

JSNA Health and Wellbeing Profile 2026/27

Healthy Eating

Summary points

- Local data indicates that nearly two-thirds of Bristol residents are eating the recommended 5 portions of fruit and vegetables per day.
- 4.8% of households bought more food high in sugar / fat / salt in the past year and 45.0% bought less.
- The number of hot food takeaway outlets is increasing in Bristol and are more likely to be in wards of higher deprivation.
- A variety of strategies and programmes are working to improve and influence the food environment in Bristol and to increase the availability of healthier and more sustainable food in the city.

Fruit & Vegetable consumption (5-a-day)

Bristol's Quality of Life Survey¹ in 2024/25 indicates 65.0% of adults in Bristol are meeting the recommended "5 or more portions of fruit and vegetables a day²". By sub locality this ranges from 62.1% in Inner City to 69.2% in North and West (Inner).

Modelled national survey estimates³ indicate that a significantly higher proportion of Bristol residents are eating 5-a-day (36.4%) than the national average (31.0%) (2022/23).

By ward, people consuming 5 fruit & veg a day ranges from 54.3% in Central, to 79.2% in Clifton (Figure 1).

The association between this indicator and deprivation is not entirely consistent across the range of deprivation, but the proportion of adults eating 5-a-day tends to rise where deprivation is less acute. e.g. 58.2% in the most deprived 10% of the city, 71.4% in the least deprived 10% of the city.

Quality of Life survey responses indicate that the following groups are less likely to be eating 5-a-day fruit and veg than the city average:

- Young people aged 16 to 24 years old (55.4%)
- Black residents (42.7%)
- Asian residents (54.9%)
- Disabled residents (58.3%.)

¹ Source: Bristol Quality of Life survey 2024/25 www.bristol.gov.uk/qualityoflife

² The wording of the question changed in 2024, and further examples provided, so is not comparable with previous years

³ Source: Public Health Outcome Framework: <https://fingertips.phe.org.uk/profile/public-health-outcomes-framework>

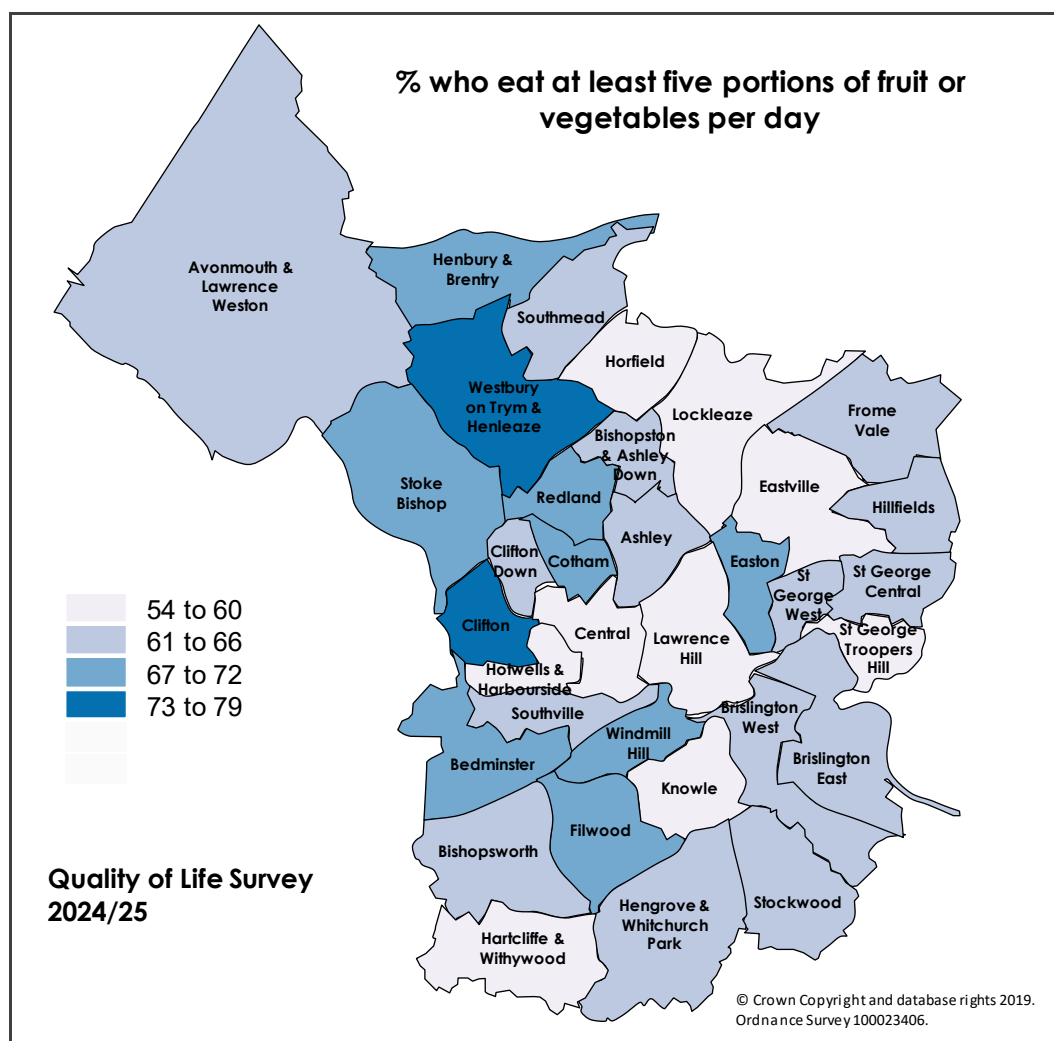


Figure 1: Bristol ward map: % adults eating 5 portions of fruit and/or vegetables a day. Source: QoL survey 2024/25

Purchasing Healthy Food

The 2024/25 Quality of Life survey found that 4.8% of households bought more food high in sugar / fat / salt in the past year compared to 3.7% in the previous year, and 45.0% bought less compared to 42.6% the previous year. This could be as a result of the cost of living crisis and people buying less food and becoming more food insecure in the more deprived areas of the city (see [Food Insecurity](#) JSNA section).

Nearly 5% of people living in the 10% most deprived areas of Bristol bought more food high in sugar / fat / salt in the previous year, compared to 3.2% living in the 10% least deprived areas. By sub-locality, people living in Inner City (10.2%) are three times more likely to buy more food high in sugar / fat / salt than those living in East (3.0%) and North and West (Outer) (3.6%). In Lawrence Hill more than 1 in 8 households (13.4%) bought more unhealthy food than the previous year, followed by 13.2% of households in Ashley and 9.4% of households in Central (Figure 2).

By ethnicity, 12.2% of people of mixed ethnicity, 10.5% of people of Black ethnicity and 8.1% of people of Asian ethnicity bought more food high in salt / fat/ sugar in the past year, higher than

the city average. Lesbian, gay and bisexual people (9.7%) and young people aged 16 to 24 (7.8%) are also more likely to have bought more unhealthy food in the past year compared to the city average.

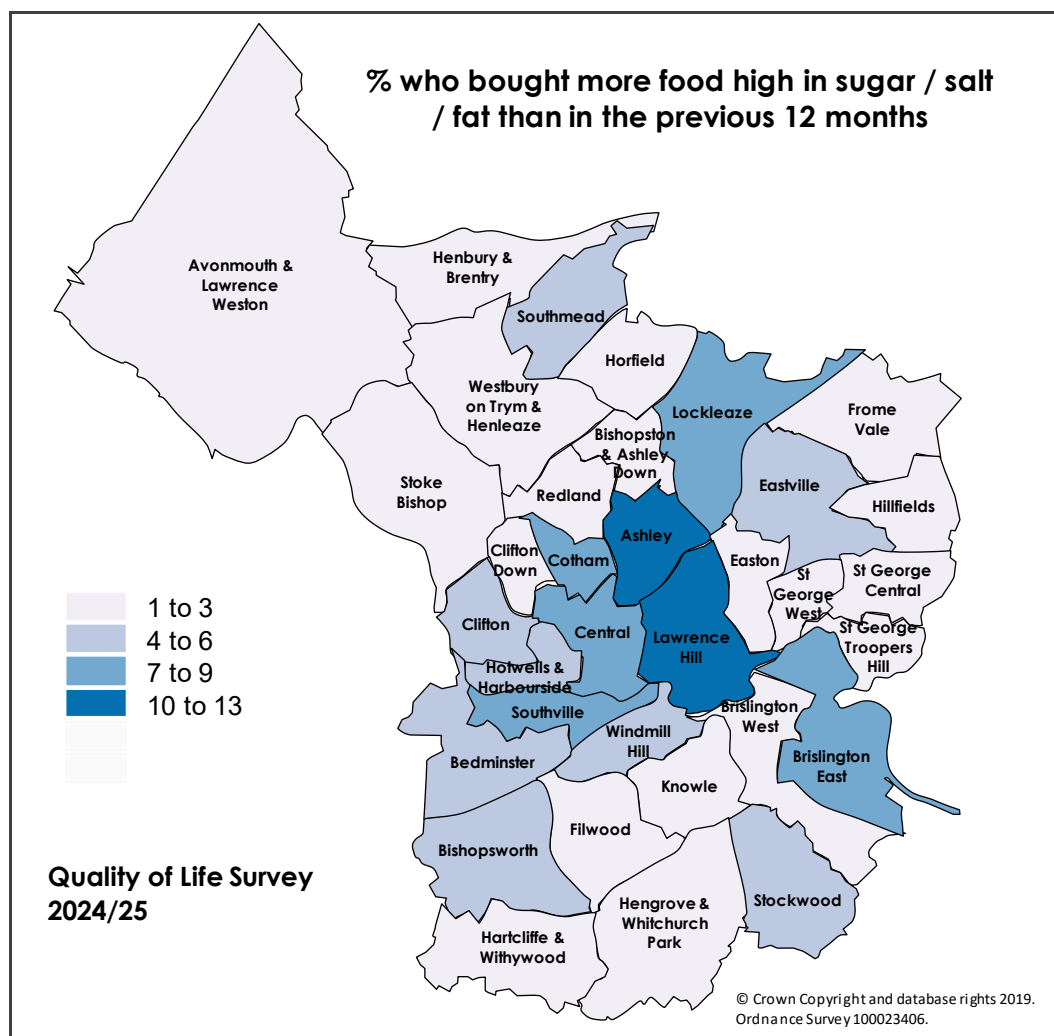


Figure 2: Bristol ward map: % households who bought more food high in sugar / fat /salt than in the past year. Source: QoL survey 2024/25

Food outlets

[The Food Standards Agency](#) ⁴ indicates there are 446 businesses in the takeaway/sandwich shop category in Bristol. 366 have a 4 or 5* hygiene rating. The category of business is chosen by the business owner and many more will now do delivery such as Deliveroo which will not be recorded in the takeaway category.

Nationally, there is an association between obesity rates, deprivation and areas with the highest densities of fast food outlets⁵. Locally, Central, Lawrence Hill, Southville, Ashley and Easton wards have the highest number of hot food takeaways, but they also have high numbers of food businesses, so the percentage of takeaways is close to the overall city percentage of about

⁴ BCC Registration of Food Premises data (Civica database 2024)

⁵ PHE Density of fast food outlets in England. Summary LA Data (2018)

10%, whereas in Southmead (18%), Knowle (15%), Hengrove and Whitchurch Park (14%) and St George Troopers Hill (14%) it is slightly higher.

How are we supporting healthy eating?

Healthy eating links very closely to the prevention of excess weight in the city. The Office of Health Improvement & Disparities (OHID), formally known as Public Health England, recommends a ‘whole system approach’⁶ which is being developed in the Communities and Public Health team with One City partners. Work is ongoing to support changes to the food environment and encourage healthier food consumption which is a priority across many services and programmes in the city.

Examples of work in Bristol that promotes healthy eating

Bristol Good Food 2030: A One City Framework for Action

A legacy from achieving the Gold Sustainable Food City Status, the Bristol Good Food 2030 framework sets out priorities and initiatives which aim to make Bristol’s food system better for people and communities, climate and nature, workers and businesses.

<https://bristolgoodfood.org/>

BNSSG Why Weight Pledge

The Why Weight? Pledge has been developed by partners of the Healthier Together Integrated Care System (ICS) as a commitment to an environment where everyone in Bristol, North Somerset and South Gloucestershire has the access and ability to eat well, feel well and be active.

The pledge provides a framework for a whole-system approach to the creation of healthier places and seeks to reduce health inequalities linked to obesity and reduce the stigma associated with it.

[Why Weight? Pledge for creating Healthier places Together - BNSSG Healthier Together](#)

One City Food Equality Strategy

In June 2022, Bristol published its first Food Equality Strategy. [One-City-Food-Equality-Strategy-2022-2032.pdf \(bristolonecity.com\)](#). Co-produced with over 70 stakeholders across the city, the strategy sets out a vision for how the city can work towards creating an equitable food system. The first 3-year action plan was published in June 2023 and sets out the steps that need to be taken by stakeholders in various sectors to help achieve food equality in Bristol. [A One City Food Equality Action Plan for Bristol \(bristolonecity.com\)](#)

Work in Early Years

Health Visitors support families with infants and young children by providing advice and guidance on healthy eating for parents and carers.

The **Healthy Start Scheme** supports eligible families to purchase healthy foods, such as milk, fruit, and vegetables, and provides access to free vitamins Healthy Start - GOV.UK (www.gov.uk)

Family Hubs working partnership with local organisations offer a range of family activities focused on healthy eating and physical activity and play a key role in connecting families to

⁶ [Public Health England 2019 Whole System Approach to Obesity](#)

wider support. [Bristol Family Hubs](#). Family hubs also provide a 1:1 proactive antenatal and early postnatal targeted infant feeding support for families in 8 wards of the city with the lowest breastfeeding rates. This service also supports city-wide infant feeding drop-in support groups which are open to all.

Bristol FOOD Clubs (Food On Our Doorstep) are weekly, community-based clubs that provide local families with access to a range of quality food at low cost while helping to reduce food waste. There are 4 clubs across the city, including, three located in children's centres. Food On Our Doorstep - Family Action (family-action.org.uk)

The Children's Kitchen is a city-wide project run by Feeding Bristol working with Early Years setting, FOOD Clubs, schools and FareShare South West. The project builds a strong foundation in fresh healthy food for young children and their families, encouraging children to explore fresh produce and grow their own herbs, fruit and vegetables on site.

Work in schools

School nurses support healthy eating among children and young people and provide advice to pupils, parents and school staff, including through webinars on healthy eating.

Access to nutritious food is supported through the provision of free school meals: **Infant Free School Meals** are available to all children attending government funded schools in Reception class, Year 1 and Year 2 in England..

Free School Meals are also available to pupils of any age in school whose parents or carers receive qualifying benefits.

Bristol Healthy Schools Programme supports schools to promote health and wellbeing through a whole-school approach. The Healthy Schools Essential Award provides a framework to encourage healthy food and drink, physical activity, and positive mental wellbeing across the school environment. The Food Environment Specialist Award builds on this by supporting schools to take a whole-school approach to healthy eating, with a focus on cooking and growing healthy and more sustainable foods. [Bristol Healthy Schools Awards](#)

Healthy eating within the curriculum is supported by a training resource (commissioned by Public Health). This training resource helps teachers and school staff deliver the healthy eating element of the National Curriculum (for RSHE).

Training resource: [RSHE The Soil Association Healthy Eating Session \(youtube\)](#)

Work with out of home food providers

The Bristol Eating Better Award is a healthy catering award, which supports healthy eating and sustainable food provision across the city.. It provides a framework for healthy catering in both public and wider settings. It supports Early Year settings to meet the nutritional requirements outlined in the Early Years Foundation Stage statutory framework and schools to meet the requirements of the school food standards. . Information on the business, schools and early years awards is available: [Bristol Eating Better Award](#) .

Community projects

Bristol is a breastfeeding friendly city, hundreds of local venues including cafes, restaurants, visitor attractions and community settings have signed up to the [Bristol Breastfeeding Welcome Scheme](#) to demonstrate how welcome and supported breastfeeding families are.

Policy

As part of Bristol's vision of becoming a fairer, healthier and safer city, healthier food has been embedded in various policies, including:

- BCC Advertising and Sponsorship to prevent the advertising of foods high in fat, salt and sugar where the council is an advertiser or sponsor, or owner of an advertising platform or sponsorship opportunity.
- Local Plan: Policy DM10 currently prevents advertising of unhealthy foods within 400m of a school or education setting. DM14 Planning Policy makes it a requirement for a Health Impact Assessment to be completed for new developments over 100 dwellings.
- Embedding a ban on unhealthy food advertising within the healthy schools award. We protect our children from inappropriate marketing by the food and drink industry such as 'giveaways' and promotions within schools. The school should ensure that they don't support or allow companies manufacturing food or drink high in salt, sugar or fat to promote marketing campaigns within schools.
- BCC's Healthy and Sustainable Procurement Policy requires all food and catering in public settings (contracts and concessions) and under the control/influence of the council to achieve the Bristol Eating Better Award standard.
- BCC Market policy states all market traders for St Nicks Market are required to have the Bristol Eating Better Award before they can trade.

Further data / links / consultations:

- The [Eatwell Guide](#) details the government's recommendations for achieving a healthy diet.

There are numerous other JSNA profiles that link to healthy eating. They can all be found on the following link: [JSNA Data Profiles - bristol.gov.uk](https://www.bristol.gov.uk/jsna)

- Food Poverty/ Insecurity
- Healthy Weight
- Diabetes
- Dental health (Children and Young people)
- Breast Feeding
- Lifestyle behaviours of Young People
- Promoting Healthy Urban Environments
- Fuel Poverty

Impact of Covid-19:

The eating-out food sector has been particularly hard hit following the pandemic, the impact of Brexit on food prices and staff availability, and global political effects which is continuing to have an effect on fuel and food prices. People are therefore less able to afford food, and are spending less on eating out.

Date updated: May 2026

Next update due: April 2027