

Local Government Declaration on Sugar Reduction and Healthier Food

City of London Corporation

Tackling obesity among those living and working in and visiting the Square Mile features prominently within the strategic priorities of the City of London Corporation. This requires a collaborative approach across the local authority and local partners, to ensure the spirit of the Declaration becomes business as usual, over time.

Tackle advertising & sponsorship

- Develop corporate sponsorship guidance to minimise local promotion of HFSS (high fat, salt and sugar) food and drink

Improve the food controlled/ influenced by the City Corporation and support the public & voluntary sectors to improve their food offer

- Monitor the implementation of "Food for Life" in the new corporate catering contract
- Support local concession contracts to reduce the promotion of HFSS food & drink within their retail offer
- Reduce high-sugar snacks & foods offered in meetings catering & offer lower-sugar alternatives

Public events

- Work to influence external events hosted within City Corporation premises to offer healthier menu options

Reduce the prominence of sugary drinks and actively promote free drinking water

- Install additional public water fountains throughout the City and promote them
- Ensure water and low-sugar drinks are more prominent at the point of sale across City Corporation-managed sites

Support businesses and organisations to improve their food offer

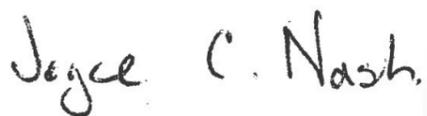
- Support more local employers to achieve the London Healthy Workplace Charter
- Encourage the promotion of healthier catering and campaigns, such as SUGAR SMART and Change4Life, among City employers
- Explore the implementation of an accreditation scheme for local food retailers that incentivises a healthier offering

Raise public awareness

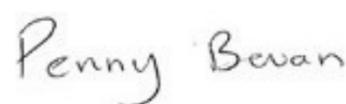
- Explore further opportunities to raise public awareness through supporting national campaigns around sugar reduction and healthier food



John Barradell
Town Clerk and
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- Sustain