Community &
Voluntary Services
Cheshire East

Food Alliance briefing - summary of:

- Fit for the Future: 10 Year Health Plan for England
- Government food strategy for England

Background / purpose

Background:

- Fit for the Future: 10 Year Health Plan for England was published on 3 July 2025 (focus is on prevention)
- UK Government food strategy for England, considering the wider UK food system was published 15 July 2025. Initial assessment:
  - Linking of Food and health policy
  - Commitment to publish a ‘White Paper’ leading to future legislation and regulation has been removed
  - 'People’ and ‘Place’ at the centre of the strategies
  - Government departments to work together!
  - Local alignment - policy areas and strategies are still under development, and all will continue to evolve
  - Advisory Board skewed towards food industry heavyweights e.g. Sainsbury’s, Cranswick and McCain all represented.

Purpose (this briefing):

- Summarises both policies through the lens of the Cheshire East Food Alliance work and priorities – highlighting alignment where relevant
- Highlights any alignment with wider food systems work happening across ‘Cheshire East’ place
- Outlines future priorities for both Cheshire East Food Alliance work, and any wider Cheshire East food systems work.

Fit for the Future: 10 Year Health Plan for England

Key focus is on prevention. Goal is to halve the gap in healthy life expectancy between the richest and poorest regions, while increasing it for everyone, and to raise the healthiest generation of children ever.

Recognition that food choices are partly an individual choice, but they are also influenced by our environment (particularly true for children, who have little choice in the food they eat).

Range of food policy interventions proposed:

- Restrict junk food advertising targeted at children
- Revised NPPF to give councils stronger powers to block new fast-food outlets near schools
- Ban sales of high-caffeine energy drinks to under 16-year-olds
- Further reforms to the soft drinks industry levy (milk- based drinks)
- Mandatory healthy food sales reporting for all large companies in the food sector (set targets on the average healthiness of sales)
- **Increase the value of Healthy Start from FY 2026 to 2027: £4.65 per week (up from £4.25) and £9.30 every week (up from £8.50)**
- **Expand free school meals so that all children with a parent in receipt of Universal Credit are eligible**
- Update school food standards to ensure all schools provide healthy, nutritious food.

Image source: Fit for the future: 10 Year Health Plan for England

Bold = most relevant outcomes to CEFA

For more detail - see (p63, Fit for the future: 10 Year Health Plan for England

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Food strategy for England

Recognition that working families are struggling to put healthy food on the table. And cost-of-living crisis has hit the most vulnerable hardest. Whole food system approach to ensure every community can access healthy, affordable, and proudly British food.

Ten outcomes:

1. Improved food environment that supports healthier and more environmentally sustainable food sales
2. **Access for all to safe, affordable, healthy, convenient and appealing food options**
3. Food sector to thrive and grow sustainably including investment in innovation, and productivity, and fairer, more transparent supply chains
4. Food sector attracts talent and develops skilled workforce in every region
5. **Food supply is environmentally sustainable, with high animal welfare standards, and waste is reduced**
6. Trade supports environmentally sustainable growth, upholds British standards and expands export opportunities
7. Resilient domestic production for a secure supply of healthy food
8. Greater preparedness for supply chain shocks, disruption and impacts of chronic risks
9. **Celebrated and valued UK, regional and local food cultures**
10. **People are more connected to their local food systems and have the confidence, knowledge and skills to cook and eat healthily**

Bold = most relevant outcomes to CEFA

Image source: A UK government food strategy for England, considering the w food system - GOV.UK

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For more detail - see (Annex A: Outcome summaries - GOV.UK

Links between the Food strategy outcomes

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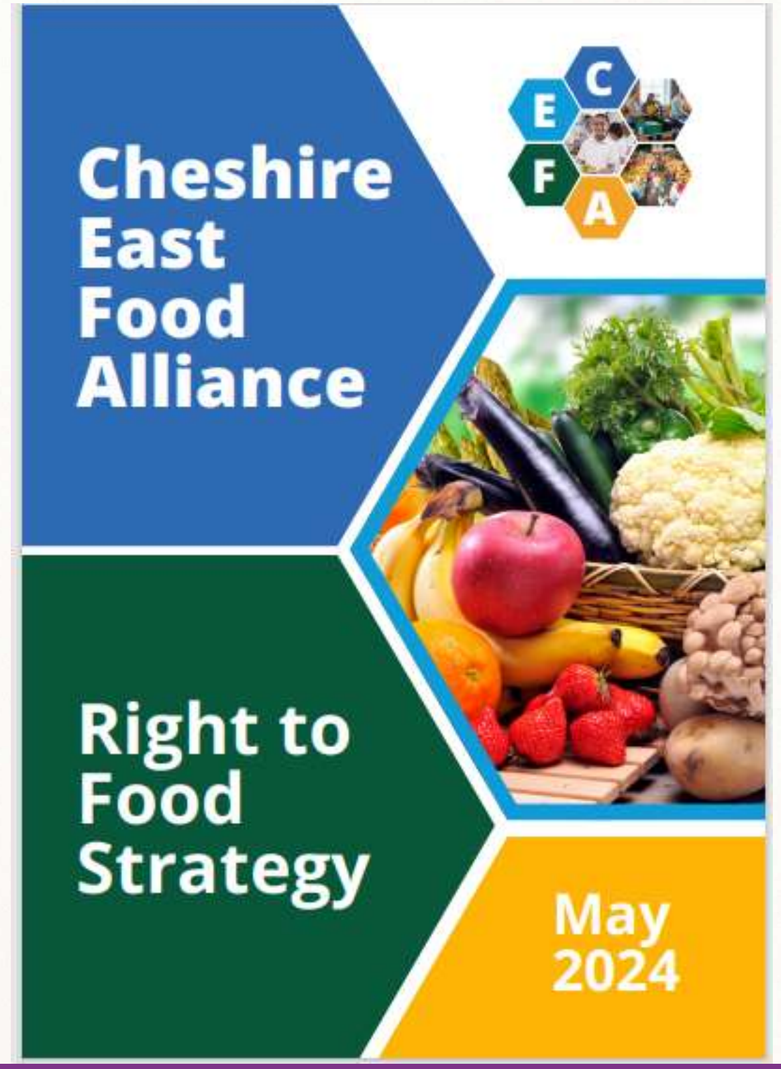
Food strategy outcomes	1: An improved food environment that supports healthier and more environmentally sustainable food sales	2: Access for all to safe, affordable, healthy, convenient and appealing food options	3: Conditions for the food sector to thrive and grow sustainably, including investment in innovation, and productivity, and fairer, more transparent supply chains	4: Food sector attracts talent and develops skilled workforce in every region	5: Food supply is environmentally sustainable, with high animal welfare standards, and waste is reduced	6: Trade supports environmentally sustainable growth, upholds British standards and expands export opportunities	7: Resilient domestic production for a secure supply of healthy food	8: Greater preparedness for supply chain shocks, disruption and impacts of chronic risks	9: Celebrated and valued UK, regional and local food cultures	10: People are more connected to their local food systems and have the confidence knowledge and skills to cook and eat healthily
Outcome 1		o	o	o	o					
Outcome 2	o				o		o			o
Outcome 3	o	o			o	o		o	o	o
Outcome 4	o	o	o		o		o		o	
Outcome 5		o	o		o		o	o	o	
Outcome 6					o		o	o		
Outcome 7	o	o	o		o			o		
Outcome 8			o		o		o	o	o	
Outcome 9	o	o	o	o	o	o				
Outcome 10	o	o	o	o	o			o	o	

Cheshire East Food Alliance - themes and focus:



- Providing long-term support to reduce the dependence on food banks
- Increasing community engagement with food and food knowledge
- Addressing Childhood Hunger (School Food)
- Supporting community food groups

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Links between UK government policy, food strategy outcomes and CEFA themes / CE place wider food system

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Food Strategy outcomes	Food Alliance priorities	Cheshire East place
1. Improved food environment that supports healthier and more environmentally sustainable food sales		Restrictions on promotions of less healthy foods Government Buying Standards for Food and Catering Services School Food Standards Powers to block new fast-food outlets near schools
2. Access for all to safe, affordable, healthy, convenient and appealing food options	Healthy Start School Fruit and Vegetable Scheme Free School Meals Holiday Activities and Food Programme National School Breakfast Programme and Free Breakfast Club Scheme Household Support Fund Supporting community food groups	Healthy Start Free School Meals Holiday Activities and Food Programme Household Support Fund
3. Food sector to thrive and grow sustainably including investment in innovation, and productivity, and fairer, more transparent supply chains		
4. Food sector attracts talent and develops skilled workforce in every region		
5. Food supply is environmentally sustainable, with high animal welfare standards, and waste is reduced	Supporting community food groups	Carbon Neutral Plan
6. Trade supports environmentally sustainable growth, upholds British standards and expands export opportunities		
7. Resilient domestic production for a secure supply of healthy food		
8. Greater preparedness for supply chain shocks, disruption and impacts of chronic risks		
9. Celebrated and valued UK, regional and local food cultures	Local food strategies and plans	Local food strategies and plans Plan for Neighbourhoods
10. People are more connected to their local food systems and have the confidence, knowledge and skills to cook and eat healthily		Family hubs Plan for Neighbourhoods Start for Life Healthier Families