

# The Sustainable Food Cities Award



The Sustainable Food Cities Award 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 health and sustainability issues.

The Award is open to any place - be it a city, town, borough, county or district - which:

- has an established cross-sector food partnership in place;
- is a member of the Sustainable Food Cities Network; and
- Is implementing an action plan on healthy and sustainable food.

There are three tiers to the award - bronze, silver and gold - each requiring an increasing level of achievement in terms of action and outcomes. Details on how to apply for the bronze and silver awards are presented below. The gold award will be launched later in 2014. Applications will be reviewed on a six monthly basis by a national panel of experts. Places achieving an award will be able to use an award badge in their communications and marketing materials.



For each level of the award, a place must meet a number of minimum requirements relating to their: 1) food partnership, 2) action plan and 3) the extent to which healthy and sustainable food is embedded in local policy.

As well as meeting these minimum requirements, applicants will have to provide evidence of action and outcomes across six key food issues:

1. Promoting healthy and sustainable food to the public.
2. Tackling food poverty, diet-related ill-health and access to affordable healthy food.
3. Building community food knowledge, skills, resources and projects.
4. Promoting a vibrant and diverse sustainable food economy.
5. Transforming catering and food procurement.
6. Reducing waste and the ecological footprint of the food system.

**BRONZE AWARD** - for bronze you must meet the relevant minimum requirements and achieve three points for action/outcomes under each of the six key food issues.

**SILVER AWARD** - for silver you must meet the relevant minimum requirements and achieve six points for action/outcomes under each of the six key food issues.

The awards aim to recognise both the totality of food-related activity and continuous improvement year on year. So while a bronze award may be given based entirely on evidence of food related activity and achievements to date, silver and gold awards will only be given where there is clear evidence that such activity and achievements are building year on year.

We recognise that circumstances, challenges and opportunities differ between places and want to celebrate innovation, so **under each of the six issues you can score one of your three bronze points or two or your six silver points for actions that are not listed in the tables but that you believe are contributing to tackling that issue.**

To score a point, your action must be deemed 'significant' by the selection panel. So, for example, if you want to score a point for 'The public have a wide range of opportunities to see, taste and learn about healthy and sustainable food - e.g. through demonstration, sharing and celebration events such as food festivals and town meals', you will need to show that you are doing a number of these things, not just one or two. There may also be a number of actions which contribute to tackling more than one issue. Where this is the case, you will only be able to cite this action under more than one issue if you can show that it is being done to a sufficiently significant degree to warrant the additional points.

To help places navigate the award process and to provide guidance on the relative significance of various actions, applications will be facilitated by a member of the Sustainable Food Cities Team. This will involve an initial discussion, reviewing a draft application, providing feedback on areas of weakness, attending a meeting of the local food partnership and, should a final application go to the expert panel, acting as the advocate for that application. The selection panel's decision is final, but feedback will be given on both successful and failed applications.

A charge of £250 (this will be reviewed in 2016) will be made for each level of the award to cover the cost of the application process, including support from the Sustainable Food Cities Team. You do not have to achieve the bronze award before applying for the silver, but if you do apply direct for silver this will cost £500 to cover the additional facilitation work involved. Failed applicants will need to pay the relevant charge again for any future re-application.

One condition of receiving the award is that all successful applicants agree to make their application accessible to other members of the Sustainable Food Cities Network through a link to their 'shop window' on the Sustainable Food Cities web site. We will also expect applicants to provide short case studies on selected areas of their work. This not only ensures that the process is open and transparent but also allows other cities to learn from successful applicants.

Each award is given for a two year period. If the award holder has not made an application for a higher award by the end of that period, they will be expected to stop using the award and to stop referring to themselves as awards winners in all communications and promotional activity or to reapply for their existing level award.


**If you would like further information on the award or to discuss a prospective application, please contact Tom Andrews: email [tandrews@soilassociation.org](mailto:tandrews@soilassociation.org) or call 07717 802 188.**

**MINIMUM REQUIREMENTS RELATING TO FOOD PARTNERSHIP, ACTION PLAN AND POLICY:**

	<b>BRONZE</b>	<b>Achieved?</b>
<b>Partnership</b>	<p>Terms of reference for partnership in place with list of member names and organisations.</p> <p>Cross-sector (public sector, business, NGO, community group) membership of partnership.</p> <p>Partnership has met at least 4 times <u>spanning</u> the last 12 months and evidence that meetings are leading to implementation.</p>	<p><u>Yes/No</u></p> <p><u>Yes/No</u></p> <p><u>Yes/No</u></p>
<b>Plan</b>	<p>Action plan outlining key objectives for at least one year ahead. It does not matter if the action plan is in draft form, but it should be available for interested parties to read and reflect the six key issues listed previously.</p> <ul style="list-style-type: none"> <li>• Current published version <a href="http://www.foodplymouth.org">www.foodplymouth.org</a> 2011-2014; there is a new draft action plan in development.</li> </ul>	<p><u>Yes/No</u></p>
<b>Policy</b>	<p>Evidence that healthy and sustainable food is 'recognised/referred to' in city policies and strategies.</p> <ul style="list-style-type: none"> <li>• A new Plymouth Plan 2015 - 2031 is being developed to incorporate all previous and current strategies. Food Plymouth has developed 'Future of Food', an evidence based paper, to inform this new strategy. A Plymouth City Council (PCC) food specific topic paper has been developed from this paper with the intention of embedding healthy and sustainable food as a key strand in the final Plymouth Plan <a href="http://www.foodplymouth.org">www.foodplymouth.org</a></li> </ul>	<p>Yes/No</p>

**THE TABLES BELOW LIST THE SORTS OF ACTIONS/OUTCOMES WE WOULD EXPECT TO SEE UNDER EACH OF THE SIX KEY FOOD ISSUES:**

<b>KEY ISSUE 1: PROMOTING HEALTHY AND SUSTAINABLE FOOD TO THE PUBLIC</b>		
<b>3</b>	<b>A food charter or equivalent that encapsulates the food ambitions/vision for your city has been developed and a range of organisations have pledged/committed to taking specific practical actions to help achieve those ambitions.</b>	<b>1 point</b>
3a	Summary of action/outcome: <b>Plymouth Food Charter:</b> Our Food Charter was developed by Food Plymouth Steering Group during 2010 and formally launched	<u>Yes/No</u>

	<p>in February 2011 at a public event at the Devonport Guildhall. There are now over 80 different business and other organisations that have signed up to the charter with a range of practical actions which supports its aims. The charter is an important platform for our work, uniting a diverse cross-sector partnership of organisations and people from across the city with its holistic vision and principles. The five themes of the charter have been used to structure and guide the development of the Sustainable Food City Plymouth Action Plan. <a href="http://www.foodplymouth.org">www.foodplymouth.org</a></p>	
<b>4</b>	<p><b>An identity (brand/logo/strapline) for your city-wide initiative has been developed and is being promoted to the public as an umbrella for all the great work on healthy and sustainable food in your city.</b></p>	<b>1 point</b>
4a	<p>Summary of action/outcome:</p>  <p>This logo and the strapline 'working to support a healthy and sustainable food city' were developed during 2011 after the launch of the Plymouth Food Charter. We held a logo competition within the city, which helped to generate PR for the Food Charter, and this winning logo from a local college student was announced at Flavour Fest (the annual city food festival) in 2011. Since then it has been used very widely on Food Plymouth websites, social media and printed marketing materials, as well as those of our many partners. It is a recognisable and distinctive brand which has started to become widely recognised by individuals and organisations across the city.</p>	<u>Yes/No</u>
<b>5</b>	<p><b>Public understanding of food, health and sustainability issues is being raised through a variety of communication tools including web sites, social media, magazines, film shows, radio and press pieces, talks and conferences.</b></p>	<b>1 point</b>
5a	<p>Summary of action/outcome:</p> <p><b>Food Plymouth</b> has developed a variety of communication tools to increase public and institutional awareness and engagement with sustainable and healthy food and to garner support for the Plymouth Food Charter and Action Plan. These tools include:</p> <ul style="list-style-type: none"> <li>➤ <b>Website:</b> Set up to launch the Food Charter in 2011, the website includes resources, information, blogs, news and events;</li> </ul>	<u>Yes/No</u>

resulting in it appearing first in linked Google searches. [www.foodplymouth.org](http://www.foodplymouth.org)

- **Printed materials:** Colourful copies of the Food Charter, Action Plan and flyers have been printed and distributed through partner meetings, networks and events. This has helped to raise public and stakeholder awareness of our aims to promote and support healthy and sustainable food in Plymouth.
- **Social Media; Facebook** 770 page likes [www.facebook.com/foodplymouth](http://www.facebook.com/foodplymouth) **Twitter** 2040 followers @Foodplymouth We have put a lot of energy into developing these social media platforms as they have become increasingly critical communication channels.
- **Newsletters:** We produce a 'mailchimp' newsletter to 1000+ mailing list (the list has been developed through Food Plymouth website and events) to promote our events, news and other initiatives.
- **Monthly blogs:** Traci Lewis, Food Plymouth Coordinator, and other Food Plymouth members do monthly blogs which 'tell the story' about our work and help gain wider PR and stakeholder support.
- **Restaurant 'table talkers':** In 2012 we produced restaurant 'table talker' cards to promote the Plymouth Food Charter and Food Plymouth website, which have been useful for engaging restaurants.
- **Film:** A short film has been produced from our Plymouth Big Food Event in June; this is now being promoted via our website, social media and local presentations.

**Local Media:** We have engaged with a range of local media to raise awareness of healthy and sustainable food, including; Devon Life, The Menu Guide, Food Magazine, Reconnect, Food Magazine. The Plymouth Herald is the key publication to reach our target audience i.e. people who live and work in Plymouth, especially those from lower income groups. As part of our city-wide 'Big Food Event' this summer we achieved extensive coverage, including:

<http://www.plymouthherald.co.uk/Central-eating-city/story-21235427-detail/story.html>

<http://www.plymouthherald.co.uk/Plymouth-serves-sustainability-feast-Big-Food/story-21216222-detail/story.html>

<http://www.plymouthherald.co.uk/Plymouth-proves-worth-hub-good-food/story-21342992-detail/story.html>

**Conferences:** Food Plymouth partners promote our work extensively through their own networks; local and national conferences e.g. Traci Lewis at Soil Association and Sustainable Food City (SFC) Conferences. Brad Pearce and John Dixon, from Plymouth City Council, at national conferences on school food and planning policy.

**Stakeholder Engagement:** From the outset Food Plymouth have involved relevant food and farming stakeholders and networks - e.g. South West Food and Drink, Cornwall Food and Drink, NFU - in the development of the Charter and Action Plan.

	Other: <b>Plymouth Community Healthcare (PCH)</b> have a 'Livewell' healthy eating brand which they promote through their Facebook page, in particular to promote good quality locally sourced foods for use in their healthy-eating recipes. <b>Food is Fun</b> , a social enterprise who offers a food education program, raise awareness through their events and social media.	
	<b>TOTAL POINTS AWARDED</b>	

<b>KEY ISSUE 2: TACKLING FOOD POVERTY, DIET-RELATED ILL HEALTH AND ACCESS TO AFFORDABLE HEALTHY FOOD</b>		
<b>1</b>	<b>A multi-agency partnership - involving key public and voluntary organisations - has been established to assess and tackle the full range of issues that contribute to food poverty in joined up strategic way.</b>	<b>1 point</b>
1a	<p>Summary of action/outcome: A multi-agency partnership has been established to help tackle food poverty strategically. A full assessment of food poverty in Plymouth has been carried out and new delivery mechanisms are now in place:</p> <p><b>Plymouth Health and Wellbeing (H&amp;W) Board:</b> This was set up in 2012 to help tackle the full range of issues which contribute to health and wellbeing in a joined-up and strategic way and has a very strong focus on food poverty and diet-related ill-health. To support action in this area, a new Public Health Consultant with a specific remit to coordinate the City's response to food poverty has been appointed by the Director of Public Health. She has set up a steering group to work towards this strategic goal and has been consulting with key stakeholders to ensure all the right partners are round the table and collaborating effectively.</p> <p><b>Assessment:</b> It is now widely recognised that access to affordable, healthy food is a growing challenge for sections of Plymouth's community. In 2012, Plymouth City Council undertook a child poverty needs assessment to inform development of a Child Poverty Strategy; and in 2013, the Plymouth Fairness Commission was set up as an independent body to help make the City a fairer place to live and work. They made a number of recommendations to city leaders in March 2014 and officers have been identified for each recommendation for a staged approach to be actioned by April 2015.</p> <p><b>Delivery:</b> Part of the Health and Wellbeing Board's work is to respond to the recommendations set out in the Plymouth Fairness Commission Report (2014), many of which relate to food poverty. To help achieve this, a Cities of Service post has recently been appointed in Plymouth City Council, dedicated to a pilot project focussing on 'access to healthy affordable food'. A steering group with cross-sector representation from across the City has been established to develop a practical delivery programme to help</p>	<u>Yes/No</u>

	address food poverty.	
<b>3</b>	<b>For benefit recipients facing delay or suspension in payments, relevant agencies are providing rapid referral to hardship funds and to support and advice on food access and issues, including - in extremis - emergency food aid.</b>	<b>1 point</b>
3a	<p>Summary of action/outcome:  There are a number of excellent organisations working across Plymouth to support better food access for individuals, families and communities suffering food poverty and financial hardship, including:</p> <ol style="list-style-type: none"> <li><b>Plymouth Community Healthcare</b> (PCH) Livewell Team work with Plymouth Community Homes to provide poorer communities in Plymouth with training and advice on cooking-on-a-budget, including menu planning, using seasonal produce and cheaper alternatives.</li> <li><b>Plymouth Food Bank</b> uses a referral system (voucher referral system via various referral agencies across the city) to help people who are in financial crisis by providing them with much needed food supplies, along with a listening ear and useful advice. <a href="http://www.plymouthfoodbank.co.uk">www.plymouthfoodbank.co.uk</a></li> <li><b>The Plymouth Soup Run</b> is provided by churches and other organisations, with overall coordination by the Salvation Army. The service is helping many of those in need of a square meal while signposting them to advice and further support from other agencies.</li> <li><b>Devon and Cornwall Food Association</b> (DCFA) ensures that usable, in-date food is redirected from landfill to be distributed to those most in need - <a href="http://www.devonandcornwallfoodassociation.org">www.devonandcornwallfoodassociation.org</a></li> <li><b>YouTilise</b>: helps the University of Plymouths Students Union Shop donate their soon to be out-of-date food to the George House Homeless Hostel.</li> </ol>	<u>Yes/No</u>
<b>6</b>	<b>Efforts are being made to maximise the uptake of Healthy Start vouchers, free school meals and social food provision - such as lunch clubs - for vulnerable people who might otherwise go hungry or suffer malnutrition.</b>	<b>1 point</b>
6a	<p>Summary of action/outcome:  There is a city-wide effort by all agencies to ensure maximum uptake of these schemes by vulnerable people:  <b>Healthy Start Vouchers</b>: community health visitors, community midwives and children’s centres all promote and distribute these vouchers to those who are eligible.  <b>Free School Meals (FSM)</b>: following extensive promotion by PCC School Meals Service, these meals are now provided at around 82% of known eligibility and the total number of meals served per year has grown from 518,209 to 633,874 since 2008.  <b>Universal Infant Free School Meals (UIFSM)</b>: Plymouth City Council (PCC) has written to all parents of pupils that qualify for</p>	<u>Yes/No</u>

	<p>UIFSM - half of the 8,200 total - with 98.17% saying that they would be taking the meal.</p> <p><b>Community meals:</b> thanks to strong development and promotion of the service in recent months and a real focus on providing freshly prepared high quality, delicious and nutritious lunchtime meals, there has been rapid growth in community meal uptake which now totals more than 66,000 per year. <a href="http://www.plymouth.gov.uk/communitymeals">www.plymouth.gov.uk/communitymeals</a></p>	
		<b>TOTAL POINTS AWARDED</b>

<b>KEY ISSUE 3: BUILDING COMMUNITY FOOD KNOWLEDGE, SKILLS, RESOURCES AND PROJECTS</b>		
<b>1</b>	<b>A network for community food activists and initiatives that enables them to share ideas and resources and that helps direct them to advice, training, grants and/or tools has been established.</b>	<b>1 point</b>
1a	<p>Summary of action/outcome:</p> <p><b>Food Plymouth:</b> provides an umbrella network for food groups and initiatives around the city. The website, e-newsletter, quarterly meetings and social media provide networking opportunities for these community food groups and projects. The mailing list has now grown to over 1000 which, along with social media, provides an active forum for food activists and initiatives across the city. <a href="http://www.foodplymouth.org">www.foodplymouth.org</a></p> <p>Food Plymouth partners also have their own member networks which support community food activists:</p> <ul style="list-style-type: none"> <li>• <b>Tamar Grow Local CIC:</b> This innovative social enterprise is an umbrella organisation for producers and community food growers in the Tamar Valley. They have an on-line food map, directory and newsletter to help share ideas and resources. They also run collaborative marketing initiatives and courses to support community food growing and marketing. As part of their work with Plymouth Community Homes to help develop 'edible estates', they have now mapped 40 community food projects, a very useful tool for network members. <a href="http://tamargrowlocal.org">http://tamargrowlocal.org</a></li> <li>• <b>Transition Plymouth Food Group:</b> provides additional networking opportunities for community food activists. They run events such as wildfood walks and food preparation; they also run a community info resource through their website and social media. They recently hosted a visit to Langage Farm anaerobic digestion (AD) plant which led to the formation of a Waste Group made up of around 20 individuals from commercial enterprises, social enterprises, community groups, educators and interested members, who are now applying for funding from WRAP to raise awareness of food waste and set up collections for unavoidable food waste to go for AD. <a href="http://transitionplymouth.com">http://transitionplymouth.com</a></li> </ul>	<u>Yes/No</u>



	<p>Other city networks which provide additional support for community food activists include:</p> <ul style="list-style-type: none"> <li>• <b>Routeways:</b> is a local charity that runs a number of projects, including Diggin' It, a community growing initiative. They have an officer who provides funding advice to local community food groups. <a href="http://www.routeways.org.uk">www.routeways.org.uk</a></li> <li>• <b>Plymouth Octopus Project (POP):</b> was set up in summer 2013 to provide infrastructure support for the Voluntary and Community Sector in Plymouth. A representative attends Food Plymouth Steering Group meetings, providing members with signposting to training, funding and other advice. They also run a number of different training, consultation and networking events across the city. <a href="http://www.pop.coop">www.pop.coop</a></li> </ul>	
2	<b>Green and brownfield sites and/or redundant retail and other buildings that could be used for community food projects or allotments have been mapped and/or are being made available to local communities.</b>	<b>1 point</b>
2a	<p>Summary of action/outcome:</p> <p><b>Green and Brownfield sites:</b> community food is an exciting area of growth within the city, which is being informed and supported by Plymouth City Council (PCC) and Natural England Green Infrastructure (GI) Delivery Plan. This was developed by extensive mapping of green and brownfield sites across the City. The Delivery Plan pulls together strategically important projects which will deliver a coordinated and sustainable green infrastructure network, including a range of local food projects.</p> <p>One great example is the <b>One Planet Centre, Derriford County Park:</b> an ambitious, long-term project, led by Plymouth City Council (PCC), which is developing sites for community growing, orchards and allotments - all part of the long-term vision to manage city green space sustainably. <a href="http://www.plymouth.gov.uk/derriford_community_park_and_opc_masterplan.pdf">www.plymouth.gov.uk/derriford_community_park_and_opc_masterplan.pdf</a></p> <p><b>Buildings:</b> To help bring unused buildings back into use and support Plymouth's aspirations as a Social Enterprise City, a new Council initiative 'Your Space' is making disused buildings available to community groups for food processing, distribution and retail. A great example is <b>Devonport Guildhall:</b> a nineteenth century municipal building that had fallen into disrepair, in 2007 the Guildhall was acquired by RIO - a social enterprise improving the lives of communities and young people - and officially opened its doors to the public in April 2010. The centre is now a vibrant community hub which houses a community bakery and cafe. They have a varied event and meeting programme with reduced rates for community projects. The Guildhall was the venue for launch of the Plymouth Food Charter and is used by local social enterprise <i>Dig for Devonport</i> to run an annual community food event <i>Allways Apples</i>. It is also one of the Plymouth drop off points for Tamar Valley Food Hubs. <a href="http://www.devonportguildhall.org">www.devonportguildhall.org</a></p>	<u>Yes/No</u>

4	<b>Community food growing is increasing through increased allotment provision and/or the development of edible landscapes in parks, borders and verges and through city-wide food growing initiatives such as <i>The Big Dig</i> and <i>Incredible Edible</i>.</b>	<b>1 point</b>
4a	<p>Summary of action/outcome: Allotments are popular in Plymouth and have had significant new provision made available within the past two years:</p> <ul style="list-style-type: none"> <li>• <b>Plymouth City Council (PCC) allotments:</b> Plymouth currently has 35 allotment sites and nearly 1,600 allotment tenants. As part of their manifesto PCC has provided 100 new allotments in 2013/14.</li> <li>• <b>Saltram Community Allotment Association, National Trust (NT):</b> 46 new allotments have been provided at this National Trust property Saltram House at Plympton. <a href="http://www.plymouthherald.co.uk/Allotments-open-Saltram-Estate/story-19550847-detail/story.html">www.plymouthherald.co.uk/Allotments-open-Saltram-Estate/story-19550847-detail/story.html</a></li> </ul> <p>Community growing is increasing rapidly around the city, evidenced by 40 different sites recently mapped by Tamar Grow Local on behalf of Plymouth Community Homes. A few notable examples include:</p> <ul style="list-style-type: none"> <li>• <b>Friends of Freedom Fields Park Community Garden:</b> has created a community vegetable garden behind the community café. Everything from leeks, strawberries, grapes and herbs are grown by local residents, volunteers from mental health charities and school children and are used daily in the café.</li> <li>• <b>A Little Patch of Ground, Stonehouse:</b> is a project to link up seven different community gardens, culminating in a collaborative community celebration. They have also recently secured funding to employ a gardener.</li> <li>• <b>Grow Efford:</b> is an umbrella organisation for a range of community food initiatives, including allotments, fruit tree planting and a range of events from wild food forages to community feasts. They have even produced their own cookbook! <a href="http://www.elfordtakeapart.org.uk/grow-efford">www.elfordtakeapart.org.uk/grow-efford</a></li> <li>• <b>Diggin' It:</b> have developed a community garden in the heart of the city on unused allotment land that has been made available by Plymouth City Council. It welcomes a wide range of volunteers and participants and provides horticultural and environmental activities for local schools and community groups as well as an advisory service. <a href="http://www.digginit.org.uk">www.digginit.org.uk</a></li> </ul>	<u>Yes/No</u>
	<b>TOTAL POINTS AWARDED</b>	

KEY ISSUE 4: PROMOTING A VIBRANT AND DIVERSE SUSTAINABLE FOOD ECONOMY		
3	<b>Shops, restaurants and markets selling healthy and sustainable food are being promoted to the public using a range of communication tools, such as marketing campaigns, directories, ‘restaurants weeks’ and food awards.</b>	<b>1 point</b>
3a	<p>Summary of action/outcome: A range of different food promotions and awards run throughout the year to help promote shops, restaurants and markets selling healthy and sustainable food:</p> <ul style="list-style-type: none"> <li>• <b>Plymouth Food Awards:</b> were established by Food Plymouth in 2010. They are a successful marketing tool to profile and reward best practice around local and sustainable food across the following categories: Producer, Product, Restaurant or Eatery, School and Community Group. A new Reconnect Award this year, sponsored by the National Marine Aquarium, has recognised provenance of sourcing and how this is communicated to the customer. The Awards are promoted through Food Plymouth social media and have received extensive coverage in the <i>Plymouth Herald</i>.</li> <li>• <b>Love Your Local Market:</b> a permanent indoor City Market in Plymouth’s city centre houses a range of market traders who sell a wide variety of fresh, local and ethical produce. They have been running the annual ‘Love your local market’ campaign for the last two years - as part of a national initiative - to promote the market and its traders. They work in collaboration with the <i>Food is Fun</i> cookery theatre and team who put on demos outside the market, using produce from the market traders to cook up tasty and affordable dishes.</li> <li>• <b>City and Waterfront Awards Scheme:</b> was launched in 2013 for all city businesses by the City Centre Company and Waterfront Partnership. This year, after discussion with Food Plymouth, they have included ‘Best Local Produce or Sustainability Champion’ category. As media partner, the Plymouth Herald provides extensive local media coverage.</li> <li>• <b>Plymouth Good Food Map:</b> is an online and printed directory of restaurants selling local food, launched in 2013 by Food Plymouth. It is a popular tool for both visitors and residents who wish to eat at restaurants and eateries serving local produce. The next version is being developed in collaboration with Destination Plymouth, as part of a city-wide food map, highlighting all local, healthy and sustainable food eateries and events.</li> <li>• <b>Blue Fish City / Fish2Fork:</b> the National Marine Aquarium, Destination Plymouth and Plymouth University Marine Institute joined forces last year to initiate the Plymouth Blue City project to demonstrate the sustainable seafood credentials of the</li> </ul>	<u>Yes/No</u>

	<p>city's restaurants. Over the last year, restaurateurs across the city have been working hard to qualify for a Fish2fork Blue Fish rating which recognises those choosing sustainable seafood and engaging customers with information about the credentials of the food served. With the majority of the City's restaurants now demonstrating excellent sustainable seafood practices, Plymouth has been successful in its bid to become the first city in the world to achieve the Fish2fork Blue City award, a wonderful achievement for the City.</p> <ul style="list-style-type: none"> <li>• <b>Sustainable Fish City Campaign:</b> was launched at Plymouth's Big Food Event (BFE) in June. The campaign is already off to a strong start as the Fish2fork Blue City award qualifies the city for one of the five Sustainable Fish City stars and Plymouth City Council have already signed up for all of their school meals. The Aquarium will be driving the project to obtain pledges from local schools, colleges, universities, hospitals and businesses to achieve the five gold-star standard and working with others to ensure this brings maximum commercial benefit to the restaurants and caterers involved.</li> </ul>	
7	<b>Local producers can connect direct with consumers through 'meet the producer' and 'open farm' events and/or better access wholesale, retail and/or catering markets through on-line tools, cooperative marketing initiatives and 'meet the buyer' events.</b>	<b>1 point</b>
7a	<p>Summary of action/outcome: There are a range of different events and initiatives operating throughout the City to enable local producers to better access wholesale, retail and catering markets:</p> <ul style="list-style-type: none"> <li>• <b>Food Plymouth:</b> over the past two years have organised two Food Trade Expos, providing an opportunity for a range of local food businesses to meet public and private sector buyers. Over 30 local food producers and suppliers attended each event, which were targeted at public sector buyers, local restaurants and other hospitality caterers. The Food Plymouth website also incorporates a local map of the Big Barn 'online supermarket' which both producers and consumers can use to develop local trading relationships.</li> <li>• <b>Plymouth Chamber of Commerce:</b> run 'meet the buyer' events to encourage local procurement across all sectors. Food Plymouth attended this year's events to explore opportunities for local food procurement and to promote the Food for Life Catering Mark accreditation (which actively promotes local sourcing) with some of the city's larger public and private sector food procurers.</li> <li>• <b>Tamar Grow Local (TGL):</b> have created an on-line producer map to support direct marketing in addition to the collaborative marketing they already carry out for their producers through a farmers market stall and food hubs in</li> </ul>	<u>Yes/No</u>

	<p>Plymouth and its Tamar Valley hinterland.</p> <p>There are more and more opportunities for producers to connect direct with consumers in the City:</p> <ul style="list-style-type: none"> <li>• <b>Flavour Fest:</b> the South West’s largest free food festival has been held in Plymouth city centre now for 11 years. Over 120 food and drink traders line the streets in the middle of August, tempting visitors with a fantastic range of local produce including fresh vegetables, fish, cheese, dairy, meat and bread. It is a lively and exciting way to experience local food in the heart of Plymouth and is the first direct experience many city residents have with it. <a href="http://www.visitplymouth.co.uk">www.visitplymouth.co.uk</a></li> <li>• <b>Seafood Festival:</b> this new food festival, now in its third year, is held each September around the Sutton Harbour and Barbican area and is becoming well established on the local food calendar. It profiles a range of local producers, seafood and chefs through food stalls and cookery theatre and is proving an excellent way to draw attention to the local fishing industry and fish market. <a href="http://www.visitplymouth.co.uk/events/plymouth-seafood-festival-2014-p1365023">www.visitplymouth.co.uk/events/plymouth-seafood-festival-2014-p1365023</a></li> <li>• <b>Good Food Market, Royal William Yard:</b> is now a well-established monthly market that gives a regular platform within the City to many quality local producers from across Devon and Cornwall. <a href="http://www.visitplymouth.co.uk/events/good-food-market-p1376123">www.visitplymouth.co.uk/events/good-food-market-p1376123</a></li> </ul>	
8	<p><b>Restaurants are sourcing more of their food from local producers and/or are joining schemes - such as the <i>Sustainable Restaurants Association</i> - designed to help them improve sustainability across all aspects of their business.</b></p>	1 point
8a	<p>Summary of action/outcome:</p> <p>In the last few years a number of new and high profile restaurants are driving up the sustainability agenda for eateries in the City:</p> <ul style="list-style-type: none"> <li>• <b>Fish2Fork:</b> more than 80 Plymouth restaurants have now achieved Fish2Fork sustainability ratings for their sustainable seafood sourcing. Plymouth has been awarded the first ever UK Blue Fish City Award in recognition of this. <a href="http://fish2fork.com/en_GB">http://fish2fork.com/en_GB</a></li> <li>• <b>Plymouth Good Food map:</b> 28 restaurants and eateries were included in this local sourcing map which was produced by Food Plymouth in 2013. A minimum local sourcing criteria has now been introduced for 2014 edition, which is being developed in collaboration with Destination Plymouth. <a href="http://www.foodplymouth.org">www.foodplymouth.org</a></li> <li>• <b>Sustainable Restaurant Association (SRA):</b> Plymouth University and three Plymouth restaurants are now accredited to</li> </ul>	Yes/No

	<p>this scheme. These include River Cottage Canteen, winner of this year’s Plymouth Food Awards, in recognition of their strong sustainable sourcing ethos and how effectively they communicate this to their customers. <a href="http://www.thesra.org">www.thesra.org</a></p>	
	<b>TOTAL POINTS AWARDED</b>	

<b>KEY ISSUE 5: TRANSFORMING CATERING AND FOOD PROCUREMENT</b>		
<b>1</b>	<p><b>A cross-sector sustainable food procurement working group, network or equivalent forum has been established to bring together procurement officers, caterers, suppliers and other decision-makers.</b></p>	<b>1 point</b>
1a	<p>Summary of action/outcome:  Plymouth has been both innovative and forward-thinking with its public sector collaboration on food procurement for a number of years now:</p> <ul style="list-style-type: none"> <li>• <b>Public Procurement Food Buyers Group:</b> an informal collaborative network of public sector food buyers, which came out of the Plymouth Public Procurement Project. They have continued to meet since 2011, facilitated by Food Plymouth, to develop procurement benchmarking and share best practice. This group developed the procurement section of the Sustainable Food City Action Plan. They also provided valuable purchasing data to enable Food Plymouth to benchmark and calculate the size of the public procurement catering market in the city.</li> </ul> <p>The Food Buyers Group operates within the framework of a city-wide procurement forum, which brings together all sectors:</p> <ul style="list-style-type: none"> <li>• <b>Plymouth Procurement Forum (PPF):</b> an umbrella forum for all procurement buyers, dedicated to improving public sector spend with local suppliers. They run ‘meet the buyer’ and networking events.</li> <li>• <b>Sell2Plymouth (S2P):</b> a partnership between Plymouth's public sector buyers, local business support agencies, Chamber of Commerce and Federation of Small Businesses. An e-procurement portal is available for use by both buyers and suppliers to support local procurement with local businesses, including many local food suppliers. Once a local supplier registers they receive notifications of contracts under £25K from five main public sector buyers in the city: PCC, Plymouth University, NHS Trust, City College and Marjons. Through the Plymouth Food Procurement Project, over 20 new food businesses were encouraged to register on the site. <a href="http://www.sell2plymouth.co.uk">www.sell2plymouth.co.uk</a></li> </ul>	<u>Yes/No</u>

4	<p><b>Public sector organisations and large private caterers have achieved quality, healthy, sustainable and/or ethical food accreditation, such as the <i>Food for Life Catering Mark</i> and/or <i>Sustainable Fish, Good Egg</i> and other awards.</b></p>	<b>1 point</b>
4a	<p>Summary of action/outcome: The City's largest public sector organisations have achieved the following healthy, sustainable and ethical food accreditations:</p> <ul style="list-style-type: none"> <li>• <b>Plymouth City Council (PCC) School Meal Service:</b> PCC achieved the prestigious Gold Catering Mark in 2012 and are now serving over 8,000 school meals - estimated to rise to 12,000 this year - to 65 schools across Plymouth. Since achieving the Mark there has been no overall increase in prices and it has achieved a 30%+ increase in meal take up. They have also achieved the Good Egg Award and have made a Sustainable Fish City pledge.</li>   <li>• <b>Plymouth University (PU):</b> has a commitment to sourcing local fresh food in an ethical and sustainable manner, promoting local producers whilst delivering healthy nutritious food. In support of this, their Catering Services provide a good selection of ethical produce at cafes across the University campus, as well as catered events. They achieved the Bronze Food for Life Catering Mark in 2012 and are now also working towards Gold for two of their restaurants. In addition they are classed as a Fairtrade University and have also achieved the Good Egg Award.</li>   <li>• <b>National Marine Aquarium:</b> have recently achieved the Bronze Food for Life Catering Mark for their visitor and event catering. They are an important caterer in the city with over 280,000 annual visitors; they are also a popular venue for meetings and events for local and regional organisations.</li> </ul>	<u>Yes/No</u>
5	<p><b>The uptake of healthy and sustainable catering accreditation is being tracked and actively communicated to promote further uptake across all key settings, including nurseries, schools, colleges, hospitals, care homes and workplace canteens.</b></p>	<b>1 point</b>
5a	<p>Summary of action/outcome: Food Plymouth and partners have been actively promoting sustainable catering accreditation across the city:</p> <ul style="list-style-type: none"> <li>• <b>Food for Life Catering Mark (CM):</b> Food Plymouth has been working with Soil Association Catering Mark staff to promote and communicate benefits of CM accreditation to all key public and private sector buyers in the City. Hannah Caswell, South West Catering Mark advisor, has attended a number of Food Plymouth meetings and events to promote it. <a href="http://www.sacert.org/catering">www.sacert.org/catering</a></li>   <li>• <b>Communication:</b> Last year both a letter and email promoting sustainable catering accreditation was sent to all public and private sector food businesses listed on the Plymouth Food Register. A number of meetings have resulted from this with</li> </ul>	<u>Yes/No</u>

	<p>key food buyers, including Serco (NHS Trust contract) and the National Marine Aquarium.</p> <ul style="list-style-type: none"> <li>• <b>Plymouth City Council:</b> promote their Gold Catering Mark accreditation via their certificate, which is displayed in all schools, menus, letterhead and email footer, web site links and brochures, as well as through all presentations they do to parents, carers and schools.</li> <li>• <b>Events:</b> Plymouth Food Charter Launch (2010) - speakers from Soil Association Catering Mark and the Plymouth University publicised the benefits of sustainable procurement and accreditation. Sustainable Food City Action Plan Launch (2011) - certificates were presented to Plymouth City Council and Plymouth University for their Catering Mark accreditations. A Taste of the Future (2013) - local restaurateur Mitch Tonks and Soil Association Catering Mark presented to local restaurateurs and chefs about sustainable sourcing and accreditation.</li> </ul>	
	<b>TOTAL POINTS AWARDED</b>	

<b>KEY ISSUE 6: REDUCING WASTE AND THE ECOLOGICAL FOOTPRINT OF THE FOOD SYSTEM</b>		
<b>4</b>	<b>A food waste collection scheme for homes and/or for restaurants and other catering outlets has been established and is redirecting this waste for composting, anaerobic digestion, energy recovery or animal feed.</b>	<b>1 point</b>
4a	<p><b>Summary of action/outcome:</b></p> <p>While a dedicated residential food waste collection service does not currently exist in Plymouth, the need for such a service has been recognised by the Council as part of its strategic review. Plymouth has, however, played a key role in the development of an innovative ‘closed loop’ food waste collection service that takes food waste from the Local Authority, food processors, pubs, schools, hotels, restaurants and colleges to an anaerobic digester at Langage Farm just outside the city. Energy and bio-fertiliser from this award-winning AD plant are then used at Langage Farm and Langage Dairy Products to create a ‘closed loop’ system from fork to field and back to fork.</p> <p>In 2013, Plymouth City Council contracted Alpha Logic to provide a daily food waste collection service for 78 primary schools across the city. Previously, the schools' food waste was directed to landfill as part of their general waste. However, the new partnership will now enable 400-500 tons of food waste to be diverted from landfill and instead turned into a green energy source at Langage Farm AD. Plymouth City Council is one of the first councils to commit to such a food waste recycling service for</p>	<u>Yes/No</u>



	schools.	
<b>6</b>	<b>Home and community food composting is being promoted through awareness and education campaigns and through the provision of composting tools, demonstrations, materials and sites for communities to use.</b>	<b>1 point</b>
6a	<p>Summary of action/outcome:</p> <p><b>Plymouth City Council (PCC)</b> promote four different composting services:</p> <ul style="list-style-type: none"> <li>• <b>Garden waste:</b> a free fortnightly garden waste service for around 32 weeks each year.</li> <li>• <b>Home composting:</b> PCC provide information (website/leaflets) and advice on how to home compost, along with reduced prices on compost bins to Plymouth residents. <a href="http://www.plymouth.gov.uk/home_composting_leaflet.pdf">www.plymouth.gov.uk/home_composting_leaflet.pdf</a></li> <li>• <b>Recycling centres:</b> for areas which don't have a green waste collection, they can take it to local recycling centres at Welson Mill or Chelson Meadow.</li> <li>• <b>Schools:</b> PCC provide advice to schools, many of which now have their own on-site composting.</li> </ul> <p><b>Plymouth Primary Schools:</b> Devon County Council school composting team delivers an educational programme 'Composting in Schools' in 20 Plymouth schools, funded by Plymouth City Council. These include hands-on composting workshops with the children, many of who have subsequently motivated their parents to start composting at home.</p> <p><b>Diggin' It:</b> a community gardening project that offers hands-on composting training at their two sites in the city. Also through their outreach work with schools and community groups, Diggin' It helps them to develop their own gardens using organic techniques, including composting. <a href="http://www.digginit.org.uk">www.digginit.org.uk</a></p>	<u>Yes/No</u>
<b>8</b>	<b>Local charities and social enterprises are collecting consumable surplus food and are redistributing it to organisations feeding people in need; and/or collecting food waste for use as animal feed.</b>	<b>1 point</b>
8a	<p>Summary of action/outcome:</p> <p>A number of Plymouth charities and social enterprises are doing excellent work across the city to collect and redistribute surplus food to those in need. These include:</p> <ul style="list-style-type: none"> <li>• <b>Devon &amp; Cornwall Food Association (DCFA):</b> a local charity that collects food from supermarkets and suppliers to redistribute to charities, thus ensuring that usable, in-date food doesn't go to landfill but is distributed to those most in need. Since 2011 they have saved 124 tonnes of food, equating to £228,000 and 55,000 kg of carbon emissions.</li> <li>• <b>Youtilise Waste Food:</b> Plymouth University student project group (Reunite) carry out voluntary re-distribution of food</li> </ul>	<u>Yes/No</u>

	<p>waste from the student union shop and DCFA. Student volunteers collect and deliver the food to local homeless shelters.</p> <ul style="list-style-type: none"> <li>• <b>Fairport Cooperative:</b> this ethical food coop take left-over bread from their market stall in City Market to hostels, Soup Run and The Cultural Kitchen, a fortnightly meal for asylum seekers and refugees organised students and refugees.</li> <li>• <b>Plymouth Food Bank:</b> a community project working to serve the community and fight poverty. Through a referral system the food bank offers help to people who are in financial crisis by providing them with food and useful advice.</li> <li>• <b>Lighthouse Project:</b> this cookery club at the Salvation Army hostel in Devonport take waste food from their local Sainsbury's to use for the residents cooking classes and meals.</li> <li>• <b>Column Bakehouse:</b> give their surplus bread and food to the Soup Run, organised by the Salvation Army.</li> <li>• <b>Allways Apples:</b> this local project collects wild fruit in the Devonport area, prior to their autumn festival which provides apple pressing, tasting and local food market for local residents in this low-income area of the city.</li> </ul>	
	<b>TOTAL POINTS AWARDED</b>	