

FOOD STANDARDS SCOTLAND'S NEW STRATEGY FOR 2021-26

Healthy, Safe, Sustainable: Driving Scotland's Food Future

LAUNCHING THE STRATEGY AND THREE YEAR CORPORATE PLAN

1 Purpose of the paper

- 1.1 This paper signals the formal launch of Food Standards Scotland's (FSS's) new strategy for 2021-26, and presents the corporate plan which will underpin the delivery of our strategic goals over the next three years.
- 1.2 The Board is asked to:
 - **Note** that we have now published the finalised strategy document on a new dedicated page on the FSS website, after launching it with key stakeholders and the media;
 - **Provide comments** on the corporate plan and confirm whether they are satisfied that the activities described will adequately address FSS's strategic priorities over the next 3 years;
 - **Note** the timeline outlining priority activities during 2021/22, and plans for updating this on an annual basis to monitor delivery against the six strategic goals.

2 Background

Launching the new FSS strategy

- 2.1 At its last open meeting on 17 February, the FSS Board reviewed the first draft of the strategy and responses to the 9 week public consultation which ran during 19 October to 21 December 2020. At that meeting it was agreed that the Strategy would be finalised to take account of consultation feedback and input from the Board and formally launched following the Scottish Parliament election on 6 May 2021. The Executive also undertook to develop a corporate plan to describe the work that will be delivered during the first three years of the new strategy, and that this would be presented to the Board to coincide with the launch.
- 2.2 The finalised strategy document, titled *Healthy, Safe, Sustainable: Driving Scotland's Food Future* is provided at **Annex A** and it was published on the FSS website earlier today. Publication and promotion of the strategy will help to raise awareness of FSS's vision for Scotland's food environment and our mission as Scotland's leading authority on food safety, standards and healthy eating. It will also ensure transparency for consumers and stakeholders on the organisational values and guiding principles we will apply to achieve our five strategic outcomes. The strategy provides a high level description of our aims to improve Scotland's diet, reduce food safety risks, and promote compliance; setting out our challenges in adapting to a changing food environment. It also defines our ambition to play a more prominent role in representing consumer interests in wider food issues, with particular regard to sustainability.
- 2.3 Delivery of our new strategy is centred around six goals which describe how we aim to achieve our objectives through the use of data and evidence, maintaining regulatory assurance, driving improvements to the food environment, strengthening our profile and

influence through our relationships with stakeholders, and by engaging more effectively with different communities across Scotland to ensure our advice has impact and lasting benefit.

Developing the new three year Corporate Plan

- 2.4 To support the strategy we have developed a three year corporate plan which describes the activities we will undertake between 2021-24 towards delivery of each of the six goals. The corporate plan (provided at **Annex B**) is a detailed document which describes how all areas of FSS business will contribute to our strategic outcomes whilst enabling us to deliver new responsibilities and address the challenges that have arisen as a result of EU Exit and the COVID-19 pandemic.
- 2.5 The corporate plan highlights three priority work areas for the first three years of our new strategy; *driving action to improve Scotland's diet, maintaining high levels of regulatory assurance beyond EU Exit, and continuing to build the trust of consumers and stakeholders through the provision of robust, evidence based advice which enables us to influence food policy for the benefit of Scotland*. In addition, it aims to articulate where we will have a role to play in the sustainability agenda, outlining our key policy interests in this area. By describing the breadth of activities that will be undertaken under each of our six strategic goals, the document also serves as an organisational business plan for 2021-24, highlighting what we aim deliver during this period.
- 2.6 The Executive has mapped key deliverables for year one of the new strategy and corporate plan in a timeline which is provided at **Annex C**. This timeline will enable the Executive Leadership Team (ELT) to monitor delivery under each of the six goals, and will be used alongside a new set of performance metrics for reporting progress to the FSS Board.

3 Communications

- 3.1 Alongside the strategy, a press release was also issued today to the Scottish national and food and drink industry trade press. Digital content, including an 'about us' video animation has been developed to supplement the proactive Strategy promotion and this is being rolled out on FSS's website and social media platforms.
- 3.2 Prior to launch, FSS hosted two exclusive events for key stakeholders and the Scottish media on 14 and 18 May 2021 respectively. Attendees were provided with an embargoed copy of the strategy, and had the opportunity to ask questions on our priorities and plans for delivery following presentations from key FSS spokespeople. Further activities are being planned to continue to launch the new strategy throughout the rest of this year.
- 3.3 Following discussion at today's Board meeting, our intention is to finalise the corporate plan and publish the document to sit alongside the strategy on our new dedicated webpage.

4 Equality Impact Assessment and Fairer Scotland Duty

- 4.1 The Executive has now completed the Equality Impact and Fairer Scotland duty assessments to support the new strategy and corporate plan. These outline the socio-economic and inequality factors we will need to take into account when developing and implementing new policies and initiatives as part of the strategy. Summaries of these documents are provided at

Annexes D and E. It is intended that the full assessments will also be published once the new corporate plan has been finalised.

5 Conclusion

- 5.1 Publication of our new strategy and corporate plan represents an important milestone for FSS by setting a clear direction for the organisation to deliver its goals for public health improvement, consumer protection and food chain assurance over the next 3-5 years.
- 5.2 Confirmation is sought from Board members that they are satisfied with the content of the new corporate plan. This will enable the organisation to complete the planning of key activities and develop the policies and initiatives that will help us to achieve our strategic outcomes and make a positive and lasting impact on the health and well-being of the people of Scotland.

6 Recommendations

6.1 The Board is asked to:

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- **Note** the timeline outlining priority activities during 2021/22, and plans for updating this on an annual basis to monitor delivery against the six strategic goals.

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