



**Diet, Activity & Healthy Weight**

# The Role of Social Enterprise



# Foreword

This is the third in a series of Senscot Briefings which aim to showcase the approach that social enterprise is taking to address a range of complex social issues across Scotland. This Briefing highlights the contribution of three social enterprises which take a varied approach to increasing well-being, primarily by promoting healthy eating habits and active lifestyles from an early age.

## What is a social enterprise?

A social enterprise (SE) is a trading business – selling goods and services – whose primary objective is to achieve social and/or environmental goals. Senscot recognises SEs in Scotland based on the criteria set out in the Voluntary SE Code of Practice.

## Who are we?

Senscot is a third sector intermediary established in 1999. Along with others, we have helped to develop a support infrastructure for SEs over the last 15 years. A key part of our work is to support Social Enterprise Networks (SENs) – geographic and thematic - across Scotland. See [www.senscot.net](http://www.senscot.net) to find out more.

## The context of this briefing

The Scottish Government recently published a consultation document, A Healthier Future – Action and Ambitions on Diet, Activity and Healthy Weight, to address the significant challenge of rising obesity levels in Scotland. As obesity in Scotland shows a strong link with inequalities, it is unsurprising that this issue is important to social enterprise.

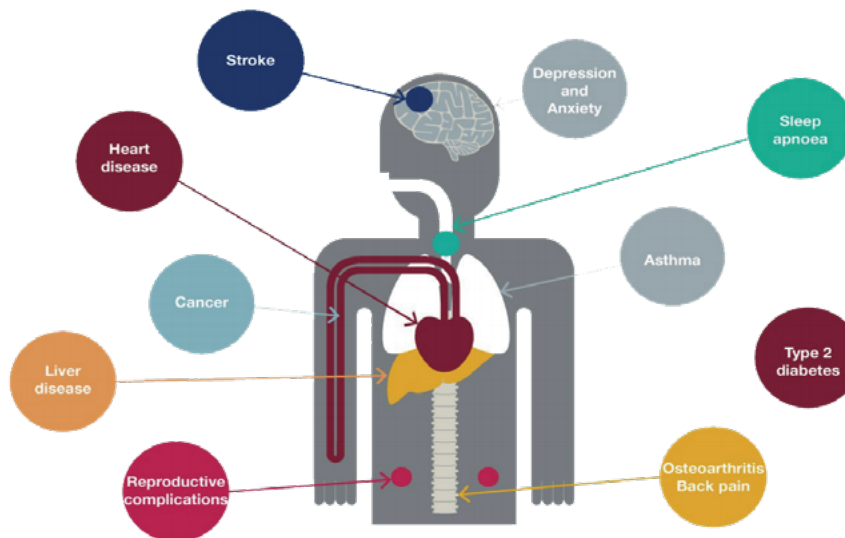
This Briefing paper aims to increase awareness of the range of interventions undertaken by social enterprises to tackle health inequalities related to food access, healthy eating, sport, physical activity and play. It also aims to highlight other key policy areas that the strategy will have to consider to achieve meaningful change.

# Obesity: A Public Health Issue

The Scottish Government states that “Our diets, activity and weights are among the biggest public health challenges we face with very significant preventable impacts on our health, public services and the Scottish economy.”

As Scotland’s obesity rate continues to be among the highest in the developed world, the end result is significant harm to the individual’s health, increased sickness absence and a higher demand for health and social care services.

## Obesity Harms Health



Source: Public Health England

## Health Inequalities & Obesity

Scottish Government research has shown that obesity rates are consistently higher in Scotland’s most deprived areas compared to the least deprived.

NHS Health Scotland reports that lower socio-economic status is associated with higher levels of obesity and that women and children in the most deprived areas are particularly affected by more extreme obesity. A key part of this is that the cost of eating a healthy diet is greater than the cost of eating a less healthy diet.

There is now recognition that access to adequate food is a human rights issue, while there are increasing calls to integrate the principles of human rights into food policy and decision-making.



## Scottish Government Response

The Scottish Government published its consultation document '[A Healthier Future – Action and Ambition on Diet, Activity and Healthy Weight](#)' in October 2017. Responses to the consultation must be submitted by 31st January 2018.

It outlines three broad areas where the government intends to act to address this public health issue:

- Transforming the food environment
- Living healthier and more active lives
- Leadership and exemplary practice

The document acknowledges the link between obesity and deprivation, highlighting the need to take action on junk food advertising and provide better advice and support on healthy eating.

It also recognises that a broad range of interventions are required, given the complexity of the factors contributing to overweight and obesity.

The need for a wide-ranging, integrated response to Scotland's obesity problem presents an opportunity for social enterprise, which has already exhibited a heightened awareness of the interrelated issues at hand at both a local and national level as the case studies featured in this paper will illustrate.

## Key Organisations & Documents



[Scottish Government - Healthy Eating, Active Living](#)

[Scottish Government - Healthy Eating Route Map](#)

[Scottish Government - Good Food Nation](#)

[Scottish Government - Active Travel Programme](#)

[Scottish Parliament - Cross Party Group on Food](#)

[Obesity Action Scotland - Briefings](#)

[Obesity Action Scotland - Obesity Strategy Evidence Session](#)

[Obesity in Scotland - A Persistent Inequality](#)

# The Contribution of Social Enterprise

The 2017 Scottish Social Enterprise Census indicated that 54% of Scotland's 5,600 SEs are committed to 'improving health and well-being'. In pursuing this and a wide range of other social objectives, including removing barriers to employment, providing affordable housing and tackling poverty, individual SEs and the sector overall is committed to tackling a broad range of interrelated issues.

This connected approach is particularly important if Scotland is to tackle the current public health crisis, given its complexity and link to health inequalities.

All three of the SEs profiled in this paper address inequalities within their local communities. They work to improve access to important activities and services that contribute to improved health and well-being. Whilst reducing obesity is not the focus for these organisations, often it is a by-product of their work.



An important aspect of SEs work in this area is identifying and connecting activities and services, ensuring that they meet the needs of the individuals, families and communities involved. This focus requires an awareness of interrelated issues impacting upon people's lives, and a subsequent need to consider and understand a range of relevant policy areas and strategies.

The case studies presented in this paper include a community food initiative, a childcare provider and a sports club. These diverse examples provide insight into their work across relevant policy areas and strategies that are referenced in the Scottish Government's consultation document, including The Active Scotland Outcomes Framework, Child Poverty Strategy and Curriculum for Excellence.



# The Contribution of Social Enterprise



Ensuring access to affordable, healthy food - especially fresh fruit and vegetables.



Increasing knowledge of nutrition and promoting the importance of hydration.



Increasing understanding of food labelling, food shopping and budgeting skills.



Developing food preparation and cooking skills.



Providing and promoting access to food production and growing.



Providing opportunities to participate in social or cultural activities where food plays a central role.



Establishing reablement work and weight management programmes.



Teaching self-management approaches that give ownership to participants.



Providing affordable access to a wide range of physical activities/sport/leisure for people who might not otherwise have access.



Providing opportunities to participate in social activities that have a physical activity dimension.



Raising awareness and campaigning on a rights-based approach to food.



# Case Study 1

## Enterprise Childcare

### Mission

Enterprise Childcare aims to improve the lives of children and their families by putting their needs at the centre of service delivery, using good practice models to deliver high-quality, flexible childcare and training.

### Main activities

Enterprise Childcare's most established services include a mobile crèche, out of school care, nursery care, autism services and their Positive Future project, which works to develop a child's key relationships.

EC's Out of School programme services eight local primary schools, currently providing over 60 children with stimulating play environments. Creativity is encouraged through a range of activities, from arts, crafts and baking all the way through to fire-based activities.

All services working with children and young people in Enterprise Childcare will work to promote healthy eating, with consistent information about positive choices presented regularly to children.

Outdoor play and physical activity is encouraged daily, while healthy eating practices are put into place.

The children are encouraged to think about positive eating choices and contribute their own ideas for healthy snacks.

Parents are given any relevant information relating to obesity and physical activities taking place within the local communities.



Children are encouraged to play outdoors.

### Business Model

Enterprise activity from their mobile crèche, out of school care, training and nursery services makes up around two thirds of EC's income, while grant funding is used to cover their autism services and Positive Future Project. A grant application has been submitted to Children in Need for the continuation of the autism service delivery in 2018.

The Pre3+ nursery service is a fully charged service, funded by parental contributions. Students make up 85% of customer base. Previously, James Watt College bought all the childcare places at the nursery for its

students, but after the amalgamation of colleges, this funding arrangement changed. There is now no procurement process for childcare services for students, resulting in EC reporting a loss in income from this service over the past two years.

Out of School care services are fully paid for by parents, with care fees starting at £14.50 for a 3pm - 6pm service, with reduced fees payable for the second and third children of a family. All day holiday care starts at £26.36.

Recently, EC's local council announced £13m of cuts, putting a greater emphasis on their ability to sustain themselves through enterprise activity going forward.

### Social Impact

EC's childcare services promote healthy lifestyle and physical activity through their expansive range of play and recreation services. A balanced diet is promoted through the provision of healthy snacks during nursery and out of school services, while their community-based parent support programme Positive Future Project enhances parenting skills and develops the relationship between child and carer.

### Enterprise Childcare Fact File

Established  
1991

Workforce  
47 staff, 1 volunteer

Turnover year to end 2016  
£507k

Legal Structure  
Charity & Company Ltd by  
Guarantee

[www.enterprisechildcare.co.uk](http://www.enterprisechildcare.co.uk)

[@EnterpriseChil1](https://twitter.com/EnterpriseChil1)

[facebook.com/Enterprise-Childcare](https://facebook.com/Enterprise-Childcare)

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# Case Study 2

## Lanarkshire Community Food & Health Partnership

### Mission

Lanarkshire Community Food & Health Partnership (LCFHP) works with local communities to increase their health and well-being through an improved diet, reducing the health inequalities associated with deprived communities.

### Main activities

LCFHP runs and supplies over 40 community food co-ops where people can both access high-quality food and receive healthy cooking advice on their doorstep.

Their High Five for Fruit initiative delivers fresh fruit and veg to 137 nurseries in North Lanarkshire, with trained nutritionists encouraging healthy eating habits in fussy eaters. Studies have shown that families affected by the initiative eat 50% more fruit and veg than the national average.

Healthy Mummy Happy Baby provides antenatal and postnatal mums with cooking classes, one to one nutritional information, food budgeting advice and weight management services to increase health and well-being. LCFHP's Make Move Munch

clubs help families in high deprivation communities make healthy choices to alleviate the effects of diabetes and heart disease, as well as alleviating symptoms of 'holiday hunger'. 94% of families found they could make their household food budget go further after attending the clubs.

LCFHP also deliver Training for Trainers, where local 'food champions' are trained to deliver healthy eating demos in communities. A minimum of 96 tailored healthy eating sessions are delivered per annum to a variety of groups.



LCFHP develop healthy eating habits in children.

### Business Model

Core funding comes via NHS Lanarkshire and North Lanarkshire Council's Fairer Scotland funding. This supports LCFHP's network for community retail, their Healthy Eating sessions and their range of training programmes.

The community retail arm of LCFHP operates to bring in its own enterprise income, although all efforts are taken to keep prices as low as possible.

High Five for Fruit is sponsored by North Lanarkshire Council, allowing LCFHP to keep the service free of cost to its participants.

Healthy Mummy was mainly funded by the Scottish Government's Early Years Collaborative programme. With funding set to cease in 2018, a lottery bid has been submitted to continue the service. So far, this project has been free to service users.

Make, Move, Munch clubs were funded by Tesco's National Charity Partnership until recently but again, LCFHP are going to have to adapt to maintain the service, with funding ending in December 2017.

### Social Impact

LCFHP always look for increased fruit and veg consumption, cooking from scratch, reduction in consumption of "ready meals".

In 2016/17, LCFHP distributed just short of £300,000 worth of produce and were able to run 880 healthy eating sessions with 14,322 attendees. LCFHP also delivered 132 REHIS Food Hygiene certificates.

## Lanarkshire Community Food & Health Partnership Fact File

Established:  
1990

Workforce:  
23 members of staff

Turnover to end of 2016:  
£782,346

Legal Structure:  
Charity & Company Ltd by  
Guarantee

<http://www.lcfhp.co.uk/>



@LCFHP



[facebook.com/LCFHP](https://www.facebook.com/LCFHP)



# Case Study 3

## Broxburn United Sports Club

### Mission

Broxburn United Sports Club (BUSC) aims to provide sporting, educational and social opportunities within the community to change lives for the better.

### Main activities

BUSC delivers a range of community-based sporting activities designed to bring local people together to promote health and education. The range of activities on offer ensures there are classes to suit all ages and fitness levels.

Physical activity groups (Outdoor Fitness, Buggy Bootcamp, HiiT, Multi-Sports Club, Fun Start Fitness) cover a wide range of fitness and health goals, from new mothers looking to make new friends to those looking to test their fitness to the limit.

Children and young people are well catered for, with football coaching sessions, Zumba classes, after school clubs and holiday camps all promoting healthy, active lifestyles from an early age.

BUSC uses its facilities for a range of community outreach programmes, as well as engaging with other delivery

organisations, to help them promote and encourage regular physical exercise through dance, tae-kwondo, yoga and pilates classes.

BUSC also works hard to endorse healthy living, promoting daily recommendations for water consumption and exercise levels, as well as encouraging positive mental health and good personal hygiene.



The Buggy Bootcamp is popular with new mothers.

### Business Model

The charity is supported by a mix of fees from members and commercial activity. A 3G pitch generates income through lets to BUSC teams, casual and community use, as well as other amateur football leagues.

The remainder of their enterprise income comes from their café and vending machines, community room hire, physio room rental and sponsorship. The facility is on land owned by the local authority, for

which BUSC holds an 80-year lease for a nominal rent.

All three staff are currently supported by funding from key grant-making partners, but BUSC aims to be self-sustainable by 2020, supported by additional income from facility hire.

In addition to unrestricted charitable reserves, BUSC operates a 'sinking fund' which sees a proportion of income ring-fenced for future pitch maintenance and replacement costs. This ensures that the members and community will continue to access a high-quality facility and maintaining BUSC's position in the local market.

### Social Impact

By promoting healthy lifestyle choices, BUSC has seen a marked decrease in sugary drink consumption through on site café and vending sales, while participation levels for their fitness programmes have increased by 30%.

Their Fun Start Fitness programme, which promotes health and well-being through physical activity, currently has 260 Primary 3 age children taking part. Meanwhile, their Alive & Kickin' programme has seen a 50% increase in participation, helping to keep the local ageing population fit and active.

### Broxburn United Sports Club Fact File

Established  
2000

Turnover  
£331k

Workforce  
3 FT with around 25 volunteers

Legal Structure  
Charity

[www.busc.org.uk](http://www.busc.org.uk)



@BroxburnUnited



[facebook.com/BUSC](https://facebook.com/BUSC)