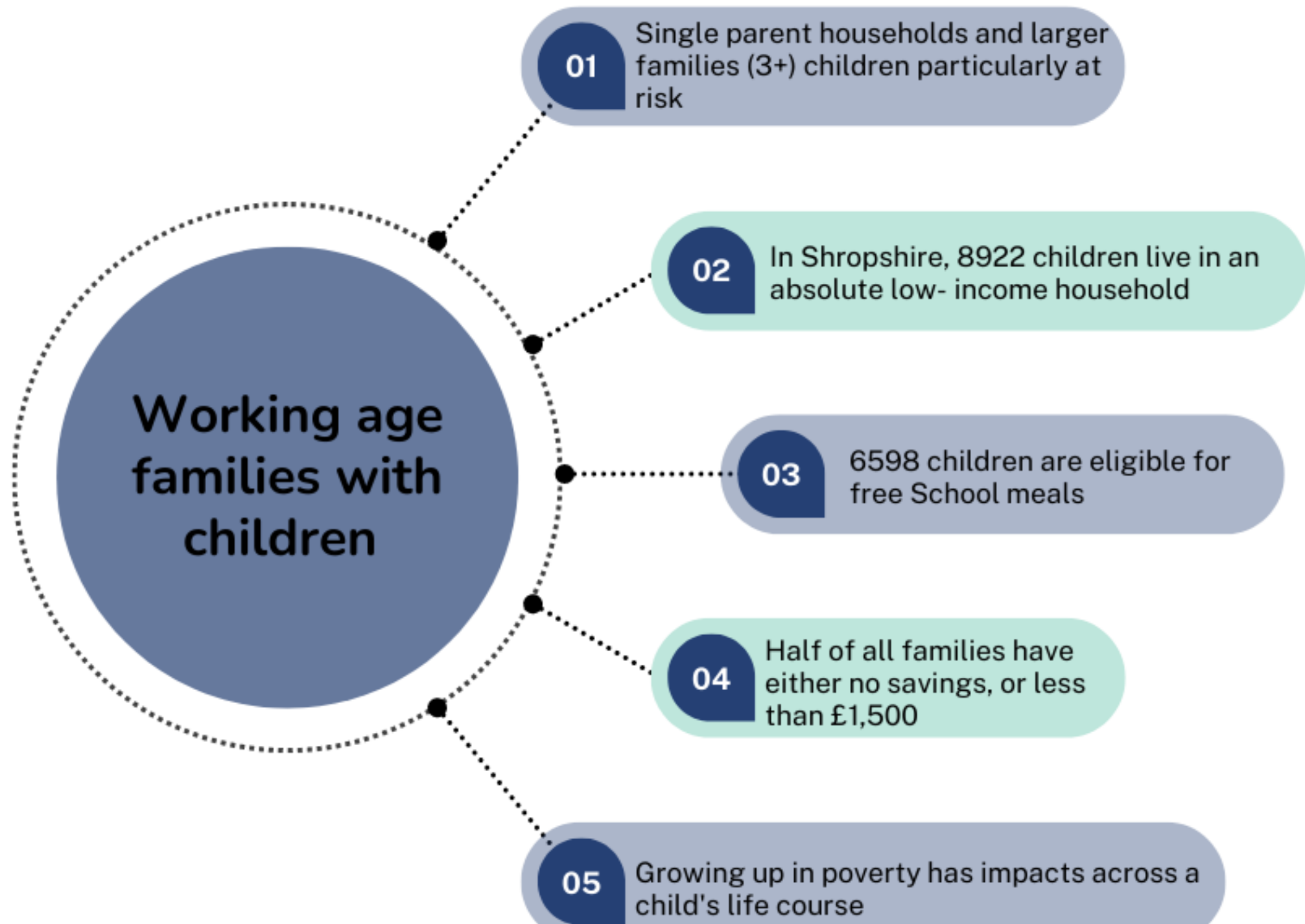
People with long term sickness or disability



Older People Key Challenges



Higher proportion of older people than other areas This number is increasing	82,000 people aged 65 and over. Rising from 63,300 in 2011, a 29.5% rise (compared to a 20.1% rise in England)
Tight budgets	State Pension = £9627 In April 2022 State pension rose by 3.1%, less than inflation
Entitlement going unclaimed	Pension Credit one of the most unclaimed benefits 33% of those eligible in Shropshire are not claiming Costs the local economy £323,673 each year

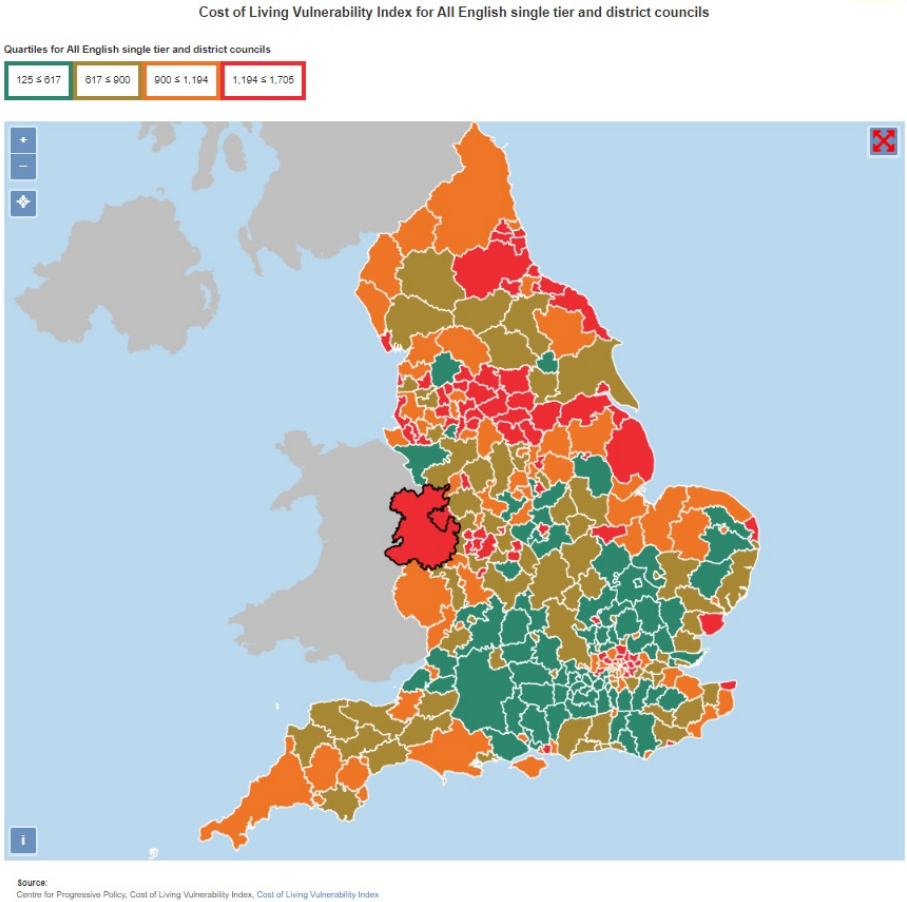
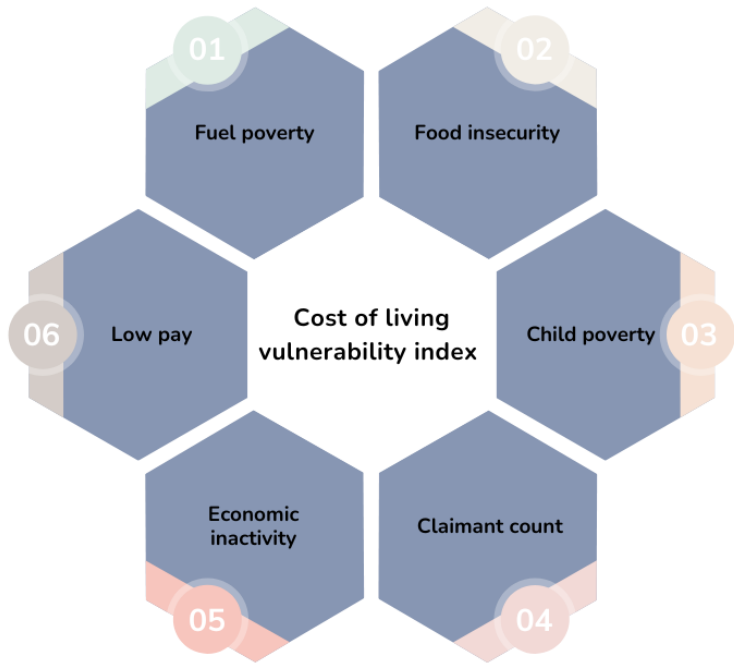


NHS Confederation letter to Chancellor

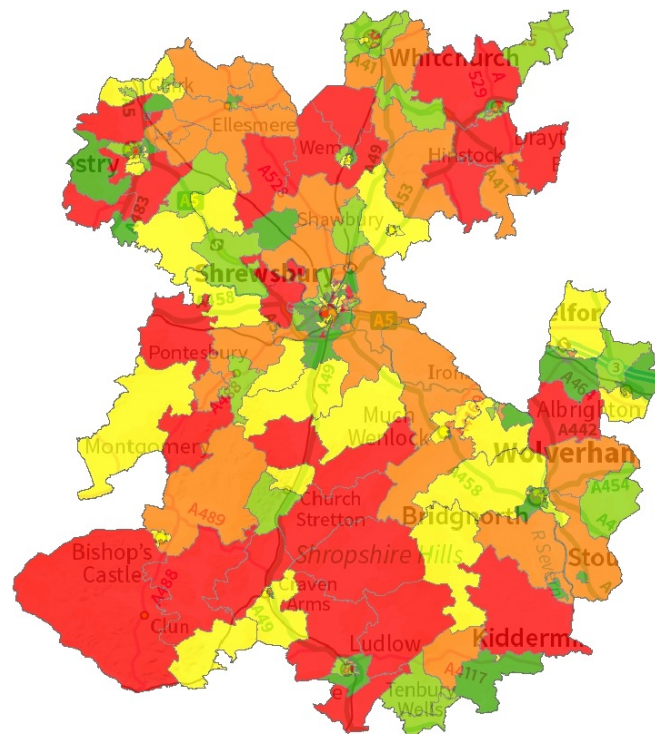
19th August

- “The country is facing a humanitarian crisis. Many people could face the awful choice between skipping meals to heat their homes and having to live in cold, damp and very unpleasant conditions. This in turn could lead to outbreaks of illness and sickness around the country and widen health inequalities, worsen children’s life chances and leave an indelible scar on local communities.”
- “Health leaders are clear that unless urgent action is taken by the government this will cause a public health emergency.”

Cost of Living Vulnerability Index

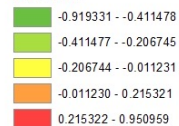


Index of Potential Risk



Cost of Living Risk score - preliminary quintiles

OVERALL



Household Fuel Risk	Proportion of households in fuel poverty based on "Low Income Low Energy Efficiency" (LILEE) methodology
	Median gas consumption (kWh per meter)
	Median elec consumption (kWh per meter)
	Housing in poor condition indicator
	Houses without central heating indicator
Cohort Risk	Years of potential life lost indicator
	Comparative illness and disability ratio indicator
	Acute morbidity indicator
	Mood and anxiety disorders indicator
	Household overcrowding indicator
Travel Fuel Risk	Road distance to a post office indicator (km)
	Road distance to a primary school indicator (km)
	Road distance to general store or supermarket indicator (km)
	Road distance to a GP surgery indicator (km)
Economic Risk	Income Score (rate)

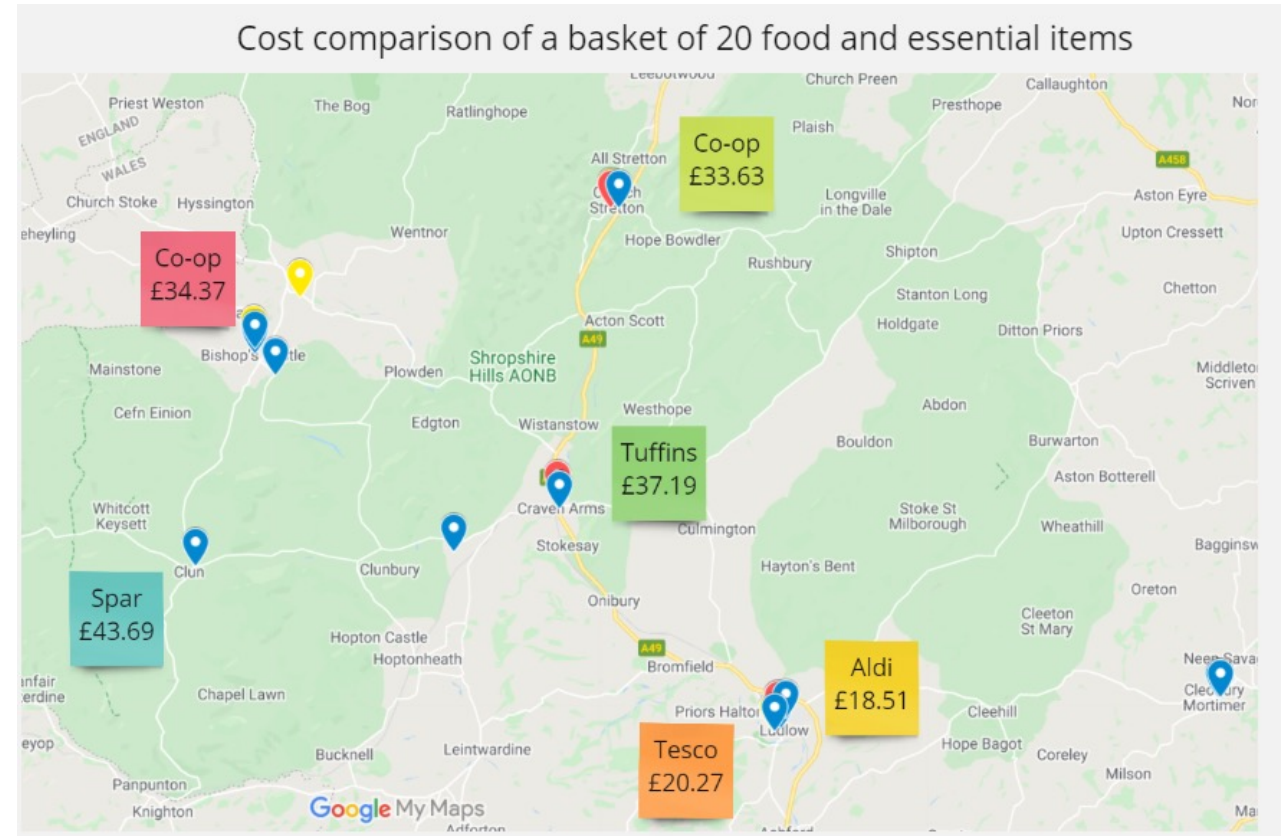


Shaping Places for Healthier Lives: Solving Food Insecurity in South-West Shropshire



Shropshire's rural context

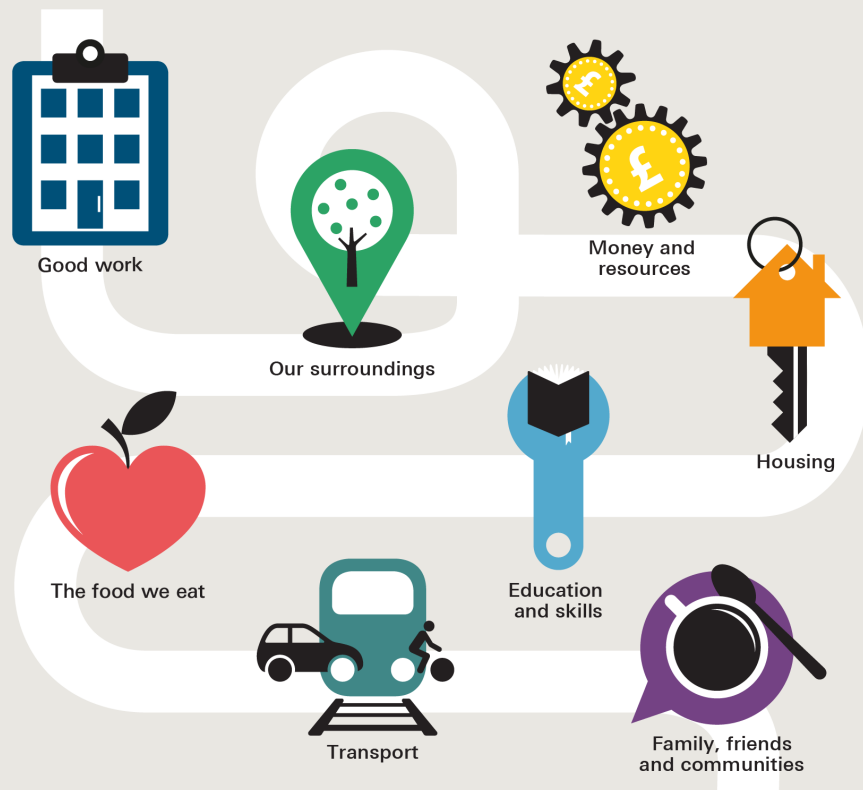
- Limited access to affordable food retailers
- Rural fuel premium
- Low wage economy – many people claiming benefits to top up low wages
- Lack of rural transport infrastructure- bigger reliance on cars
- Limited or no internet access /limited mobile signal



What makes us healthy?

Good health matters, to individuals and to society. But we don't all have the same opportunities to live healthy lives.

To understand why, we need to look at the bigger picture:



The healthy life expectancy gap between the most and least deprived areas in England is over **18** YEARS

Find out more: [health.org.uk/what-makes-us-healthy](https://www.health.org.uk/what-makes-us-healthy)

Impact on Health



Money and resources

1 IN 5 of the UK population live in poverty. Over half of these people live in working households. Poverty damages health and poor health increases the risk of poverty.

An inadequate income can cause poor health because it is more difficult to:

Avoid stress and feel in control

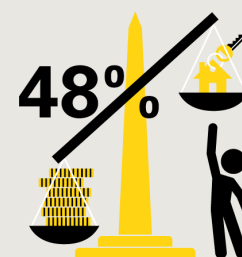
Access experiences and material resources

Adopt and maintain healthy behaviours

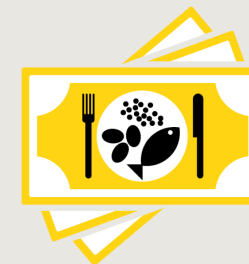
Feel supported by a financial safety net



Living with the day-to-day stresses of poverty in early childhood can have damaging consequences for long-term health



Money can allow people to access the basics they need to fully participate in society. Yet, 48% of 21-24 year-olds earn less than the living wage



Healthy behaviours can feel unattainable. It is 3 times more expensive to get the energy we need from healthy foods than unhealthy foods



A safety net enables people to invest in their future. In a recent study, 40% of people with unmanageable debt said they were less likely to study or retrain

Our food system: Healthy Food for all

Current problems

- Food poverty
- Food access
- Unhealthy diets
- Diet related Ill health/ Obesity
- Malnutrition (Older people)
- Social isolation
- Food education
- Low pay in the food sector

Part of the solution?

- Food Crisis Support
- Maximising Incomes
- Growing projects
- Cooking projects
- Sharing projects
- Meals on Wheels
- Building skills & knowledge
- Whole school approach to food
- Improving access to food

Shropshire Council (Public Health) is leading work to develop a 5-year Healthy Weight Strategy for Shropshire

- ✓ whole system approach recognising complex, multiple factors that influence weight across life-course – biological, economic, societal, cultural, **food environment**, physical environment
- ✓ **agree local priorities** for action -
 - To prevent obesity and promote a healthy weight for all Shropshire residents
 - Informed by emerging evidence and the views and experiences of those living and working in Shropshire
- healthy weight is important to long-term health & wellbeing
- reducing obesity is a Health & Wellbeing Board and ICS priority
- overweight & obesity in adults and children increases risk of range of health problems including Type 2 diabetes and cancer

Our food
environment &
healthy weight



Supporting healthy weight in Shropshire:
What needs to change?

Survey

Please share your views!

Online: (quickest and easiest way).



Public survey link:

Scan the QR code on the left or visit:

www.surveymonkey.co.uk/r/HealthyWeightPublic

As a member of an organisation:

Scan the QR code on the right or visit:

www.surveymonkey.co.uk/r/HealthyWeightStakeholders



Visit your library – you can access
the online survey, or request a printed
copy at your local library



Request paper copies including Large
Print by email: tellUs@shropshire.gov.uk
or by calling 0345 678 9000.



Your views are important!

Please share your views via our short online survey (as a member of the Public, or stakeholder organisation)

Public Survey

<https://www.surveymonkey.co.uk/r/HealthyWeightPublic>

Stakeholder Survey

<https://www.surveymonkey.co.uk/r/HealthyWeightStakeholders>

Alternatively, you can email your views to
TellUs@shropshire.gov.uk

Thank you

Social Taskforce: Supporting Shropshire residents through the cost-of-living crisis



marches
energy agency



COMMUNITY
RESOURCE



Keep Shropshire
Warm



Work of the Taskforce

- Developing Communications
- Training Sessions for frontline staff
- Lobbying Government
- Data – Targeting support

Shropshire's Support System

Face to face conversations

- Trained staff/volunteers
- Shropshire Local
- Libraries
- Warm Welcome

Telephone

- SC Cost of living line
- Citizen's Advice Shropshire Advice Line
- Age UK STW Benefits team
- Keep Shropshire Warm/ Marches Energy Agency
- Community Resource

Financial Support

- Household Support Fund – Targeted to support vulnerable families
- SC Welfare Team
- Energy grants
- Food banks