

# NEWCASTLE GOOD FOOD PLAN 2018

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Developed by The Food Newcastle Partnership  
in collaboration with Newcastle City Council  
& wider stakeholders



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# SECTION 1

# INTRODUCTION

**The Food Newcastle Partnership have been developing a sustainable food approach for the city. This has led to the development of the Good Food Plan for 2018 - 2020. To drive the Good Food Plan, the wider Food Newcastle Partnership, with active support from Food Newcastle and the Newcastle City Council, will deliver on the agreed outcomes.**

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'Good Food' underpins the quality of people's lives in Newcastle. Not only is it essential to our survival but the way we eat it, buy it, grow it, transport it, and dispose of it has a profound impact on the city we live in. Food can change the landscape of our city, the strength of our economy, the health and wellbeing of our community, the environment as well as our culture and social lives. Promoting 'Good Food' is a powerful driver and must be embraced at the heart of any effort to improve people's lives.

In Newcastle, like elsewhere, the challenges in the food system are many: rising obesity, food poverty, health inequalities, the impact of food production and distribution on climate change; and economic challenges for local food businesses. Addressing these challenges will require new creative partnerships across organisational boundaries. It will require communities to be better equipped with the tools and confidence to take control of their own health and happiness; and it will require The Food Newcastle Partnership to play an inspirational leadership role.

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**GOOD FOOD - "AS WELL AS BEING TASTY, SAFE, HEALTHY AND AFFORDABLE THE FOOD WE EAT SHOULD BE GOOD FOR NATURE, GOOD FOR WORKERS, GOOD FOR LOCAL BUSINESS AND GOOD FOR ANIMAL WELFARE."**

This definition was originally used by Bristol Food Policy Council and is now widely recognised across the UK.

## BACKGROUND

Food Newcastle was established in 2013 to coordinate food activities across the city and provide an environment for creating a healthier food culture. Together with Newcastle City Council and wider stakeholders they became members of the Sustainable Food City Network and also produced the Newcastle Food Charter.

In early 2016 a 'Newcastle City Food Policy Scoping Document' was produced (Spence, 2016) which further outlined the case for integrated action on food in the city. The document provided the national and local context and considered the socio-economic, health and food environment issues pertinent to the local population. The document highlighted the need to identify potential actions to tackle two key issues: disparities in health across the city and the current food environment.

In April 2016, a consultation event was held on a Newcastle Food Policy. This engaged key stakeholders from across all sectors to discuss food issues facing the city. There was a keen interest in increasing connectedness around food in the city and a food plan was seen as a useful tool for achieving this. The event was the first stage of a 'co-design' process to create a food strategy that meets local needs and is therefore widely adopted. The event identified key issues, policy aims and activities.

In February 2016 over one hundred and fifty partners from the community, voluntary, public and private sectors have contributed to the development of the Newcastle Good Food Plan at two separate consultation events; exploring the benefits and actions required to help improve the health and lifestyles of the people of Newcastle whilst seeking to improve access to good affordable food and reducing food and health inequalities.

Areas of work which have been prioritised through this extensive stakeholder consultation are:

- 1. Reducing sugar consumption (Newcastle Sugar Smart Group)**
- 2. Tackling holiday hunger & increase Healthy Start take-up (Newcastle Food Poverty Group)**
- 3. Increasing food skills and knowledge (Community Food Grants)**
- 4. Establish a good food business network**
- 5. Transforming catering and food procurement (To be actioned)**
- 6. Support the development of a strategic food waste group (linked to the Newcastle Waste Commission)**

## PARTNERSHIPS AND APPROACH

The Newcastle Good Food Plan consultation events have identified 'Partnerships and Approach' as a key issue to be addressed within the action plan. Stakeholders highlighted how in the past individual projects sometimes felt isolated, and that good ideas have come and gone within the city without any support at a strategic level. People felt that there should be a clear, simple vision for The Food Newcastle Partnership, and that it should be inclusive and representative and utilise the talents of all its members.

## THE FOOD NEWCASTLE PARTNERSHIP

The Food Newcastle Partnership is an inclusive group of stakeholders representing all parts of the food system and working together to achieve the aims of the Food Charter and Newcastle Good Food Plan. The Partnership was set up in 2013 to bring together city-wide action to promote a vibrant and healthy food culture and improve the quality of lives in Newcastle. We wanted to form relationships with others to drive demand for change and practical action on key food issues.

Partnership meetings include one Annual Conference and other events organised from time to time by The Food Newcastle Partnership members or the Executive Group. News, information and opportunities are freely available to members online at: [foodnewcastle.org](http://foodnewcastle.org)

### STRUCTURE

The Food Newcastle Partnership is made up of a broad and open stakeholder group which includes anyone with a remit or interest in food, whether in production, retail, consumption or waste. Stakeholders come together at annual events and activities to discuss the progress and future of the Partnership and members invited to contribute to the relevant sub-groups established to look at the main themes of the Good Food Plan:

1. **Diet-related ill health and access to food**
2. **Good food for all – tackling food poverty**
3. **Building community food knowledge, skills, resources and projects**
4. **Strengthen the local sustainable food economy**
5. **Transforming catering and food procurement**
6. **Environmental sustainability – reducing waste and the ecological footprint of the food system**

### THEMED SUB-GROUPS

Each of the sub-groups are made up of people with an interest or remit around the relevant aspect of food. The sub-groups are tasked with developing an action plan to deliver on the priorities agreed in the Good Food Plan consultation on future actions they see as important to address the issue. There are cross-cutting themes between groups so communication and networking is essential in developing the action plans to feed into the overarching Good Food Plan. People do sit on more than one group depending on their remit and interests and the group members are expected to identify an appropriate Chair. To ensure sustainability, the groups identify relevant members to provide administration for the group and discuss how this will function in the long term.

Specific groups are established to look at individual campaigns or subjects, e.g. Sugar Smart City or Holiday Hunger and these sit under the relevant Themed Sub-group.

## THE FOOD NEWCASTLE PARTNERSHIP EXECUTIVE GROUP (FNPEG):

- Co-ordinates the creation of the Newcastle Good Food Plan;
- Leads and co-ordinates Newcastle Good Food Plan delivery;
- Formally evaluates progress and reports to all Food Newcastle Partnership stakeholders;
- Facilitates comprehensive communication across The Food Newcastle Partnership
- Explores the availability of additional funding; Provides networking opportunities and exchange of information, support and advice;
- Provides evidence base for work on food issues within the city;
- Accountable to and rooted in participation of all sectors of Newcastle community;
- Support national campaigns and raise profile locally e.g. Sustainable Fish City;
- Respond to government and local consultations and encourage other organisations to do so;
- Develops a baseline to measure Newcastle's progress as a Sustainable Food City
- Maintains The Food Charter and Membership.

Membership of the FNPEG includes representatives of:

- **Major funders - currently Newcastle City Council;**
- **Themed Sub-group Chairs aligned to the themes outlined above;**
- **An independent Chair;**
- **Food Newcastle - leads and support both the operational and funding management;**
- **Other members who can provide strategic and operational skills to the group, invited by FNPEG members.**

The FNPEG needs the consent of the wider partnership to operate effectively and makes its own activities as open as possible. All decisions and appointments are made available to The Food Newcastle Partnership members. The annual conference is the primary opportunity for wider consultation and consensus building. The FNPEG meets at least every two months.

Core agenda items are:

- **Operational feedback including key performance indicators**
- **Themed Sub-group Chairs**
- **Financial report**

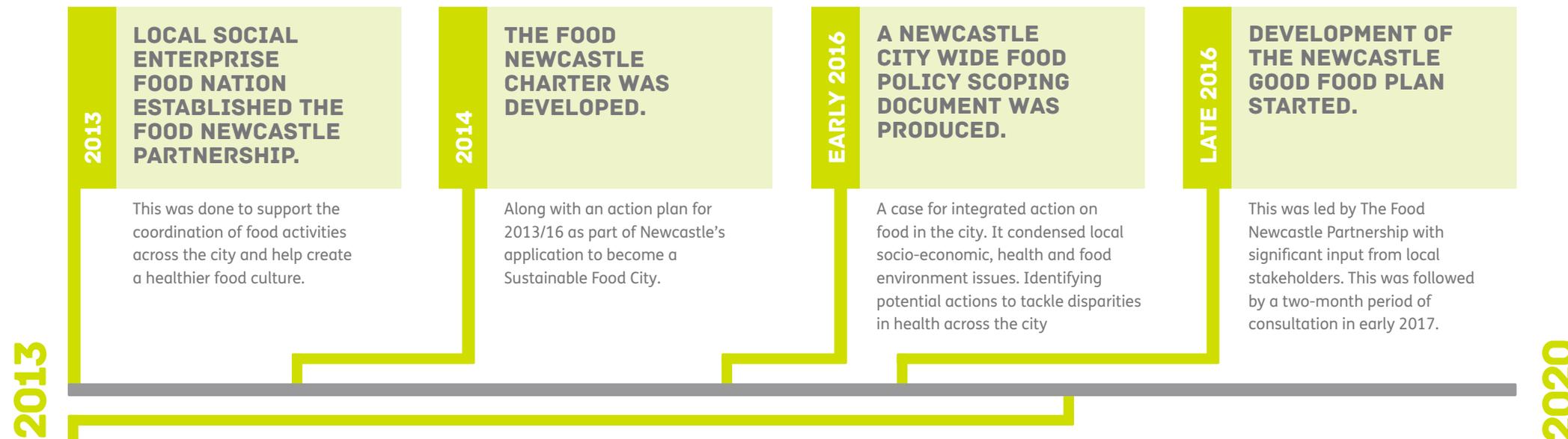
## THE SUSTAINABLE FOOD CITIES NETWORK

The Sustainable Food Cities Network is a partnership between the Soil Association, Food Matters and Sustain, funded by Esmee Fairbairn Foundation. The first phase of their programme, which ran from 2014-17, supported the development of cross-sector food partnerships in twelve cities nationwide, including Newcastle, aiming to raise standards in food culture and sustainability. Following on from their previous campaigns "Sustainable Fish Cities", "Beyond The Food Bank" and "Sugar Smart", the Sustainable Food Cities Network have recently announced that they will join with the Peas Please partnership (which includes Nourish, Food Cardiff, and Brighton & Hove Food Partnership) to deliver a new campaign called Veg Cities, which drives the consumption and promotion of sustainable vegetables. The campaign will be rolled out to the fifty cities in the Sustainable Food Cities network over the coming months and into 2018.

[sustainablefoodcities.org](http://sustainablefoodcities.org)



## STAGES OF DEVELOPMENT



**LOCAL SOCIAL ENTERPRISE FOOD NATION ESTABLISHED THE FOOD NEWCASTLE PARTNERSHIP.**

This was done to support the coordination of food activities across the city and help create a healthier food culture.

**THE FOOD NEWCASTLE CHARTER WAS DEVELOPED.**

Along with an action plan for 2013/16 as part of Newcastle's application to become a Sustainable Food City.

**A NEWCASTLE CITY WIDE FOOD POLICY SCOPING DOCUMENT WAS PRODUCED.**

A case for integrated action on food in the city. It condensed local socio-economic, health and food environment issues. Identifying potential actions to tackle disparities in health across the city

**DEVELOPMENT OF THE NEWCASTLE GOOD FOOD PLAN STARTED.**

This was led by The Food Newcastle Partnership with significant input from local stakeholders. This was followed by a two-month period of consultation in early 2017.

### NEWCASTLE GOOD FOOD PLAN - PRODUCED 2017 >>

**BASED ON THE SUSTAINABLE FOOD CITIES NETWORK'S 6 KEY ISSUES THE KEY THEMES OF THE NEWCASTLE GOOD FOOD PLAN ARE:**

1. Diet-related ill health and access to food
2. Good food for all – tackling food poverty
3. Building community food knowledge, skills, resources and projects
4. Strengthen the local sustainable food economy
5. Transforming catering and food procurement
6. Environmental sustainability – reducing waste and the ecological footprint of the food system

**STAKEHOLDERS IDENTIFIED FIVE PROPOSED PRIORITY AREAS FROM THE THEMES FOR THE FOOD NEWCASTLE PARTNERSHIP TO DRIVE FORWARD:**

- Reducing sugar consumption (Newcastle Sugar Smart Group)
- Tackling holiday hunger & increase Healthy Start take-up (Newcastle Food Poverty Group)
- Increasing food skills and knowledge (Community Food Grants)
- Establish a good food business network
- Support the development of a strategic food waste group (linked to the Newcastle Waste Commission)

# SECTION 2

# LOCAL POLICY

# CONTEXT &

# CURRENT ACTIONS



## Delivery of this Good Food Plan will contribute to achieving a wide range of city strategies including:

CITY WIDE STRATEGY	KEY PRIORITY / PRINCIPLE	EXAMPLES OF GOOD FOOD PLAN CONTRIBUTION
<b>NEWCASTLE CITY COUNCIL CORPORATE PLAN</b>	A working city	Promoting independent 'Good Food' businesses
	Decent neighbourhoods	Community cookery, growing, composting, cafes
	Tackling inequalities	<ul style="list-style-type: none"> <li>- Improving access to good food for all</li> <li>- Targeting food poverty</li> <li>- Healthy catering</li> </ul>
	A fit for purpose council	Council as exemplar of good practice on sustainable food procurement
<b>CORPORATE PLAN CROSS CUTTING THEMES</b>	Sustainability: Newcastle to be carbon neutral by 2050	<ul style="list-style-type: none"> <li>- Food Waste</li> <li>- Local procurement</li> </ul>
	Health and Wellbeing: at core of all policies	Social Value Act used to specify healthy sustainable food.
<b>CORE STRATEGY AND URBAN CORE PLAN (2010-2030)</b>	CS14: Wellbeing and Health	<ul style="list-style-type: none"> <li>- Allotments promotion</li> <li>- Increasing land for food growing</li> </ul>
	CS21: Waste	Reducing Food Waste
<b>WELLBEING FOR LIFE STRATEGY</b>	Becoming a city of healthy lifestyles Becoming a sustainable city	<ul style="list-style-type: none"> <li>- Promoting healthy food environments e.g. schools, nurseries, workplaces</li> <li>- Reducing unhealthy food environments e.g. marketing restrictions</li> <li>- Urban agriculture</li> </ul>

The Good Food Plan will sit within the framework of the Newcastle Healthy City Plan that is currently being developed by Newcastle City Council.



## KEY CHALLENGES WITH POTENTIAL TO IMPACT ON THE SUCCESSFUL DELIVERY OF THE GOOD FOOD ACTION PLAN

### KEY CHALLENGE 1: LEADERSHIP

Newcastle Local Authority, as a key partner of The Food Newcastle Partnership, will provide a leadership role in continued development, implementation and monitoring. This is particularly important in the financially challenging times that we live in, when there is an increasing tendency for organisations to pull apart and compete for funds and for silo working to become the norm. It is also essential that the Local Authority itself becomes an exemplar of sustainable food systems thinking.

### KEY CHALLENGE 2: PRIORITISING ACTION

The sustainable food agenda is very broad in its scope. Whilst it is important to have a vision and to think about the strategic aims of The Food Newcastle Partnership, for some stakeholders it will be equally important, if they are not to drift away, to see action. This Plan and the consultation that follows will enable actions to be prioritised in each of the Sustainable Food City Network themes. It will also be important for The Food Newcastle Partnership to effectively communicate its achievements and impact to the wider network of stakeholders and beyond.

### KEY CHALLENGE 3: STAKEHOLDER ENGAGEMENT

To date, any stakeholders who support the vision of the Newcastle Food Charter were invited to sign up to become members of The Food Newcastle Partnership. The Newcastle Food Charter will now be aligned to the Newcastle Good Food Plan so there is consistency and it can be used to sign people up. The refreshed Food Charter will be re-launched alongside the launch of the Good Food Plan.



## KEY CHALLENGE 4: MEASURING IMPACT

The broad agenda of sustainable food systems presents challenges in terms of how to measure, monitor and evidence impact and outcomes. This is a crucial element of building the credibility and effectiveness of both The Food Newcastle Partnership as a whole and the individual initiatives. Work is being done at a national level to develop a range of sustainable food indices to support Sustainable Food City Network members to achieve effective reporting on impact. The Food Newcastle Partnership will use these new sustainable food indices to develop a robust monitoring and evaluation system to measure progress on the Good Food Plan.

## KEY CHALLENGE 5: SOCIAL VALUE ACT

The Social Value Act is a key lever for The Food Newcastle Partnership to achieve sustainable food outcomes. The degree to which it is embedded in the local authority, supported within provider organisations and interpreted with relation to 'Good Food' could have significant impact on the agenda in the city. The Food Newcastle Partnership needs to ensure that the Social Value Act is maximised as a tool for 'Good Food' across the local authority operations and ensure that contracts are written to enable delivery by social enterprises and the voluntary sector.

## KEY CHALLENGE 6: PEOPLE POWER

Society needs to be involved, and the Partnership needs to develop mechanisms for broadening and engaging people in the 'good food' conversation. There is power in mobilising the general population to demand change on food and thought needs to go into how best to enable this. As an example of this locally, in 2014 residents of Elswick, Newcastle developed the 'People's Health and Wellbeing Charter' following the use of the Healthy Life Simulation Toolkit developed by Newcastle University. Residents debated local health issues and identified their own solutions for improving health and wellbeing. One of the priorities in Elswick was specific to takeaways and included ideas for reducing salt, restricting opening near schools, regulating hours, and 'scores on the doors' to indicate healthier options.



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## DELIVERING THE NEWCASTLE GOOD FOOD PLAN

The Newcastle Good Food Plan will be reviewed at annual Food Newcastle Partnership events in line with developments from the Themed Sub-group action plans. Priorities will be revised if necessary and the plan updated accordingly. Delivery of this plan will require collaboration across all sectors over an extended period. Drawing together organisations with different cultures and ways of working will be challenging, but also exciting and it needs to happen if Newcastle is going to create system-wide change in the food sector.



## CURRENT ACTIONS

### PROGRESS ON THEME GROUPS UP TO OCTOBER 2017

Food Newcastle has taken forward the priority actions identified from the consultation of the draft Newcastle Good Food Plan and worked with the wider Food Newcastle Partnership to establish sub groups and develop action plans. There is steady movement in all areas, the work will continue to evolve and advance in coming months; the Good Food Plan will be updated accordingly to reflect progress.

The key developments up to October 2017 are:

# THEME 1

## DIET-RELATED ILL HEALTH AND ACCESS TO FOOD

### PRIORITY ACTION:

### REDUCING SUGAR CONSUMPTION / (NEWCASTLE SUGAR SMART GROUP)

A Sugar Smart group has been established which has representation from a wide range of partners including community & voluntary sector, local authority, NHS and Universities and will hopefully expand to include relevant representation. The group will agree areas for action and SUGAR SMART funding has been awarded from Sustainable Food Cities to support this work. Key areas identified to look at include: Specific campaign messages e.g. oral health, reducing sugar consumption, energy drinks, water consumption; Identifying settings to deliver messages; Develop one Sugar Smart School as a pilot; Develop a Sugar Smart community (geographical area); Drinks – Sugary drinks, alcohol etc.



## THEME 2

## GOOD FOOD FOR ALL – TACKLING FOOD POVERTY

**PRIORITY ACTION:** TACKLING HOLIDAY HUNGER & INCREASE HEALTHY START TAKE-UP (NEWCASTLE FOOD POVERTY GROUP)

A Food Poverty Group has been established to discuss and deliver key actions on:

- 1. Pilot approaches to tackling Holiday Hunger**
- 2. Support retailers to register for and promote Healthy Start**
- 3. Develop a Food Poverty section for the Newcastle Support Directory and a Food Poverty Spectrum of Advice**

The Food Poverty Group has representation from a wide range of partners including community & voluntary sector, schools, local authority, NHS and Universities and will hopefully expand to include relevant representation

## THEME 3

## BUILDING COMMUNITY FOOD KNOWLEDGE, SKILLS, RESOURCES AND PROJECTS

**PRIORITY ACTION:** INCREASING FOOD SKILLS AND KNOWLEDGE (COMMUNITY FOOD GRANTS)

‘Community Food Grants’ have been aligned to the Good Food Plan themes, allocating £10,000 per year for the development of community food projects and provide a platform to share knowledge, learning and demonstrate impact. The 2017/18 grants have been awarded to a range of organisations across the city. For more information and Food Grant Evaluation Reports from previous years go to the Food Nation website [foodnation.org/community-food-grants](http://foodnation.org/community-food-grants)



# THEME 4

## STRENGTHEN THE LOCAL SUSTAINABLE FOOD ECONOMY

**PRIORITY ACTION:** ESTABLISH A GOOD FOOD BUSINESS NETWORK

Currently working with partners developing a case for a good food business network.

# THEME 5

## TRANSFORMING CATERING AND FOOD PROCUREMENT

**PRIORITY ACTION:** TO BE ACTIONED

Plan to liaise with relevant partners to establish membership for a new group and identify relevant actions.

## THEME 6

## ENVIRONMENTAL SUSTAINABILITY – REDUCING WASTE AND THE ECOLOGICAL FOOTPRINT OF THE FOOD SYSTEM

## PRIORITY ACTION:

SUPPORT THE DEVELOPMENT OF A STRATEGIC FOOD WASTE GROUP (LINKED TO THE NEWCASTLE WASTE COMMISSION)

Currently working with the Newcastle Waste Commission to take the waste agenda further and link with the Food Newcastle Partnership to build on our city's work to become a sustainable food city. There have been stakeholder meetings attended by Food Newcastle, Company Shop, Fareshare, BIND, Newcastle City Council, Nestle, WRAP and community group representatives. The group are aspiring for zero food waste and encouraging residents, business and the public sector to highly value food. The aim is to address the social and economic issues of food waste in Newcastle, as well as the environmental impacts. Food Newcastle and BIND are supporting the food waste group with the mapping of existing related activities within the Food Newcastle Partnership.

## LOOKING FORWARD, OVER THE COMING MONTHS FOOD NEWCASTLE WILL BE FOCUSING ON:

- Providing continued to support for the development of the sub groups
- Organise and facilitate the annual Food Newcastle Partnership event, which will be to:
  - Review the Newcastle Good Food Plan
  - Update on the achievements during 2017; including that of the sub-groups
  - Consult on and agree to future actions for 2018
- Food Newcastle has applied for the Sustainable Food Cities Bronze Award status next year; this is designed to recognise and celebrate the success of those places taking a joined up, holistic approach to food and that are achieving significant positive change on a range of key food issues. The process involves a series of steps leading up to the end of April 2018.
- Review and revise the Food Charter to ensure it is aligned to the Newcastle Good Food Plan
- Continue to build on and strengthen the wider Food Newcastle Partnership



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## THEMED SUB-GROUPS PROJECT MANAGEMENT

Action plans will be delivered using a project management model through the Themed Sub-groups and reported to and overseen by The Food Newcastle Partnership Executive Group. Chairs will be agreed for each of the theme areas outlined above. Their role is:

- **To guide the group in line with project objectives**
- **To update the Food Newcastle Partnership Executive Group on progress, opportunities and difficulties**
- **To collaborate with other groups when helpful**

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## THE CONTEXT: WHY WILL THIS MAKE A DIFFERENCE TO NEWCASTLE?

The following segment describes key context to each of the themes of the Good Food Plan, illustrating the potential impacts of this work. The following section, “Actions & Opportunities”, will describe the priority actions that we have identified as well as signposting potential opportunities for development and growth. The following section will detail relevant examples at a local, regional and national level of organisations and services addressing these issues.

## THEME 1: DIET-RELATED ILL HEALTH AND ACCESS TO FOOD

The link between what we eat and our health and wellbeing is well documented. A poor-quality diet, along with being overweight or obese increases the risk of getting coronary heart disease, type 2 diabetes and some forms of cancer. Being overweight or obese can also have negative impacts on emotional wellbeing. The evidence is summarised in the Newcastle Food Policy Scoping Document (Spence 2016)<sup>1</sup>. The prevalence of obesity in Newcastle is one of the highest in the country. Childhood obesity is a significant problem in the city. In Newcastle:

- 24.2% of Reception pupils were overweight or obese, compared to the England average of 22.5% (NCMP 2015-16) of which 10.5% were obese (compared to the England average of 9.3%)
- 39.3% of Year 6 pupils were overweight or obese (NCMP 2015-16) of which 25.4% were obese (compared to the England average of 14.4%)
- The trend between 2012 to 2016 shows that in Newcastle there has been a significant decrease in the rates of obesity in Reception (from 14.5% to 10.5%), and that the rise in rates in Year 6 has begun to slow (from 25.2% to 25.4%)
- 8% of both primary and secondary school pupils reported that they did not eat any fruit or vegetables the day before taking the Health Related Behaviour Questionnaire 2017

### SPOTLIGHT:

### HOT FOOD TAKEAWAYS

Spence (2016) identified that in Newcastle the food environment is densely populated by hot food takeaways. They make up 23% of all food outlets, compared to restaurants (20%), cafes (16%) and convenience stores and general dealers (12%). Policy CS14 ‘Wellbeing and Health’ of the Core Strategy and Urban Core Plan refers to the distribution and access to unhealthy eating outlets as being ‘an important and contributing factor to poor diet and health in certain parts of Newcastle’.

A Hot Food Takeaway Supplementary Planning Document (SPD) was adopted by Newcastle City Council in October 2016. This drew attention to the energy dense nature of food from hot food takeaway outlets and to the high levels of sugar, salt and fat and low levels of micronutrients. The SPD noted that single large meals from hot food takeaway outlets often approached or exceeded recommended daily requirements for energy, fats, sugar and salt and thereby increased the risk of obesity if eaten regularly. The Health-Related Behaviour Survey (2015) found that 19% of pupils from secondary schools said their families had takeaway/ fast food at least 2-3 times a week.

The SPD restricts hot food takeaways from opening within school exclusion zones. This is a welcome development. However, there is also a priority to work with the existing 259 hot food takeaways in the city, which are clustered in the most deprived wards.

<sup>1</sup> Spence S (2016) Newcastle city wide food policy scoping document (draft)

## THEME 2: GOOD FOOD FOR ALL – TACKLING FOOD POVERTY

Deprivation in Newcastle is higher than the England average and life expectancy for both men and women is lower than the England average. Food poverty and inequalities were priority issues at consultation events in 2016. The importance of aligning food policy with wider anti-poverty strategies in the city was also stressed as crucial to the success of the Good Food Plan.

The reported use of food banks in Newcastle and Gateshead has nearly doubled in 2014/15. The Trussell Trust provided food on approximately 50,000 occasions in three food banks; 22,000 (44%) of these were required to feed children (quoted in Spence 2016).

## THEME 3: BUILDING COMMUNITY FOOD KNOWLEDGE, SKILLS, RESOURCES AND PROJECTS

A food activity mapping exercise carried out as part of consultation events in 2016 indicated a strong community food sector in Newcastle. This was particularly so around cookery skills, healthy eating, nutrition and food growing. The event also indicated though that people involved felt disconnected. There is a need to celebrate good work that is taking place, understand and share what works, provide easily accessible information and develop a shared voice for the sector.

## THEME 4: STRENGTHEN THE LOCAL SUSTAINABLE FOOD ECONOMY

In the early 2000's the Newcastle EAT festival was set up as part of a multi-million pound Newcastle Gateshead regeneration initiative. The driving force for the festival was the cultural regeneration of the city. The festival's aims included: championing and showcasing local food industry talent; encouraging strong connections with local producers; raising awareness of the farm to fork journey; and developing enthusiasm for the enjoyment of good healthy food in local children and their families. At its peak the festival hosted 225 events over 17 days across the city.

This was a nationally recognised festival that other cities e.g. Bristol, sought to emulate. Unfortunately, the EAT festival is no more. Whilst the high-profile visibility and connectedness of the local food scene has since been lost, the legacy of the festival lives on in the emergent underground food scene in Newcastle. New food enterprises are springing up and interest in local sourcing and environmental impact is growing. What is lacking is practical activities to bring local food businesses together.



## THEME 5: TRANSFORMING CATERING AND FOOD PROCUREMENT

With nearly 50% of all food eaten outside the home, catering and procurement offers one of the most effective ways to drive large scale changes in healthy and sustainable food.

## THEME 6: ENVIRONMENTAL SUSTAINABILITY – REDUCING WASTE AND THE ECOLOGICAL FOOTPRINT OF THE FOOD SYSTEM

British households throw away 7.2 million tonnes of food and drink (the majority of which could have been eaten) worth £12 billion, every year<sup>2</sup>. Food waste includes both surplus food (when too much was purchased, stocked or produced than could be sold or consumed) and food that is not fit for animal or human consumption but which could be used for compost or energy recovery – e.g. anaerobic digestion. In Newcastle, the current local authority waste contract runs until 2024 and does not include the collection of domestic food waste. Any food waste is put into the refuse collection bins that are collected fortnightly. Although organic matter is extracted from the city's waste, it cannot be sold freely as compost unless there is a separate collection of organic waste. The city uses its 'compost like output' (CLO) to reclaim brownfield sites.

Whilst Newcastle City Council has a duty to provide waste collection services for residents, the council does not have a duty to provide services to commercial companies and there are a lot of them responsible for food waste: food processors (breweries, bakeries, dairy and meat industry; distributors; retailers; hospitality and catering). All of these organisations will have their own policies and procedures in place for dealing with waste. A key driver for all of these however, will be to reduce the costs associated with food waste.

<sup>2</sup> DEFRA (2015 update) Policy Paper: 2010-2015 Government Policy – Waste and Recycling  
<https://www.gov.uk/government/publications/2010-to-2015-government-policy-waste-and-recycling/2010-to-2015-government-policy-waste-and-recycling#appendix-4-food-waste>  
Accessed December 2016

# SECTION 3

# ACTIONS & OPPORTUNITIES



The actions and opportunities we have identified for the Good Food Plan were developed and prioritised through a process of stakeholder consultation. For the full details of the actions and opportunities identified by the stakeholders, please refer to the tables in the appendix to this document. In the following discussion, we aim to place our stated priority actions in the context of broader opportunities that we have identified and to discuss ways in which these latter may be actioned in future. These have been grouped by theme and colour coded.

## THEME 1: DIET-RELATED ILL HEALTH AND ACCESS TO FOOD

### PRIORITY ACTION:

### REDUCING SUGAR CONSUMPTION (NEWCASTLE SUGAR SMART GROUP)

In Newcastle, many frontline workers are already actively promoting the reduction of sugar in diets. At present this work is ad-hoc and disparate and would benefit from coordination and a more strategic, upstream focus. At a national level the Sugar Smart campaign is gathering momentum with increasing numbers of councils signing up to either declarations

on sugar or to the campaign. Comprehensive guidance is now available<sup>3</sup> for local authorities wishing to act on sugar. Sugar Smart cities is also a funding theme for Sustainable Food Cities to bid into this year. A Sugar Smart campaign would raise awareness and reduce consumption of sugar in communities across the city, and improve the environment to make

it easier for people to make healthy choices. The campaign could include a focus on reducing sugar consumption in schools; promoting healthy vending choices (see sugar smart vending guidelines<sup>4</sup>); sugar smart workplaces; and a food award for restaurants and takeaways who commit to making positive changes.

### OPPORTUNITY:

### WEIGHT MANAGEMENT

Many small-scale community food initiatives such as food growing projects and cookery clubs are well placed to support individuals with weight loss. It would however, be unfeasible for most of them to be considered as a prime provider of tier 2 weight management services. Public Health should consider structuring the revised weight management contract

so that it is possible for it to be delivered within the voluntary, community and social enterprise sector. With support, over time it may be possible for a significant element of the service to be located within the voluntary sector as has happened in Brighton (Brighton and Hove Food Partnership).

The Social Value Act (see Theme 5) should also be used to specify that all organisations commissioned to deliver work on the obesity agenda have minimum standards on healthy food policy and are clearly demonstrating healthy food culture throughout their service.

<sup>3</sup> Sustain (2016) Local Government Declaration on Sugar Reduction and Healthier Food – Support Pack

<sup>4</sup> Sugar Smart Vending Guidelines <https://www.brighton-hove.gov.uk/sites/brighton-hove.gov.uk/files/SUGAR%20SMART%20vending%20guidelines.pdf> Accessed December 2016

**OPPORTUNITY:****POTENTIALLY RESTRICT MARKETING OF UNHEALTHY FOODS**

Newcastle City Council could consider the health implications of all its advertising and sponsorship opportunities to ensure they are considered with a robust policy. Marketing of unhealthy foods could potentially be restricted and 'good food' promoted. This could include advertising taken out on for example on council owned roundabouts, roadside

hoardings etc. but also sponsorship of events, venues, vending, within cafeterias and on other publicly owned assets and within contracts with the local authority e.g. buses / leisure centres.

**OPPORTUNITY:****PRE-SCHOOL / NURSERY HEALTH AWARD**

There is a lot of good work going on in Community Family Hubs, children's centres and nurseries around healthy eating in Newcastle. For example, a weaning programme is currently being rolled out across the city; accredited nutrition training is offered to front line workers; practical cooking skills courses have been offered through Change4Life; work around portion

sizes and family food, and a focus on pack lunch as part of the Hello Goodbye annual event. This existing work would benefit from the additional structure and support offered by an award type scheme.

This could be modelled on the current successful Healthy Schools and Healthy Schools Plus scheme

operated in Newcastle, and could have a special focus on food and oral health. The Award should focus on the areas of highest deprivation and could be based on promoting the 'Eat Better, Start Better Voluntary Food and Drink Guidelines for Early Years Settings, and should include supporting nurseries to achieve nutritional standards on meal provision.

## THEME 2: GOOD FOOD FOR ALL – TACKLING FOOD POVERTY

### PRIORITY ACTION:

### TACKLING HOLIDAY HUNGER & INCREASE HEALTHY START TAKE-UP (NEWCASTLE FOOD POVERTY GROUP)

Healthy Start is a national programme which offers a nutritional safety net for mothers, young children and their families. It is a means-tested scheme which provides vouchers to spend on milk, fruit and vegetables. Women and children in receipt of Healthy Start Vouchers are also eligible for coupons for free Healthy Start Vitamins. There are several councils nationally who have chosen to make Healthy Start Vitamins universally available.

A request to the national Healthy Start programme revealed that the current uptake of Healthy Start in Newcastle is 81% (one of the highest in the country) and the target figure for uptake nationally is 80%. The Governments support for Healthy Start was reiterated in the latest 'Childhood Obesity, a plan for action' 2016.

In Newcastle, a potential opportunity could be to develop training with front line workers who meet

with potential beneficiaries (foodbanks, children's centres, childcare providers, schools, advice agencies etc.) to ensure that as many people as possible continue to be referred onto the scheme. Better information on engagement by local retailers (including markets) along with a programme of support to encourage their registration and promotion of the scheme could also increase uptake of the vouchers.

### OPPORTUNITY:

### ACTIVE INCLUSION

Newcastle's Active Inclusion Partnership brings together delivery organisations working in the fields of housing, benefits, employment, debt, refugees and asylum seekers across the city. Staff from these agencies have approximately 40,000 contacts with people in Newcastle each year. Their combined training programme has almost 1,000 attendees per annum.

These front-line workers need to be clear about what they can offer in terms of advice, resources, signposting and support for people to increase access to a healthy diet.

**OPPORTUNITY:****COORDINATION OF FOOD BANKS' WORK**

There have been several attempts to coordinate the work of food banks in Newcastle. There has also been a focus on exploring potential for offering enhanced services e.g. on cooking skills, provision of basic cooking equipment. The potential benefits of achieving this are significant and need to be supported. The agenda should include a focus on looking at the type of food

being offered and whether this meets, nutritional, cultural and ethical requirements of those they serve. Consider setting minimum standards for Food Banks.

**OPPORTUNITY:****COMMUNITY SHOP MODEL**

The stakeholder engagement exercise carried out as part of the drafting of this plan did not reveal any examples of Community Shops being established in Newcastle. However, access to fresh fruit and vegetables was repeatedly raised as an issue in certain districts of the city. There are a small but growing number of Community Shops opening in urban areas.

The Community Shop model has been successfully used elsewhere to overcome access issues and should be considered as part of the response in Newcastle.



## THEME 3: BUILDING COMMUNITY FOOD KNOWLEDGE, SKILLS, RESOURCES AND PROJECTS

### PRIORITY ACTION:

### INCREASING FOOD SKILLS AND KNOWLEDGE (COMMUNITY FOOD GRANTS)

#### Community Food Grants Scheme

Many stakeholders voiced the value in the current small grants scheme for community food administered by Food Nation. It is suggested that this be retained and that consideration be given to introducing a theme for each round of grants to backup current priorities in the Good Food Plan.

Several additional ideas for community food initiatives were mentioned at the consultation event in April and in stakeholder discussions including Community Kitchens, Equipment and Utensils Bank, supporting access to market stalls, and the capacity for flagship projects to mentor others. These can be considered as funds allow, possibly as part of community food grant applications.

### OPPORTUNITY:

### COMMUNITY FOOD NETWORK

In Newcastle, there are strong Change4Life partnerships in the East and West of the city which have acted as the hub for networking on health. Whereas previously there was a separate community food network, this has now been subsumed into these partnerships with a broader focus on health.

Whilst it is recognised that additional meetings are not welcome, there would be value in reinstating the community food network in some form – perhaps as a virtual network as this will give strength and voice to the sector and be a spring bed for new ideas, partnerships and enterprise.

**OPPORTUNITY:****URBAN FOOD GROWING**

Urban food growing goes beyond community food projects, but it has been included in this section as it offers great potential for community engagement. Urban food growing is now a serious concern of both policy makers and planners nationally and internationally as it is recognised as delivering on social, environmental and economic objectives. In addition to gardens and allotments or larger food

growing sites, there is also the opportunity to make creative use of balconies, walls, roofs, edible planting schemes etc.

In Newcastle, the strategic objective of supporting local food growing is already in the Newcastle Core Strategy. However, at present there is no further detail on how this objective will be implemented

across the city. One possibility is to consult on and introduce a Planning Advice Note on Food Growing and Development. The purpose of this would be to provide some basic technical considerations, as well as offer inspiration on how food growing can be incorporated into proposals for new developments. This would demonstrate the council's commitment to supporting local food growing within the city.

**OPPORTUNITY:****LAND USE AREA ASSESSMENT**

Newcastle City Council recently commissioned an Open Space Assessment (2016 -2030) to inform the council's decision making process in relation to open space. The study provides a robust assessment of needs and deficiencies in open spaces to establish local provision standards and create an evidence base to inform the Development Allocations Local Development Documents. The

study assesses the current level of provision for different types of space, e.g. informal children's play space, green space, woodland etc. Whilst 'Land for food growing' was not identified as a category within this assessment the opportunity should be taken to see whether this category can become an element of the Development Allocations Plan, thereby protecting it. It may be that certain

areas of poor quality amenity land could be re-categorised as being suitable for food growing, for example.

**OPPORTUNITY:****BASIC FOOD SKILLS**

There are many organisations committed to increasing basic food skills, knowledge and confidence amongst priority groups in Newcastle. The focus is often on providing basic cookery skills training. This work is a clear priority in Newcastle where there are high numbers of people living in poverty.

It is suggested that in the current time when finances are very tight, commissioning should continue to support programmes providing basic food skills, knowledge and confidence in nutrition, cookery, healthy eating, buying, storing, minimising waste of sustainable food across the life course and

with those with additional needs. People need this support to meet their basic needs before they will be ready to engage with more demanding tasks such as food growing.

**OPPORTUNITY:****SOCIAL PRESCRIBING**

Social prescribing is a way of linking patients in primary care with sources of support within the community. It provides GPs with a non-medical referral option that can operate alongside existing treatments to improve health and well-being. Community food projects, especially food growing and cookery initiatives, are well placed to support healthy eating, exercise and emotional wellbeing.

Newcastle Gateshead CCG has recently published its Social Prescribing Strategy (2016) which outlines how it will work with voluntary and community sector organisations across the city. The CCG should include gardening and cookery amongst its opportunities for patients in social prescribing initiatives.

The community food sector may require support to meet the appropriate guidance and standards from the National Social Prescribing Network e.g. governance, safety and monitoring. An interest in developing social prescribing referrals into projects was mentioned by several people in the stakeholder consultation, whereas only one project consulted had managed to set it up (Scotswood Natural Community Garden).



## THEME 4: STRENGTHEN THE LOCAL SUSTAINABLE FOOD ECONOMY

### PRIORITY ACTION:

### ESTABLISH A GOOD FOOD BUSINESS NETWORK

The emergent good food business scene in Newcastle means that there may be interest in setting up a network for businesses active in the sustainable food sector. This could include cafes, restaurants, suppliers, caterers, hospitality sector, independent retail, greengrocers, wholesalers and others. Such a network could be a useful

starting point to explore options for joint marketing campaigns, awards, weeks, loyalty schemes, directories etc.

### OPPORTUNITY:

### INNOVATIVE MODELS OF URBAN AGRICULTURE

There are several community food growing initiatives in the city but the stakeholder engagement exercise did not give rise to any other examples of urban agriculture operating on a more commercial scale. It would be interesting to explore the potential for new enterprises that draw on a range of sectors e.g. academics, growers, community groups, caterers,

bakers to look at new business models for urban agriculture. Newcastle University is also leading a coordinated discussion amongst N8 Universities in the North East to develop a proposal on Greening Cities. This will have a focus on urban agriculture and will be a timely opportunity for work in Newcastle to be profiled and supported.



**OPPORTUNITY:**

**NEWCASTLE SCIENCE CENTRAL – DEVELOPMENT AGREEMENTS**

Newcastle Science Central is a 24-acre mixed use development being built in the heart of the city. It is one of the biggest urban regeneration projects of its kind in the UK. The development is set to create 4000 jobs, 500 000 sq. ft. of office space and 450 new homes as well as educational and leisure facilities. The development is being modelled as an exemplar of sustainability, but there has been

limited discussion of food. The discussion needs to be reinvigorated and opportunities investigated.

The possibility of specifying sustainable food criteria in forthcoming Development Agreements should be followed up as should opportunities for food growing space, food waste and composting infrastructure and access to sustainable healthy eating establishments.



## THEME 5: TRANSFORMING CATERING AND FOOD PROCUREMENT

### PRIORITY ACTION:

### TO BE ACTIONED

The Food for Life Catering Mark brings together all the issues people care about – health, climate change and animal welfare in respect to food. It recognises restaurants and caterers who serve fresh food which is free from controversial additives and better for animal welfare. More and more people want to know where their food comes from and

how it was produced. The Food for Life Catering Mark offers a guarantee that fresh food you can trust is always on the menu, providing reassurance that the food served meets high standards of traceability, freshness and provenance.

Newcastle's in-house catering team was awarded

the Bronze Food for Life Catering Mark 3 years ago, and is now in the process of working towards the silver award.

### OPPORTUNITY:

### GOOD FOOD PROCUREMENT GROUP

Whilst there is coordination of public procurement at the NE regional level through the North-East Purchasing Organisation (NEPO), nothing exists within Newcastle to bring together chefs and catering managers seeking to buy and serve 'Good Food'. There is informal networking going on, but many catering managers are working

in isolation to take forward the sustainable procurement agenda within their organisations. Establishing a supportive network could greatly enhance their work.

**OPPORTUNITY:****SOCIAL VALUE ACT**

The Public Service (Social Value) Act came into force in January 2013. It requires people who commission public services to think about how they can also secure wider social, economic and environmental benefits. The Act is a tool for local commissioners to get more value for money out of procurement. It also encourages commissioners to work with their local provider organisations to design better

services. For the Good Food agenda, the Social Value Act is a key lever for maximising outcomes.

To maximise the potential of the Social Value Act for Good Food, there will need to be a focus on achieving a strong practical understanding of what Social Value means for the food sector; raising awareness amongst providers and support for

monitoring and measuring social value in provider organisations.

**OPPORTUNITY:****NEWCASTLE CITY COUNCIL CAFES**

A new café is planned for the entrance to the Civic Centre as part of the overall refurbishment of the building. This is an opportunity for a flagship of 'Good Food' to be created at the heart of the Council. The café which is run as part of Newcastle City Council's Social Services initiative 'Capability's', offers training placements for anyone with a learning or physical disability or mental ill health.

It is about to launch 'Food Works' – a new venture to bring a deluxe coffee cart style service to the Civic Centre. There is an opportunity here to work with Capability's to ensure that the social value that they bring is matched by environmental standards equivalent to Food for Life Bronze Catering Mark.



## THEME 6: ENVIRONMENTAL SUSTAINABILITY – REDUCING WASTE AND THE ECOLOGICAL FOOTPRINT OF THE FOOD SYSTEM

### PRIORITY ACTION:

### SUPPORT THE DEVELOPMENT OF A STRATEGIC FOOD WASTE GROUP (LINKED TO THE NEWCASTLE WASTE COMMISSION)

Discussions amongst stakeholders revealed a keen interest amongst some organisations to both contribute to and learn from a more strategic approach to food waste. A strategic group on food waste would need to include private sector (e.g. Greggs, Nestle, Catering Industry), public sector and social enterprise (e.g. Fareshare, Magic Hat

Café, Ugly Duckling). A strategic partnership could establish what is already being done on food waste and facilitate input into the refresh of the Newcastle Waste Strategy in 2017.

### OPPORTUNITY:

### MINIMISE DOMESTIC FOOD WASTE

The average family could save £700 per year by throwing away less food<sup>5</sup>. A programme to minimise the amount of food being put in the bin by householders would support both the existing waste service and be good preparation for any incoming domestic food waste collection in the future. A programme of food waste minimisation

could include a focus on: raising awareness and understanding of food labels (e.g. use by, best before, display until dates); planning what to buy; correct food storage; portioning and use of left overs.

<sup>5</sup> [Lovefoodhatewaste.com](http://Lovefoodhatewaste.com), Accessed December 2016.

**OPPORTUNITY:****FOOD WASTE IN PUBLIC SECTOR CATERING**

In 2013, the waste organisation WRAP estimated that food waste costs the UK's hospitality and catering industries £2.5 billion per year, rising to £3 billion per year by 2016 if no action was taken<sup>6</sup>. Their analysis shows that 17.8% of total food purchased by the Hospitality and Food Service industry by weight is wasted, of which 13.2% is avoidable and the remaining 4.6% is unavoidable.

In the health sector (private and NHS hospitals, care homes and nursing homes) the true cost of avoidable food waste which includes costs for labour, transport, energy, water, waste management, food purchase and administration is equivalent to £0.22 per meal. In the education sector (nursery, primary, secondary, further and higher education) the cost is also estimated at

£0.22 per meal. In Newcastle, partnerships are developing between public sector caterers and food waste innovators and should be encouraged.

**OPPORTUNITY:****COMMUNITY COMPOSTING**

Community composting is where community groups or groups of residents share the use and management of a local composting facility. This allows people who may not otherwise be able to compost food and garden waste to do so. Compostable material might be delivered by individual residents or by groups running collection services. Community composting is frequently

found on common land or on allotment sites.

Community composting is of interest in areas where: home composting is not viable e.g. flats or where garden waste collection is charged for by the local authority. In Newcastle, examples of community composting include the hot bin scheme in Greening Wingrove and West End Women and Girls.

Support for community composting should be increased.

<sup>6</sup> WRAP, 2013 'The True Cost of Food Waste within Hospitality and Food Service'

**OPPORTUNITY:****TAP WATER V BOTTLED WATER**

Work with water companies to highlight benefits of drinking tap water as opposed to bottled water. This could be backed up by a programme to encourage the installation of drinking water fountains in public buildings and to promote 'water refill points'. Organisations can register their water source on [tapwater.org](http://tapwater.org). All internal catering should specify tap water.

**OPPORTUNITY:****MINIMISE EDIBLE FOOD GOING TO LANDFILL**

Fareshare is already well established in the North East collecting 25 tonnes of food and redistributing it to 96 community projects. In the next 2 years, they plan to increase the volume of food they are handling by half as much again. Approx. 10% of the food they deliver is fruit and vegetables. They and other food redistribution initiatives will be key partners moving forward on work to minimise edible food going to landfill.

Another movement, The Real Junk Food Project, is represented in Newcastle by the Magic Hat Café who upcycle surplus food to feed the local community. This and other similar cafés will also be a part of the solution.

# SECTION 4 EXEMPLAR PROJECTS & SERVICES



The following cases are our selection of projects and services occurring at a local, regional and national level which we feel set useful practical examples for how each of the themes detailed in the Good Food Plan may be addressed. In many cases, these intersect directly with the opportunities identified in the previous section.

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## THEME 1: TACKLING DIET-RELATED ILL HEALTH AND ACCESS TO GOOD FOOD

### CATERING COMMITMENT AWARD

In London, Environmental Health and Public Health teams in 20 Borough Councils are working with the Chartered Institute of Environmental Health and others to implement the Catering Commitment Award. This is a voluntary scheme supporting food businesses including hot food takeaways, cafes, pubs etc. to make small nutritional changes with big

impacts. These changes include reducing portion size, changing the type of oil used by fast food businesses, providing portion-sized salt sachets and removing salt shakers. The potential impact on health of using different cooking methods to reduce fat, calories and salt is significant.

## HARISSA KITCHEN

HARISSAKITCHEN.CO.UK

Harissa is a restaurant, takeaway and social enterprise based in the diverse and welcoming city of Newcastle (Sandyford). The vibrant food is inspired by both the North African and Eastern Mediterranean regions. Think slow roast lamb kebabs, clay baked flatbreads, zingy salads, moreish mezze and fiery Harissa; these are serious flavours made with love.

Punchy hot salad greens, herbs and fresh zaatar are grown in the Harissa allotment and the team is passionate about finding and working with other

local producers. The local YMCA grow Harissa's oyster mushrooms in Walker, on the banks of the river Tyne. Informal seating inside and out, white washed walls, charming service and funky jazz humming away in the background all make Harissa a relaxed and happy place to drink and eat.

Food, service and ambience are top of Harissa's list – but there is an added bonus. All profits are pumped back into it's sister company, Food Nation, who inspire and educate people about good food. Harissa is quite literally living and breathing our

good food ethos every day, working with and inspiring young people through food and our apprenticeship training scheme. The business is on a social mission to make a few quid and reinvesting into innovative food education for the general public, schools and businesses in Newcastle and Gateshead. As an example, the Tuesday Social Lunch Club invites local people who maybe at risk of social isolation to come in and share good food and stories. They also aim to make all of the staff happy by paying above the Living Wage wherever we can and putting their wellbeing at the top of the list.

## HACKNEY CITY COUNCIL - CORPORATE SPONSORSHIP POLICY

Hackney Council has adopted a formal policy to ensure that the health implications of sponsorship opportunities are considered in a consistent way. The policy states that the council will not enter into any agreement that could align the council with any organisation that conducts itself in a manner that conflicts with the council's aims and objectives.

Sponsorship from sugar-sweetened fizzy drinks companies for children's events for example would not be acceptable under the new policy. (Reported in Sustain, 2016)

## FOOD FOR LIFE EARLY YEARS

FOODFORLIFE.COM

This Soil Association award is based on the Food for Life in School's model and is structured around achieving criteria within four themes: (a) food quality and where food comes from; (b) food leadership and food culture; (c) food education; and (d) community partnerships and parent engagement. An evaluation of the Food for Life

programme in primary schools found that 'pupils in FFL schools consumed more portions of fruit and vegetables than pupil in comparison schools – (FFL mean = 2.03; comparison mean = 1.54). (From Jones et al, 2015 'Evaluation of Food for Life – impact on primary school children's consumption of fruit and vegetables')

## FIRST STEPS TO HEALTHY TEETH – BRADFORD DISTRICT CARE TRUST SALARIED DENTAL SERVICE

This award recognised and rewarded early years' settings that demonstrated and promoted the oral health of young children. The award had a particular focus on healthier eating (Caroline Walker Trust Guidelines 'Eating Well for under 5's in child care') and the National Voluntary Food and Drink Guidelines for Early Years Settings in England.

The award was supported by principles set out in the early year's foundation stage, which required early years' practitioners to have a holistic view of each child and to understand that a child's dietary and physical needs underpin their ability to develop. The award schemes had three levels: bronze, silver and gold. Eligible early years' settings completed an

application. Settings that received a gold level award had an oral health/nutrition policy that included all the award criteria. The award was supported by the Bradford Early Years Child Care and Play Service, Day Nursery Association, Pre-school Learning Alliance, Child Minding Network, Bradford under Fives Association, and Bradford and Airedale Dietetic Service.



## THEME 2: GOOD FOOD FOR ALL: TACKLING FOOD POVERTY

### TOWER HAMLETS

In Tower Hamlets, Rice Marketing works with fruit and veg traders to up their offer of fruit and veg as well as help them apply to become Healthy Start retailers. In return the fruit and vegetable traders are promoted in children's centres encouraging people to use the markets.

### BIRMINGHAM CITY COUNCIL

Birmingham City Council wanted to increase the number of outlets at the Bullring Open Market who were accepting Healthy Start vouchers. As the market's authority, Birmingham City Council is classified as the retailer so they could register the market with Healthy Start and administer the vouchers centrally.

### BRIGHTON AND HOVE FOOD PARTNERSHIP

[BHFOOD.ORG.UK](http://BHFOOD.ORG.UK) | [CASSEROLECLUB.COM](http://CASSEROLECLUB.COM)

The Food Partnership has developed a package of support for front line workers to raise awareness of action on food poverty and support that can be offered. This was achieved on a small budget. They are also working in partnership with Impact to pilot the idea of a 'casserole club' in the city. This operates by matching and bringing together people

who are prepared to share an extra portion of home cooked food with people who are socially isolated and not always able to cook for themselves. People either offering or receiving are invited to join the club. The cooks receive basic level training. The pilot has cost approx. £10k but once the club has been set up, running costs are expected to be low.



## BUZZ LOCKLEAZE COMMUNITY FOOD SHOP AND CAFÉ

[BUZZLOCKLEAZE.CO.UK](http://BUZZLOCKLEAZE.CO.UK)

Buzz Lockleaze is a social enterprise working in the community in North Bristol with a focus on employability and enterprise, and improving health and wellbeing through all things to do with food, cooking and eating. It was set up in January 2014 by North Bristol Advice Centre. The shop sells fruit and vegetables and other goods as well as serving

smoothies, tea, coffee and soup at lunch time. The shop is run by a mixture of staff and local resident volunteers. They source many of their supplies from the local area including milk, fresh vegetables and bread.



## THEME 3: BUILDING COMMUNITY FOOD KNOWLEDGE, SKILLS, RESOURCES AND PROJECTS

### BRISTOL FOOD NETWORK

[BRISTOLFOODNETWORK.ORG](http://BRISTOLFOODNETWORK.ORG)

Bristol Food Network is a CIC that aims to support, inform and connect individuals, community projects, organisations and small businesses across the city for transforming Bristol into a sustainable food city. Core activities have included: Bi-monthly local food updates – emailed to over 1400 subscribers with news of what is going on and

how to get involved; Monthly networking meetings to facilitate sharing of ideas, information and skills; Good Food Diaries – practical guide for the public to make changes towards sustainable healthy diets.

### COMMUNITY FOOD INITIATIVES GRANTS – NEWCASTLE UPON TYNE

[FOODNATION.ORG](http://FOODNATION.ORG)

The Community Food Grants have been running in Newcastle since 2001. They started with a pot of just £2k and have gradually increased to £10k per annum. Since 2012 the scheme has been run by Food Nation and over £68k has been distributed to 80 community projects across the city. The projects have included cookery skills, food growing, food

shopping and budgeting skills, and developing toddler friendly allotment.

From 2012, Food Nation worked with recipients to support them to demonstrate the impact of their work. Evaluation workshops were offered to successful grant applicants, helping identify

measurable outcomes (that were proportionate to the amount of funding and weren't too different to the methods/tools already being used in each setting). Each project was provided with an evaluation report template at the beginning of the project. This enabled an overall impact report to be produced at the end of each round of funding.

## BRIGHTON & HOVE CITY COUNCIL

Brighton & Hove City Council adopted a Planning Advisory Note for Food Growing and Development in 2011. A year after it was introduced planning applications including food growing had risen from 1% to 38%. Prior to the adoption of the PAN there were estimated to be less than 5 applications that had included food growing.

Monitoring for 20 months following adoption of approved residential planning applications revealed that proposals included 383m<sup>2</sup> of dedicated food provision at ground level; 142 m<sup>2</sup> of raised beds; 87m<sup>2</sup> of food growing areas in roof gardens; 23 fruit trees and 2 nut trees.

(Reported in 'Food Growing and Planning: lessons from Brighton and Hove', <http://bhfood.org.uk/policy/71-pan-briefing/file>. Accessed December 2016)



## THEME 4: PROMOTING A VIBRANT AND DIVERSE SUSTAINABLE FOOD ECONOMY

### BRISTOL INDEPENDENTS CAMPAIGN

[BRISTOLINDEPENDENTS.CO.UK](http://BRISTOLINDEPENDENTS.CO.UK)

Launched in 2011 the Bristol Independents Campaign is a local marketing and branding tool aimed at highlighting and strengthening Bristol's independent retail, café, and restaurant sectors. The campaign defines Bristol Independents as businesses that are locally owned and operated; that are run from the shop, stall or farm; and that

have a say in how they source their products and how their business runs.

The campaign has since been extended to cover all retail, not just food. In 2013 20,000 loyalty cards were distributed across the city and 3,700 twitter followers gained.

### LONDON FOOD LINK

[SUSTAINWEB.ORG / LONDONFOODLINK](http://SUSTAINWEB.ORG / LONDONFOODLINK)

Since it was established in 2002 London Food Link has led the way in joining the dots between people who grow, make, cook, sell and simply enjoy good food in the capital. There are various levels of memberships. Food businesses that sign up can benefit from invitations to food enterprise workshops and networking events; discounted

tickets to London Food Link events; help sharing / finding details of jobs, funding, volunteering; local food promotion opportunities e.g. Urban Food Fortnight and Urban Food Awards; magazine (discounted advertising rates) distributed to 50,000 Londoners.



**WASHINGTON STATE UNIVERSITY – BREAD LAB**

**[THEBREADLAB.WSU.EDU](http://THEBREADLAB.WSU.EDU)**

The Bread Lab began in 2011 in a small laboratory in the Washington State University Mount Vernon Research Centre. Today it occupies 12,000 square feet at the Port of Skagit and includes the Bread Lab research and baking kitchen, a cytology lab, and the King Arthur Flour Baking School. In 2017, construction will add a milling laboratory and a professional kitchen. Bread Labs mission is to breed and develop publicly available varieties of grains and other crops that will benefit farmers,

processors, and end-users while enhancing access to affordable and nutritious food for all members of our communities.

An annual three-day conference brings together professional and home bakers, maltsters, brewers, distillers, millers, farmers, wheat breeders, chefs, food writers, and entrepreneurs from around the world. Attendees choose among 40 workshops, panel discussions and demonstrations that explore

a range of topics which may include matching wheat varieties to end products, the benefits of fresh milled flours, milling techniques, brewing and baking with non-commodity barleys, baking in a wood fired oven, starting a whole grain bakery on a budget, growing a regional grain network, the science of bread, haiku, food photography, and comparing flavours and functionalities in a variety of wheats and other grains.



## THEME 5: TRANSFORMING CATERING AND FOOD PROCUREMENT

### OLDHAM COUNCIL - GOLD FOOD FOR LIFE – SCHOOL MEALS

FOODFORLIFE.COM

Oldham Council in-house catering team were the first to be awarded a Gold Food for Life Catering Mark in the North West for the quality of the school meals service. An important element of winning the award was the sustained political support from committed local politicians. Even though Oldham is a relatively deprived local authority

area, the expense of the award was not found to be prohibitive. They put this down to sound menu planning and close working relationships with local suppliers. Oldham charges £2 per head for a school meal, one of the lowest charges in the region. Organic spend was 20.9% of the total budget and went on milk, meat, eggs, flour, vegetables and

yoghurts. Food is freshly prepared every day on 87 different sites.

### BRIGHTON AND HOVE – GOOD FOOD PROCUREMENT GROUP

SUSTAINABLEFOODCITIES.ORG

In 2012 the Good Food Procurement Group was established in Brighton. Its role is to act as a hub, bringing chefs, catering managers from different organisations together to share good practice, network and learn about the benefits of buying and serving good food. 20 organisations have been involved in the group so far including NHS Trust, universities, City

Council, primary and secondary schools, community meals providers, care homes, workplaces and major venues. The group covers topics such as food waste, sign up to Sugar Smart and Healthy Choice Awards, sourcing local and seasonal food, sustainable fish, developing food and drink strategies and becoming a living wage employer.

## NEWCASTLE CITY COUNCIL – COMMISSIONING AND PROCUREMENT PLAN (2016 – 2020)

NEWCASTLE.GOV.UK

Newcastle City Council's commitment to the Social Value Act goes beyond government requirements to include goods and works, not just services. The Council has recently published its 'Commissioning and Procurement Plan' which sets out how the Social Value Act will be applied locally. Newcastle City Council Cabinet has agreed a Social Value Commitment based on four domains of social value:

- **Thinking, buying and supporting Newcastle**
- **Ensuring community focus**
- **Showing ethical leadership**
- **Being green and sustainable**

The Plan also recognises the need to create capacity for and understanding of social value in the city. The Plan identifies 'Improvement Priorities' which include: 1) shifting the planning focus

forward (developing a social value toolkit for officers commissioning and procuring under £25k; offering sessions to stakeholders externally so that they understand the councils approach to social value, 2) supporting local markets to innovate and grow.



## THEME 6: REDUCING WASTE, AND THE ECOLOGICAL FOOTPRINT OF THE FOOD SYSTEM

### LOVE FOOD HATE WASTE - 10 CITIES CAMPAIGN

Between 2014 and 2016 Newcastle was part of this national campaign by WRAP to tackle the enormous amount of food and drink that is thrown away by householders across the UK. A wide range of free training for workers and projects took place across the city to enable people to cascade the food waste message. 'Save More' packs full of useful hints

and tips on reducing food waste were launched and distributed via the Change4Life partnerships. The city hosted a 'big freeze' event which raised awareness about reducing waste through freezing food.

### NEWCASTLE UNIVERSITY AND UGLY DUCKLING

Newcastle University is working with food waste innovator 'Ugly Duckling' on a pilot to develop software to gather data on and monitor food waste. By sharing the software with other public and private sector caterers in the city they hope to standardise the data collected on food waste, thus enabling them to identify and target barriers to waste reduction.



## MAGIC HAT CAFÉ – NEWCASTLE

[THEMAGICCHATCAFE.CO.UK](http://THEMAGICCHATCAFE.CO.UK)

The Magic Hat Café aims to abolish avoidable food waste by ‘upcycling’ surplus food to feed the community, and leading research and activism on food waste. Food that would otherwise be sent to landfill is collected from local food businesses and households in and around Newcastle. This includes fruit and vegetables that are unattractive; bakery products that can only be sold on the day of production, surplus from food growers and end-of-line or unsold produce.

Collections are sorted, prepared and stored. Ingredients are then prepared into nutritious meals and drinks, which are served to the public on a ‘Pay-As-You-Feel’ donations basis. The café is part of The Real Junk Food Project – a network of similar projects across the UK and abroad.

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