

SFP Bronze and Silver Awards Application Form 2023

This form is for completing an SFP Bronze or Silver Award application. **If you are considering applying for a Gold Award, please contact the SFP team at sfpawards@soilassociation.org to discuss the process.**



Before starting your application, please fully read this form as well as the following documents:

- SFP Awards: Guidance for applicants: [SFP Awards - Guidance for applicants.docx](#)
- SFP Awards: Activity and Impact: [SFP Awards - Activity and Impact.docx](#)

SECTION 1: Information about your partnership and your place

Please complete the following (*= compulsory):

Name of your partnership*:
Feeding Liverpool
Name and contact details of person/people leading on this application*:
Dr Naomi Maynard naomi@feedingliverpool.org
Lucy Antal Lucy@feedbackglobal.org
Liz Fisher liz.fisher@liverpool.gov.uk
Gavin Flatt Gavin.Flatt@liverpool.gov.uk
Geographic region which this award will represent*:
Liverpool

Award you are applying for*:
Bronze

Please provide us with background information about your place*: Advisory word limit: 400 words

This is to help the panel understand the context in which you are working. *You may include (but not limited to): Population and demographic information, location/geography & economic and social challenges.*

ANSWER:

Liverpool is a vibrant city with a growing population and is a great place to live, work and socialise. However, like all cities, Liverpool faces many challenges.

Liverpool has 484,488 residents (ONS, 2023) and the average age is 37.6 years. The Office of National Statistics projects a substantial increase in the number of children and older people in Liverpool over the coming decade; for example, it is estimated that the number of people aged 60 and over will increase by 23.1% by 2033.

There are significant health challenges within our population. At the age of 50, almost half of the population in Liverpool (47%) have at least one morbidity, and by age 65 41% are multimorbid. 60% of people aged 15 and over with physical–mental health comorbidity in Liverpool are younger than 65 years. The early onset of multimorbidity in our working age population impacts both on services and on productivity and the economy; many of these people will not be able to work and contribute to economy, perpetuating the circle of poor health and unemployment.

22.7% of our residents class themselves as part of an ethnic minority group, equating to 110,300 residents, while 45,200 Liverpool residents report their main language is not English (9.6%). We are a dispersal city for asylum seekers. In 2023, Liverpool and Manchester were the two local authorities with the highest number of people in the Northwest seeking asylum in receipt of all types of support. Halton and Liverpool had the highest number of people seeking asylum per 100,000 population.

Liverpool has many strengths as a city: a great deal of people who care about ‘Good Food’ for all as evidenced in this application, and strong emergency and community food sectors. However, we are the 3rd most deprived local authority in the country: around 62% of areas in Liverpool fall into the most deprived national quintile. Ensuring everyone can access, afford and eat ‘good food’ is a significant challenge in Liverpool. Prior to the pandemic, it is estimated that 32% of adults in Liverpool were food insecure – with this expected to have risen over the last 12 months. Only 1 in 2 adults in Liverpool, and only 12% of children aged 11-18, eat their five-a-day. . Liverpool is home to 3 of the 10 most economically deprived food deserts in England.

Liverpool has a history of food manufacturing which includes some of the UK’s household names and a growing independent food sector that showed a great deal of adaptability and resilience, and played a vital role in ensuring that no one went without, during the Covid-19 pandemic.

In Liverpool itself there is limited scope for agricultural production due to the density of the urban area.

How have you considered equity, diversity and inclusion in the structure and work of your partnership *? Advisory word limit: 300 words

ANSWER:

The Good Food Taskforce and Feeding Liverpool are committed to promoting equality, diversity and inclusion. Many individual partner organisations have developed and published their own commitment to equality, diversity and inclusion (e.g. [Liverpool City Council](#)).

Within the structure of the Good Food Plan and Feeding Liverpool we have taken the following steps to build these values into our practices:

- The development of the Good Food Plan included residents from a variety of ages, nationalities and geographic areas within the city. Through listening to different cultural communities Feeding Liverpool developed “Good Food; Our Food” (see Issue 2) alongside organisations including Pakistani Association Multi-Cultural centre, Chinese Wellbeing, Refugee Women Connect and Merseyside Polonia to celebrate the role good food plays in the formation of identity and culture.
- Upon establishing itself as a charity in July 2021, Feeding Liverpool sought to diversify its trustee board, operating an open recruitment process which was promoted widely across the city. This resulted in the expansion of the trustee board from 6 to 11 trustees, with the new trustee board including members under the age of 35. Feeding Liverpool have also developed robust equality and diversity hiring procedures into their practices for recruiting and developing the staff team who support the work of the Good Food Plan.
- We have engaged consistently with [Liverpool’s Community Champions](#) – and are working with them to explore the development of a food ambassadors scheme (see Issue 2).
- To ensure the funding distributed by Feeding Liverpool is accessed by a wide range of community organisations, the funding call was promoted via councillors and Liverpool Charity and Voluntary Services. With each funding round the number of organisations allocated funding has increased (e.g. 39 in 2022 to 58 in 2023) and includes a diverse portfolio of organisations in respect to organisation size, location and target population.

SECTION 2: Local food activity and impact

Please read SFP Awards: Guidance for applicants: [SFP Awards - Guidance for applicants.docx](#) before completing this section.

Please describe the activity and impact of local food work delivered in your place within the last three years against the relevant key issues (1-6) and action areas (A and B) below.

We advise that you keep answers to within 600 words for each action area (i.e. for each A and B under the key issues). Whilst you won’t be penalised for going over this limit, this will help the panel focus on your main achievements. For sections C, 250 words is the mandatory limit.

For Bronze and Silver awards, there are mandatory actions for some key issues. These are laid out in *SFP Awards - Activity and Impact*: [SFP Awards - Activity and Impact.docx](#). This document also provides a broad benchmark for each award, rationale for SFP's inclusion of each key issue, and example actions for each action area.

Key Issue 1: Taking a strategic and collaborative approach to good food governance and action

Action area A: Establish a broad, representative, and dynamic local food partnership

Liverpool's [Good Food Plan](#) (hereafter GFP) was launched in November 2021, after 18 months of development (see Area B) by a broad cross-sector group formed out of Liverpool City Council's Food Insecurity Pandemic Taskforce. [24 organisations](#) formally launched the GFP including Liverpool City Council, Liverpool Voluntary and Community Services, local universities, housing associations, Food Active and Liverpool Health Partners. The establishment of the GFP led to two new layers of governance.

Firstly, the GFP taskforce was formed with a remit of: "shared leadership who set the direction for the year ahead (including the prioritizing and sequencing of the GFP) and have responsibility for the resourcing for the GFP and reporting on the progress of the GFP". This taskforce meets quarterly. It is co-chaired by Feeding Liverpool and Liverpool City Council. Membership was initially established through nominations at two open stakeholder events in 2021 and 2022 and remains open for annual review.

Since the launch of the GFP, three sub-working groups have been established:

- 1) Healthy Start Working Group, established December 2022, chaired by Public Health (see Issue 3).
- 2) The Way Ahead Working Group considering the long-term sustainability of Emergency and Community Food, co-chaired by Feeding Liverpool, St Andrews Community Network and Imagine If. This has met four times in 2023. Open membership, invite each meeting goes to 800+ individuals/organisations. 20 regular members.
- 3) [Good Food Community Advocacy and Policy Group](#), co-chaired by Food Active and Feeding Liverpool. Meets on an 'ad hoc' basis. Open membership, invite goes to 800+ individuals/organisations.

The Taskforce is endorsed by Liverpool City Council's Health and Wellbeing Board, Liverpool City Council's Poverty Action Group and Liverpool's Marmot Community. Members also represent the taskforce on the Holiday Activity and Food Steering Group, Cheshire and Merseyside Cancer Alliance: Overweight & Cancer steering group, Liverpool Obesity Research Network and Liverpool City Region Poverty and Life Chances Action Group. The GFP is supported by local partnership networks: [Liverpool Food Growers Network](#), [LCVS's Health and Wellbeing Network](#) and [Together Liverpool's Network of Kindness](#), and has been endorsed by key local institutions (e.g., see Everton Football Club endorsement: [Tom Davies EFC Supports Liverpool's Good Food Plan - Feeding Liverpool](#))

Secondly, in 2021 Feeding Liverpool was asked by the GFP taskforce to reposition itself as the local 'good food' partnership, operating with a broader remit beyond food insecurity and new governance framework.

Feeding Liverpool (established in 2015 as a local pilot of [Feeding Britain](#)) was initially formed through Churches Together in the Merseyside Region, with their work focusing on food insecurity. In July 2021 Feeding Liverpool became a CIO ([see constitution](#)) and proactively sought to diversify its trustee body through an open and widely advertised [recruitment process](#). This resulted in the appointment of 11 trustees bringing in representatives beyond the initial faith and charity sector, with new trustees bringing national and local food business expertise (e.g., Victoria Collins: TESCO Area Manager; Gary Stott, Company Shop Group; Verity Hall: founder of Vegi).

Since 2021 Feeding Liverpool has developed several strands of membership:

- **Good Food Project Partners:** Formal partnerships responsible for the co-delivery of projects working towards Good Food Plan deliverables e.g., Alchemic Kitchen/Global Feedback partner with Feeding Liverpool on the Queen of Greens and Fed Up Slow Cooker train-the-trainer courses. ([Project Partner quotes on by 11,13,21 of Feeding Liverpool Impact Report](#))
- **Food Justice Advocates:** individuals who are passionate about food justice and are supported by Feeding Liverpool to campaign for issues related to 'Good Food for All'. Typically, these individuals have lived experience of the issues they are campaigning for. In 2022 five food justice advocates underwent NEON media training. In 2023, food justice advocates met in a community meal, identified a campaign topic (free school meals) and coordinated a week of action.
- **Organisation membership (funded):** 58 voluntary and community organisations are funded members of Feeding Liverpool. Each member has signed up to 'Good Food Principles' and has met Feeding Liverpool's funding eligibility criteria. Members can promote their community food spaces via Feeding Liverpool's [online map](#). Members receive an allocation of funding via the food partnership.
- **Associate members (non-funded):** Non-funded members such as housing associations, statutory sector organisations and health care providers connect into Feeding Liverpool via regular attendance and participation at events (92 organisations attended an event in 2022) and pledging support to the GFP.
- **Food Ambassadors:** Development of this new engagement route with residents from a wider range of cultural communities in Liverpool has begun (see Issue 2).

All members are invited to meet at in-person quarterly themed network meetings. Each meeting contains a 'meet the network' section for members to introduce themselves and an information exchange section, and has a 'core theme' e.g., in 2023 themes were Employment rights and food (January), Food Supplies (March) and Mental Health (July). Themes are voted on annually by the members.

Feeding Liverpool send the good food news bulletin every two weeks to their mailing list of 800 individuals and is connected with 2500+ people via social media.

The work of the GFP and Feeding Liverpool has been endorsed and funded by Liverpool City Council (£200,000 2021-2024), Liverpool Voluntary and Community Services (£15,000, 2021-2022), Liverpool City Region Registered Social Landlords (£40,000, 2022-2023) and Archdiocese of Liverpool (£5,000, 2022).

Action area B: Develop, deliver, and monitor a food strategy/action plan

The GFP addresses key issues related to the food we eat in Liverpool ([see launch video](#)). This includes food insecurity, access to and take-up of healthy, nutritious food, the impact the food we eat is having on our planet, and the practices by which the food we eat is produced. The vision is that 'everyone is able to eat good food', our five goals encapsulate this vision and its broad reach across multiple food issues:

- Goal 1: [Good Food at points of crisis](#)
- Goal 2: [Uncovering the true scale of food insecurity](#)
- Goal 3: [Enabling food citizenship](#)
- Goal 4: [Shifting policy and practice](#)
- Goal 5: [Connecting the Community](#)

The five goals of the action plan were identified and developed by residents and organisations across Liverpool, before it was formally launched in October 2021. An [assets-based approach](#) was taken. The GFP connects to and builds on existing strategies in the city including [Liverpool's City Plan](#), Liverpool's Pandemic Pledges, [Right to Food City](#) and Liverpool's Healthy Weight Declaration.

The GFP was developed following six guiding principles ([see link](#)). It is an evolving plan and a living document, owned by the people and organisations of this city and informed by real-time action and reflection. We are taking a cyclical phased approach, where each phase will inform the next. We are currently in the first phase of the GFP set to run from October 2021 – October 2024.

To co-develop the plan we carried out the following activities:

- **Listening to our city:** We supported 48 people who have recently experienced food insecurity to shape the GFP. We used a Sustainable Livelihoods Approach to conduct semi-structured interviews and five focus groups with Liverpool city residents to learn about their experiences of food and begin the process of co-creating a vision for a Good Food City.
- **Looking at the evidence:** We assessed peer-reviewed literature and looked at best-practice from other food alliances. We met with experts from organisations with data related to good food in Liverpool to identify key data sources, gaps, and opportunities for data sharing.
- **Mapping:** We developed an interactive data map ([see link](#)) overlaying data around poverty and food insecurity. Developing the map helped identify data blindspots in the system where data is currently lacking or disconnected. We developed a [Community Food Spaces map](#) to help connect residents with community food spaces and to support Goal 3 around food citizenship.

- **Collaborative sense making:** We created collaborative spaces that brought together a wide range of expertise and experiences to identify priorities and set the direction of travel.

The GFP was published in October 2021, 50 organisations attended a launch event that received media coverage ([see link](#) and BBC North West). 322 people attended a pledge event in November 2022, with [charities](#), [residents](#) and [businesses](#) alongside key city leaders including the city's Archbishop, Bishops and MP's, publicly pledging support for the GFP (see [event summary](#) and [Pledge launch video](#)). Each pledge partner is contacted annually to report on the status of their pledge ([see quotes throughout Good Food Plan 2022 Impact Report](#)).

The GFP is hosted on a separate section of the Feeding Liverpool website. The GFP has its own shared logo and set of branding that partner organisations use to promote Good Food projects. Under each of the 5 goals there is a detailed action plan (see goal links above). Within the Taskforce, each goal has a nominated lead who reports back at quarterly meetings on the progress under the goal.

The GFP Taskforce published its first [annual impact report](#) at the end of 2022 (coordinated by Feeding Liverpool). This contains action highlights to demonstrate the progress made under the five goals. In 2023, a monitoring and outcome framework was established for each goal to understand and report the outcomes and indicators of progress under each goal (available on request as supporting evidence).

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

Key extra documents to read:

- [Liverpool's Good Food Plan](#) – this is an interactive website, in the text above you have been directed to links to specific parts of the Plan.
- [Good Food Plan 2022 Impact Report](#) – this contains detail about the progress made in 2022 under each of the five goals. It contains quotes from GFP partners, 'action highlights' under each goal of the actions undertaken and 'progress reports' from the Good Food Plan pledges made in 2021.
- [Feeding Liverpool's 2022 Impact Report](#) – this report evidences the impact of the food alliance in 2022 under three key headings:
 - Equipping and Supporting People and Projects
 - Storytelling and Campaigning
 - Connecting Communities
- Listening to our city (2021): Watch and read the [stories](#) from residents in our city. Read a [summary of the listening work](#) and a [collection of messages to people in power](#). We also surveyed organisations involved in emergency food provision in Liverpool. 35 organisations responded to Feeding Liverpool's request for information about their provision. [Read the summary of findings here](#).
- Looking at the evidence (2021): Take a look at this [catalogue](#) and [matrix](#) of evidence-based interventions and a [summary](#) of food insecurity indicators and proxies.

Key Issue 2: Building public awareness, active food citizenship and a local good food movement

Action area A: Inspire and engage the public about good food

In 2021, we launched the 'Join the Good Food movement' campaign, with residents, community organisations and businesses making pledges to support the GFP and submitting their good food stories to [Feeding Liverpool's storybank](#) (see Issue 1). The campaign centres on the question 'what does good food mean to you?' This question was asked in a variety of settings including interactive activities at three stalls at Holiday, Activities and Food (HAF) events engaging with 600+ residents and [five facilitated good food focus groups](#) with 28 residents (aged 7-70).

To communicate this campaign, the [Good Food Plan introductory video](#), which includes vox pops from the public about what good food meant to them, and three animated videos were created [Food Citizenship](#), [Our Food Environment](#) and [Food Deserts and Food Swamps](#). These videos have been shared via the Good Food social media channels (goodfood has 800+ twitter followers and 300+ Facebook followers) and at shown at Good Food events (in 2022 over 2000 people heard a presentation about the GFP).

Feeding Liverpool's blog has been developed to build public awareness around good food, with recent posts blogs by Food Active on the [dangers of scrapping obesity policies](#) and [children's health](#).

Feeding Liverpool hosts an [online map](#) directing people to community food spaces. This map receives 1000+ visits per month. Opportunities for the public to join these spaces are regularly promoted via online posts, and flyers (distributed to 10,000 residents via the HAF programme and via community health events).

The creative arts are a key medium through which we engage the public around good food:

- In 2022, during LOOK Climate Lab and LOOK Climate Photo Biennial in 2022:
 - Hellen Songa launched [Volunteer Voices: Liverpool Food Growers Network](#).
 - Liverpool Food Growers Network led a 4-day, 15-workshop series, attended by 150 people entitled 'Rethinking our Food System' to engage members of the public, raise awareness of urban food growing projects, and provide education opportunities about urban agriculture. An example workshop: [Reimagining your Food Neighbourhood](#) was attended by 25 residents (funded by a BBSRC Impact Acceleration Award).
- [Made in Liverpool: This Land is our Land](#) documentary was created to raise awareness about community land trusts and communities taking ownership of their food landscapes (see Issue 3B).

- [Good Food; Our Food](#) photo-story exhibition launched to the public in May 2023 after months of working alongside communities including Refugee Women Connect, Pakistani Association Liverpool multi-cultural centre, Chinese Wellbeing and Mersey Polonia to explore what good food means to them. 200 people attended the launch. The exhibition also featured as part of a public event hosted by University of Liverpool on Food and Race and was used as part of Feeding Liverpool's Food Citizenship project with young people on the HAF programme.
- In April 2023, through [Liverpool Food Aid music festival](#) hosted by The Florrie and Feeding Liverpool, over 2000 people heard about Liverpool's good food movement from the festival music stages. Alongside raising £20,000 for Community Food Spaces, the six-month social media and media build up to the festival (e.g. [Liverpool Echo](#), [The Guide](#), [Explore Liverpool](#)) provided a platform to engage with the public with the GFP vision of Good Food for All.
- In July 2023, Feeding Liverpool and Everton in the Community sponsored Conal Studio's show garden '[Brickyard: Eat, Cook, Grow](#)' at the RHS Flower Show Tatton Park to promote the vision behind the GFP, showcasing inner-city urban growing to members of the public. Over 100,000 visitors attended the Flower Show.

An example of best practice related to this issue is the work of [Fans Supporting Foodbanks](#) (FSF); a grassroots community initiative mobilising football fans in the fight against hunger. Now an international movement, FSF is a key mobiliser in Liverpool of food citizens based on ideas of solidarity and mutuality, and the founder of the [Right to Food campaign](#). FSF consistently raises public awareness about poor access to good food through the media, social media, and football fan grassroots, and founded the [Right to Food campaign](#). A Right to Food week of action and hunger march is taking place in September 2023.

The GFP Taskforce has worked with local and national media to engage with the public on its messages, including:

- Featuring on BBC Radio 4's The Today Programme to discuss access to good food and food deserts ([Clip 1](#) and [Clip 2](#)).
- Hosting BBC Breakfast from a Community Food Space in December 2022, with interviews featuring local catering company Bay Tree Catering, Feeding Liverpool, and residents and staff from Kensington Fields Community Association.
- Featuring on BBC Breakfast in March 2023 from a local food market.

The Good Food Programme Director has presented the plan to over 2000 people through a variety of speaking engagements, including to the whole staffing body at Liverpool Football Club as part of their sustainability strategy [The Red Way](#) (see issues 5 and 6).

There are numerous community growing initiatives for residents to engage with. These are promoted via [Liverpool Food Growers Network](#), set up in 2022 to help community food growing projects connect with each other and potential volunteers. Their website offers information on community food growing spaces across the city region, plus a toolkit of useful information and news on events and vacancies.

Over 50 community groups provide volunteering opportunities for residents with emergency or community food provision e.g. [FareShare Merseyside](#). Over 3,500 residents attend a community meal hosted by community organisations in Liverpool every week.

There are also many opportunities for people to learn about healthy food through community work e.g.:

- 70 community leaders have been trained to deliver the [Fed Up slow cooker course](#) showing people how to make nutritious, budget friendly, low maintenance meals. Led by Alchemic Kitchen in partnership with Feeding Liverpool.
- [Food For Thought](#) runs cooking lessons in schools and community organisations (see Issue 3).
- Alchemic Kitchen [disco chop sessions](#), open to the public.
- Feeding Liverpool community pantry meals (two meals in 2023 attended by 25 pantry members).

Action Area B: Foster food citizenship and a local good food movement

The third goal of the GFP is '[enabling food citizenship](#).' We want to enable people to have the power, voice, resources and motivation to shape their local food environments and the food system as a whole.

Since the pandemic, there has been considerable growth in 'Community Food Spaces' (e.g. community gardens, food pantries and community markets) in Liverpool from 5 to 45+. These community spaces have become focus points for food citizenship: typically founded on ideas of solidarity and mutuality.

Local community and emergency food initiatives have been supported with £800,000+ via Feeding Liverpool's small grants funding scheme (with funding from the Duchy of Lancaster Fund and Liverpool City Council's Household Support Fund). Each organisation who received funding agreed to follow the Good Food Procurement Principles. Liverpool Charity and Voluntary Services (LCVS) provided fundraising support to organisations that generated over £2.5m for local groups in the year ending March 2023, including those working on the frontline of food distribution. Multiple frontline food-based organisations also receive financial support through LCVS's own community impact fund, which provides grant funding for local projects and assistance with running costs.

To coordinate and network Liverpool's good food movement, Feeding Liverpool hosts regular free network events to develop, grow and share best practice across this community food sector.

Examples of these events include:

- Two co-hosted events with Liverpool Food Growers Network, the first was a speed dating event focused on [establishing partnerships between community growers and community food spaces](#) (February 2022). This was followed up by [Growing in the Community](#) (June 2023) to share best practice on project planning and development for community food spaces looking to develop their own growing space. Over 50 people attended these events.

- [Community Cooking Conversations](#) designed to share best practice in establishing community cooking initiatives. Speakers included Alchemic Kitchen, Vinny's Kitchen, Community Shop and Prof Bryce Evans from Liverpool Hope University (October 2022).
- Over 30 people attended a training event in April 2022 focused on the role good food can play in welcoming refugees and asylum seekers.

Liverpool is a part of Sustain's [Connecting Community Food Enterprises](#) project, exploring how food aid spaces might transition into food trade ones. This work connects with the Way Ahead working group and Bridging the Gap work enabling food support spaces to network and problem solve together – for example examining the potential for collective wholesale purchasing to support better economic outcomes for the pantry model.

Feeding Liverpool offers 1-1 support and advice on establishing food initiatives and working with volunteers, and has begun conversations with Fare Share Merseyside and Liverpool Charity and Voluntary Services about the development of a training programme for community food organisations. Feeding Liverpool has also begun the development of a food ambassadors programme evolving from Good Food; Our Food (Issue 2A). The programme will train and network cultural community leaders to engage with the NHS and local education services to improve the diversity of food offers within these institutions and continue the educational work around food and cultural heritage. It will build and connect into [Liverpool City Council's Community Champions](#) programme.

[Liverpool Food Growers Network](#) (LFGN) was set up in 2022 to provide a network for community food growing spaces across the Liverpool City Region to connect with each other, peer mentor and share assets and resources. LFGN has delivered 23 events enabling volunteers from the growing projects to meet each other and tour their sites. Run by volunteers, the LFGN has 31 member organisations actively working together. Good food collaborations supporting food growing are evident across the city, for example: Faiths4Change began working with St Michael's in 2018 to create a partnership community garden - Roots in the City - engaging local residents and partners including Myerscough College and Mersey Forest. During the pandemic, Faiths4Change began growing organic veg and herbs for the parish foodbank, this has been maintained over the last 3 years. Faiths4Change have donated almost ¾ tonne of organic vegetables and herbs (761.9 kg).

Liverpool has several established Community Land Trusts. [Breaking Ground](#) supports communities across Merseyside to develop new CLT's. In 2022, they supported Kensington Fields Community Land Trust to establish with a key objective being to reclaim the Kensington Fields Community Association (KFCA) land as it is the site of a community growing project and food pantry. KFCA shared their story of the development of their land trust through a documentary with The Guardian, supported by Feeding Liverpool and Church Action on Poverty. '[Made in Liverpool: This Land is our Land](#)' has been viewed 75,000 times on YouTube. 50+ people attended KFCA's and Feeding Liverpool's [film screening and panel discussion](#) about the role of community land trusts in enabling communities to take control of their food environments.

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

Awards:

- Lucy Antal - Global Feedback and GFP taskforce member, was [awarded](#) BBC Food and Farming Award - Community Food Champion (2021).
- Alexandra Rose is [shortlisted](#) for BBC Food and Farming award for Food Innovation, for their work in Liverpool and London (2023).

Additional information demonstrating range and scope of work engaging the public:

- Portraits and stories from Volunteer Voices exhibition received media attention e.g. [gal-dem](#) a media publication, committed to telling the stories of people of colour from marginalised genders, and through Royal Horticultural Society's online campaigns. The project led to Hellen facilitating 8 visual storytelling workshops at 4 community food gardens, where 18 food growers created their own photo stories which Hellen curated into the Culture of Growing Magazine.
- Good Food; Our Food media articles included [Liverpool Echo](#) and [The Guide](#). Feeding Liverpool have been awarded National Lottery funding to take the exhibition on tour in 2023-2024, where they will run six free Good Food workshops.
- Brickyard show garden won three awards: RHS Gold Medal; Best Slim Space and Terrace show garden and The People's Choice Award, and received considerable national media attention (e.g. Gardeners World, Horticultural Week, Pro Landscaper). In August 2023 Brickyard Garden was relocated to Everton in the Community's The People's Place (see [link](#)) – community growing was promoted during the 'Fan Zone' during Everton/Wolves football match in August 2023.
- Liverpool Food Grower's Network members [Faiths4Change](#) and [Myerscough College](#) also participated in the RHS Flower Show as part of [Northern Star Show Garden](#), promoting community growing.

Key Issue 3: Tackling food poverty and diet related ill-health and increasing access to affordable healthy food

Action area A: Tackle food poverty

Liverpool City Council voted for the city to become the UK's first [Right to Food city](#) in January 2021. In 2022, the Good Food Task Force was established with a range of organisations working together to oversee, coordinate and provide accountability for the delivery of the Good Food Plan in Liverpool. Goal One is '[Good Food at Points of Crisis](#)' (see issue 1).

Feeding Liverpool host a quarterly gathering of the Emergency Food Network and have distributed over £800k of funding to organisations tackling food poverty in Liverpool. 58+ organisations are a part of this network (see also LCVS fund Issue 2B).

Principles of dignity in practice are encouraged and fostered in relation to food aid. There has been significant growth in community food spaces over the last three years, including 15 operating under the Your Local Pantry model which has Dignity as a core value (see [Dignity](#)).

[Choice, Hope - Church Action on Poverty \(church-poverty.org.uk\)](https://church-poverty.org.uk) Voices of people with experience of food insecurity inform the work, e.g. in 2022 Liverpool's Good Food Policy and Community Advocacy Group supported 52 foodbank users and 20 organisations to submit responses to the All-Party Parliamentary Group inquiry into Ending the Need for Foodbanks. Organisations in Liverpool including St Andrews Community Network and Fans Supporting Foodbanks were highlighted as dignified, best practice examples in EFRA's [Food Security report](#) published in July 2023.

The GFP taskforce is linked into the wider work of Liverpool City Council's Poverty Action Group (PAG). PAG has:

- developed plans to support emergency food bank supply.
- promoted effective communications around food poverty via the Come2gether partnership.
- Supported Liverpool City Council to develop guidance during the Covid-19 pandemic (for those who were shielding and for local food banks).
- promoted recipe cards and healthier options in shielding parcels sent during the pandemic in conjunction with Food Active: (see: [healthier food and drink procurement for foodbank parcels](#)).

In 2022, Liverpool (through CHAMPS and Cheshire & Merseyside Health Care Partnership) began its journey to achieve Marmot Community status. A Marmot Communities working group was established with key representation from partners across Liverpool already working to tackle inequalities.

Tackling food poverty is a priority for multiple institutions in the city, for example, as part of the [Anchor Institution Charter](#), Liverpool Heart and Chest NHS Foundation Trust and The Walton Centre NHS Foundation Trust have integrated support around food insecurity for staff into their health and wellbeing agendas.

Liverpool has developed a strategic approach to improve uptake of Healthy Start following Feeding Liverpool's research: [A Healthy Start for Liverpool Report - Feeding Liverpool](#) (2022). A steering group and co-produced action plan was established with partners including Feeding Liverpool, Citizen's Advice Liverpool, Alder Hey Children's Hospital, Liverpool Women's Hospital, Health Visitors, Children's Centres and Liverpool Combined Authority. Actions undertaken so far include:

- Development of a [Community Healthy Start Champions](#) training programme for people from voluntary, statutory and health care sectors , 187 champions have been trained since 2021. This has been replicated by other local authorities.
- Embedding questions relating to Healthy Start in services, triage and registration procedures.
- Identifying a single point of contact for complex cases and the development of a set of frequently asked questions.
- Funding (via Public Health) a coordinated promotional campaign across all partner organisations. This included press releases, social media promotion, physical resources , a

radio interview and training and awareness raising sessions. Social media data across partners indicated over 80,000 impressions, over 400 post link clicks and over 1000 engagements.

- Identifying gaps in eligibility (e.g. those with no recourse to public funds, kinship carers and those who are in need who don't meet the criteria). A task and finish group has been established to develop an alternative offer in 2023/24 in collaboration with Refugee Women Connect, The Women's Health Information & Support Centre (WHISC), Merseyside Refugee Support Network, Asylum Link Merseyside, Public Health and Feeding Liverpool. This will be monitored and evaluated.

Uptake of the Healthy Start scheme in Liverpool has increased from 65% in January to 68% in August 2023.

The Alexandra Rose scheme which offers vouchers for fruit & vegetables operates out of five children's centres. There are currently 235 families on the project, receiving vouchers weekly. Since April 2020, 608 different families have received Rose Vouchers, this equates to 1,149 different children. The average duration a family is part of the project is 17 months.

Liverpool City Council, Feeding Liverpool and the University of Liverpool have been working together to measure food insecurity at the local level to enable the development of more effective local strategies and interventions. Validated food insecurity questions were added to the local residents' survey in May/June 2023. The results are currently being analysed and it is recommended that this is repeated in future surveys to enable the local authority to forecast future levels of need.

Liverpool City Council provide high quality provision for low-income families:

- Free school meals for approximately 23,000 families a year, this equates to 69,000 children and £11,385,000 over the last three years.
- An established and effective Holiday Activities and Food Programme providing healthy food and enriching activities during the school holidays, funding additional schemes (beyond HAF provision) during the half terms. Since Easter 2021 to May 2023, 1282 schemes have been in operation with 90,721 children and young people in attendance, providing 956,045 healthy meals.

In January 2023, Liverpool City Council became one of 50 organisations to achieve 'Aspiring' membership for the Fair Employment Charter, an initiative led by the Liverpool City Region Combined Authority, to recognise good employers who pay the Real Living Wage, provide opportunities for staff to develop and progress and avoid insecure work and zero-hour contracts.

Action Area B: Promote healthy eating

Liverpool City Council signed the original 14-point Healthy Weight Declaration, along with NHS colleagues in November 2018. In 2020 the declaration was extended to include 16 evidence-based commitments and intervention areas that would support population change for healthy weight (see further info below). Liverpool City Council also have a Healthy Weight Strategy 2018-28.

Despite the impact of the pandemic on the ability to drive this agenda forward there has been considerable progress across some areas/commitments, including:

- Development of the **GFP** (see Issue 1).
- Production of **HAF Good Food for the Holidays Toolkit**, working with Food Active to train 80+ providers across the city to support them to provide healthy and nutritious food during holiday time.
- Roll out of the **NHS Health Check Programme**, including offering brief advice for eating well and managing a healthy weight for those who have a high BMI and assists with the signposting into effective services for those who require it.
- Launch of the **Save Kids From Sugar** campaign by Public Health Liverpool aimed at helping parents reduce the amount of sugar their children consume. The campaign, promoted across Health partner venues, highlights the amount of sugar in popular breakfast cereals, drinks and snacks. Parents can log on to the website and calculate how much sugar their children are consuming each day and get tips on healthier breakfasts.
- Production of the [Health Advice & Support Liverpool - Live Your Life Well](#) website which provides information on small changes you can make to change your lifestyle including healthy eating.
- Food Active have supported the pilot of the **Sugar Detectives** project in Summer 2023, which utilises city council staff volunteer days to promote good oral health and healthier eating to children aged 5-9 years old through the HAF programme. Food Active developed and delivered the training to volunteers, who were then involved in delivering sessions across a number of HAF programmes in the city in August 2023.

The current approach is being re-assessed and plans revised across the whole healthy weight agenda to identify key priorities and recommendations for the next phase.

Liverpool children's centres support families on the healthy weight agenda in pregnancy and throughout childhood. Breastfeeding peer support is directly provided by children's centres as well as healthy introduction of solids, both of which are evidence-based programmes delivered according to Unicef and Start4Life principles. Additional support is available for families facing the challenges of food insecurity including access to direct provision of healthy food and free school meals during school holidays for low-income families, as well as additional guidance for families on providing inexpensive healthy and nutritious family meals at home.

Healthy eating is promoted in schools through programmes such as those established by [Farm Urban](#) and [Food for Thought](#). Farm Urban's education work, '[Routes and Shoots](#)', has reached over 55,000 students in 45 schools across Liverpool City Region and Wales. Liverpool also has primary schools signed up to [Food For Life](#).

Liverpool City Council Public Health provided funding to Alder Hey NHS Foundation, working collaboratively with LCVS to create the 'Healthy Weight' grant programme for the VCF sector in Liverpool. The Healthy Weight programme aims to increase impact on outcomes related to health, weight, mental health and emotional wellbeing amongst children and families. The key outcomes of focus for this programme are reduction in excess weight and improved mental health, wellbeing and resilience amongst children and families. In May 2023, over £500k was awarded to

seven organisations, and quarterly monitoring reports are provided to highlight the work that is happening and support measuring the impact outcomes.

An example of one of the funded projects is the development of the [Queen of Green's](#) mobile greengrocer to improve access to healthy, affordable fruit and vegetables in Liverpool (led by Alchemic Kitchen and Feeding Liverpool). Healthy Start cards and Alexandra Rose vouchers can be used on the service. A new route was launched in 2022 covering 27 stops across Liverpool and Knowsley at health services, schools and children's centres. Over 400 families use the service per week to access affordable fresh produce. Funding in 2023 will see this service expand further to 40 stops, targeting the city's most significant food deserts: Norris Green, Croxteth and Vauxhall.

To support healthy eating amongst residents experiencing acute food insecurity, Liverpool operates the Winter Boost project; boosting foodbank parcels across the five largest foodbanks with fresh produce during the winter months:

- In 2020/21, 13,800 parcels were boosted, supporting 12,832 people with fruit and vegetables.
- In 2022/23, 7,723 parcels were boosted supporting 7,727 people.

To support the development of targeted good food interventions (including the locations of the Queen of Green's stops) The University of Liverpool's [Centre of Excellence for Sustainable Food Systems \(CESFS\)](#) and the [Virtual Engineering Centre \(VEC\)](#) teamed up with Liverpool City Council, Liverpool based fresh food caterer [Can Cook](#), and [Feeding Liverpool](#), to address food insecurity and food access by creating an interactive model of healthy food access and related determinants in Liverpool. The [Liverpool Food Mapping Dashboard](#) uses existing University research and open-source data regarding store distribution, store type, opening hours, and transportation hubs, alongside more personal determinants of accessibility, to identify areas with limited access and highlight hotspots of poor food access in Liverpool.

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

Liverpool's BiteBack 2030 Youth Board was established in September 2022. The board has focused on tackling junk food and has worked with the University of Liverpool to create a series of short videos developed by young people about junk food advertising: [Unsettling, shocking and predatory: How junk food companies target us - YouTube](#)

Key priorities within the Healthy Weight declaration include:

- Engage with the local food and drink sector (retailers, manufacturers, caterers, out of home settings) where appropriate to consider responsible retailing (such as not selling energy drinks to under 18s), offering and promoting healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar, and salt products.
- Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities.
- Support action at national level to help local authorities reduce obesity prevalence and health inequalities in our communities.

- Invest in the health literacy of local citizens to make informed healthier choices.
- Ensure clear and comprehensive healthy eating messages are consistent with government guidelines.
- Protect our children from inappropriate marketing by the food and drink industry such as advertising and marketing in close proximity to schools, giveaways and promotions within schools and at events on local authority-controlled sites.

Key Issue 4: Creating a vibrant, prosperous, and diverse sustainable food economy

Action area A: Put good food enterprise at the heart of local economic development

The need and desire for good food enterprise to be at the heart of local development was documented during the production of the GFP. This animation captures sentiments expressed from residents about this issue: [Our Food Environment - YouTube](#) and sets out a vision for a bustling, good food high street.

Putting good food enterprise at the heart of local development is a priority with the Visitor Economy Sustainability Task force (within Liverpool City Council) driving a sustainable food agenda through Tourism & Hospitality Industry engagement & events. This group is actively promoting event sustainability across the industry (venue impacts, audience impact, supply chain) and facilitating linkage to local, sustainable Primary and Secondary Food Producers (see: <https://marketingliverpool.co.uk/marketing-liverpool-sustainability-statement/>)

[Liverpool BID Company](#) have created a number of marketing campaigns to support the local food economy including : [TOWN Everyday. Everyone.](#), [Liverpool, The Festive Night Out](#) which direct customers, footfall and spend to local food businesses. Liverpool BID hold a ‘Green Business Seminar’ series; informative sessions aimed at all businesses to improve their sustainability.

Liverpool Food Network is a dedicated network for food suppliers and independent hospitality businesses across the region and has grown to include over 200 local businesses since its formation in 2021. Liverpool Food Network shared:

“Our members range from home-based start-ups who aren’t yet trading, through to established businesses with multiple sites across the city and beyond. Our members collectively operate over 120 hospitality venues, and that allows us to leverage better rates from larger suppliers who are now providing discounts for our members on everything from packaging to payment systems. Each supplier offers our members a deal they could not achieve on their own – in fact one member recently saved 18% on their packaging costs through a deal we negotiated with a sustainable packaging supplier.” Membership is free for local businesses who are connected through personalised introductions, networking events and messaging groups where they are free to ask questions and discuss opportunities which may benefit the group.”

Liverpool City Council's '£1 shops' redevelopment scheme enabled local good food enterprises such as Fritto Italian Bakers to develop an established presence in the city (see: [Italian bakery that went from Granby Market to a £1 shop on Smithdown Road - Liverpool Echo](#)) The on-going scheme, connected with Liverpool's City Plan, excluded fast food take-aways but encouraged good food enterprises, community cafés and healthy takeaways to apply.

Significant attention has been paid at a city region level to understanding, supporting and networking together the community food economy. GFP members played a key part in the development of the VS6 Partnership report, developed in collaboration with the Liverpool City Region Combined Authority and the LCR VCFSE sector: "[Sustainable and Affordable Food for Liverpool City Region: Recommendations for Change](#)" (December 2022). This report acknowledged the challenges facing the Liverpool City Region for residents and communities who struggle to access and afford healthy and nutritious food in sustainable ways. The report makes 11 key recommendations, including the need to put good food at the heart of economic development. These recommendations build upon the strategic visions in the VS6's previous sustainable and affordable food report, following a community food mapping exercise and a further VS6 Sustainable and Affordable Food assembly event held with the VCFSE sector. The community food mapping highlights where community food organisations exist across LCR including food banks, food pantries and community growers and is a key tool to understanding the community food economy. The report details the findings of this mapping exercise.

Liverpool is the home to [Farm Urban](#) (established in 2013) whose aim is to find healthier and more sustainable solutions to the broken food system. They spent their first few years developing and installing small scale urban farming systems across the city and use these systems to engage communities and help people to grow fresh nutritious food locally. One avenue of Farm Urban's work is to help local businesses become greener, healthier and more inclusive places (see: [ESG — Farm Urban](#))

Action Area B: Promote healthy, sustainable, and independent food businesses to consumers

As a tourist economy focused city, there are several food related events that take place in the city centre annually. An example of this is the site-specific Liverpool BID Company's events such as [as Celebrating Bold and Castle Streets](#) – encouraging visitors to use their local businesses. Both of these pedestrianised streets are where many independent food businesses are sited, and Liverpool BID has organised family focused days at each location to drive more business to them. BID also arranges [Small business Saturday](#) – a campaign to promote small businesses across the city via marketing campaigns.

Liverpool City Council supports and promotes farmers' style markets at different locations each week. Stall holders are a mix of producers and growers and must come from a 30-mile radius to support local communities ensuring residents are accessing local, fresh fruit and vegetables. These are promoted via [Liverpool Council website](#) and social media. Liverpool also has a home grown "people's market" in the shape of [Granby Market](#), set up by and for the people of Toxteth in an area with little retail opportunities.

Good Food Plan partners including Liverpool City Council, NHS Health Services and Liverpool's children's centres regularly actively promote the [Queen of Greens mobile greengrocer](#) (see Issue 3) to residents.

The Visit Liverpool blog regularly promotes independent restaurants, coffee shops and good food places to consumers e.g. [Independent Coffee Shops In Liverpool | VisitLiverpool](#) and [Graduation Restaurant Deals in Liverpool - VisitLiverpool](#)

The Independent Liverpool Food Card encourages consumers to shop at independent local food shops and restaurants through year-round discounts.

In 2023 the [Vegi App](#) launched in Liverpool (co-founded by Feeding Liverpool trustee Verity Hall). Vegi enables local independent businesses who sell plant-based products to reach the growing segment of sustainably minded customers. Businesses do not need to be exclusively plant-based to be on the app but Vegi will only list those items on the platform in a bid to encourage businesses to develop more veggie and vegan options, and highlight this growing area of cuisine. For customers it offers an incentive to shop green by providing a wider choice of products and giving back 5% cashback on purchases (see: [Test new vegi app through The Guide Liverpool before official launch in March | The Guide Liverpool](#)) The platform is in the testing phase, using independent business Purple Carrot as its flagship organisation. There are 10-15 local businesses on the waiting list once the pilot phase is complete.

All Good Food Plan events (including 12 events in 2022-23) are catered by local, independent food businesses. Feeding Liverpool further promote the use of healthy, sustainable, independent food businesses by local foodbanks, pantries and community organisations through encouraging funded members to follow 'Good Food Procurement Principles' (see below) which includes using funding received via Feeding Liverpool to purchase food from local food businesses, which pay the Real Living Wage. A survey of 38 of the funded organisations in January 2023 found that 21 organisations had been able to put this into action in 2022, with organisations switching from national retailers to local suppliers.

Examples include:

- Kensington Fields Community Association using the funding to source milk, eggs and cheese from local supplier Harrison's Dairy for their food pantry
- Riverside Learning & Education Centre sourced fruit and vegetables from the Queen of Green's for their community food space

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

Liverpool City Council are at the planning stage of Net Zero 2030 Climate Emergency delivery (see Issue 6). Work is planned to engage Commercial & Industrial sectors in striving for Net Zero through Buildings, Transport, Service & Product Delivery and Supply Chain, which will then will impact upon procurement within anchor institutions (see also Issue 5).

Feeding Liverpool's Good Food Procurement principles:

- **Buy local and independent:** This means supporting 'short supply chains' – which both reduce the carbon footprint of products and ensure this funding supports the local economy.
- **Support organisations that enable fair employment:** Purchase from suppliers who pay their workers at least the Real Living Wage. To find out more visit: www.livingwage.org.uk. A list of accredited Real Living Wage suppliers can be found at www.livingwage.org.uk/accredited-living-wage-employers although this does not constitute a complete list of suppliers who pay the Real Living Wage.
- **Encourage good health and wellbeing:** Prioritise purchasing food which encourages good health and wellbeing, supporting people to eat a healthy, balanced diet. For more information visit www.nhs.uk/live-well/eat-well/food-guidelines-and-food-labels/the-eatwell-guide/

Key Issue 5: Transforming catering and procurement and revitalising local and sustainable food supply chains

Action area A: Change policy and practice to put good food on people's plates

The Healthy Weight declaration (see Issue 3) saw Liverpool City Council, and NHS partners commit to a number of key priorities including:

- Review provision in all our public buildings, facilities and 'via' providers to make healthy foods and drinks more available, convenient, and affordable and limit access to high-calorie, low nutrient foods and drinks (this should be applied to public institutions such as schools, hospitals, care homes and leisure facilities where possible).
- Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited.
- Increase public access to fresh drinking water on local authority-controlled sites.
- Ensure food and drinks provided at public events include healthy provisions, supporting food retailers to deliver this offer.

In 2020/21, Food Active supported Liverpool City Council to develop guidance to [promote healthier food and drink procurement](#) for food parcels during the Covid-19 pandemic (for those who were shielding and for local food banks (see also Issue 3).

Food Active also developed guidance to help guide teams, organisations and contractors to improve the food and drink offer in vending machines. This guidance outlines what a healthier machine can look like as well as a step-by-step guide on how to implement a healthier vending machines policy and a communications toolkit to support this.

Several trusts in Liverpool (Alder Hey Children's NHS Foundation Trust, Liverpool Heart and Chest NHS Foundation Trust; Mersey Care NHS Foundation Trust and The Walton Centre NHS Foundation Trust) have signed up to the [Cheshire & Merseyside NHS Prevention Pledge](#) which includes ensuring healthy food is available for staff and patients and drinking water is available. These trusts have an action plan they are delivering to achieve their pledge, and are working with Food Active to develop a healthier vending machines approach. The good procurement practice

element of the action plan includes the need for trusts to procure services, including food, from a sustainable source. Members of the Good Food taskforce are presenting to these trusts in their next place-based Prevention Pledge meeting in November 2023.

Cheshire and Merseyside's [Green Plan 2022](#), adopted by every trust in Liverpool, includes a commitment to use seasonal ingredients from locally sourced supply bases, and work with regional partners to identify opportunities for local and small to medium-sized enterprise food producers. Trusts are committed to link in with local farmers/ food growers and use the expertise of Nature Recovery Rangers, Farm Urban, and local volunteers to grow some produce onsite. The implementation of this Plan is underway.

The Food for Life Awards are currently being promoted throughout Liverpool schools, with a number of primary schools already signed up. A best practice example for school catering is [Food for Thought](#). They are a not-for-profit school meals company owned by its partner schools which focuses on providing good quality, nutritious and healthy meals that are freshly prepared on site. They have 90 member schools, including primary, secondary and SEN schools and serve over 26,000 meals a day during term time. They also provide outdoor learning and cookery workshops for member schools. Their vision is 'to nourish, nurture and inspire the next generation through a good food culture'. They are a supporter of the GFP.

Liverpool City Council are currently developing Net Zero 2030 Delivery Plans and Liverpool City Council policies to increase sustainability and minimise environmental risk. A Sustainable Supply Chain is being planned for delivery through an internal Environment Impact Assessment process which will require the most sustainable option to be taken against a Whole Life Cycle cost analysis. This will be backed up by aspirational policies requiring local and low impact goods and services.

Through their associated charities Everton in the Community and LFC Foundation, both the city's football clubs are active supporters of Liverpool's Good Food Plan. In 2021, Liverpool Football Club launched [The Red Way](#) – the club's ongoing commitment to creating a better future for its people, planet and communities. This strategy has led to tangible actions to put good food on people's plates via the club's catering practices. For example, Liverpool Football Club has worked with Partner Quorn in the 2022/23 season to encourage fans to try a plant-based diet; providing new opportunities for supporters to choose from vegetarian and vegan foods on matchdays, while also working with the club's nutrition team to extend choice of healthy protein amongst its playing staff (see: [LFC The Red Way V12 - compressed.pdf \(liverpoolfc.com\)](#)).

See also Issue 4C – Feeding Liverpool Good Food Procurement principles, aimed at Feeding Liverpool's 58 funded members.

Action Area B: Improving connections and collaboration across the local supply chain

Through [Liverpool's City Plan](#), anchor organisations under the banner of 'Team Liverpool' (for signatories see section 5C) made a commitment in October 2020 to "develop a coordinated approach to making our organisations and sectors more purpose driven, to maximise opportunities for community wealth building, and to achieve greater social value from our spending and procurement." Since this commitment, there has been improved connections,

collaboration and practices across the sector in relation to food, as evidenced in examples from institutions below.

Liverpool City Council (LCC) have incorporated a 'fair city' and 'social value' framework as part of the procurement process for all goods in services including those involving food to ensure that the services commissioned can secure wider social, economic and environmental benefits. These must be managed and reported on throughout the lifetime of the contract. This also opens up the market by giving a fair and equal opportunity to all suppliers including social enterprises and voluntary organisations. Although not compulsory under the Public Services (Social Value) Act to consider social value for contracts under Procurement Law thresholds, LCC include it in all contracts. This is proportionate to the value and importance of the contract and is monitored in line with Key Performance Indicators included in the contract. If suppliers can demonstrate that it cannot only deliver efficiency but also added social value, for example, by offering local economic opportunities or green solutions, this will be recognised and evaluated as part of our contract award criteria.

Liverpool's Visitor Economy Sustainability Task force, led by Marketing Liverpool (Liverpool City Council) is driving a sustainable food agenda through Tourism & Hospitality Industry engagement & events. The group is actively promoting event sustainability across the industry (venue impacts, audience impact, supply chain) and facilitating linkage to local, sustainable Primary and Secondary Food Producers. There is also a focus on food waste in the Liverpool net zero carbon 2030 action plan with the aim to decarbonise waste management by creating more efficient recycling systems, increasing participation and creating behavioural change to prevent food waste by households.

Liverpool University's purchasing decisions have major socio-economic and environmental implications, both locally and globally. To minimise their impact, and ensure a long-term approach is applied to all purchasing decisions, sustainability is integrated into all of Liverpool University's procurement processes. Sustainable procurement is one of the main ways Liverpool University are promoting sustainable development by meeting the need for goods, services, works and utilities in a way that achieves value for money on the 'whole life' basis of the product. Specifically around catering, Liverpool University use their significant influence and buying power to encourage healthy and sustainable food production and consumption.

Liverpool Trusts including the Walton Centre have plans that ensure sustainability and environmental provision is paramount in the procuring process for contracts for the provision of food and catering for both patient and retail services. This is the key to achieving the reduction in incorrect waste disposal and to ensure local providers and manufacturers are used for the provision of all food where possible. This will also have an impact on the CO2 emissions for the local areas.

Liverpool University Hospital Foundation Trust have recruited a new catering manager who is focussed on sustainable food procurement and improving provision of healthier food and drink options. The catering contract is also now managed in-house by the trust allowing for a focus on local procurement.

[Liverpool Food Network](#) are working to improve connections across the local supply chain. They are a dedicated network for food & drink suppliers and independent hospitality businesses they serve (See also Issue 4A). The network connects businesses through personalised introductions and regular networking events. Liverpool Food Network members can also access business advice and discounted rates from some of the hospitality industry's leading professionals including accountants, photographers, graphic designers, equipment suppliers, and food safety consultants.

At a Liverpool City Region level, a strategic approach to improving local supply chains is being undertaken through the [Liverpool City Region Combined Authority Social Value Policy and Framework \(2022\)](#). The Combined Authority operate a Community Suppliers List and use this for a number of their procurements to support local organisations and social businesses, enabling them to enter into region-wide contracts.

Each Care Home and Day Centre, some of which are private and some Local Authority, have their own procurement processes and procedures. Working with the Health Protection Quality Officer, who is the link between Public Health and Care Homes, a survey will be developed and undertaken with care providers. This will focus on current procurement practices, suppliers' sustainability, and the type of food available. The results will enable us to develop an action plan that encourages care providers to become more sustainable, use local providers and have healthier options available.

Work is ongoing across the system to develop a cross-sector collaboration partnership approach with a focus on sustainable, healthier, local food processes, practice, and policies. Liverpool City Council have also raised this as a priority with Liverpool City Region as part of the VS6 partnership work to develop a strategic approach across a wider geographical region.

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

See pages 48 – 51 : [Cheshire and Merseyside Green Plan \(cheshireandmerseyside.nhs.uk\)](https://www.cheshireandmerseyside.nhs.uk)

LCC has been a member of Food Active since 2013. One of the programme's core activities is to lobby and advocate for national policy change to promote healthier weight on behalf of the network of local authorities. Over the last 3 years, the programme has submitted responses to the following consultations including:

- DEFRA - Seeking views on possible changes to public sector food and catering policy (August 2022)
- Environment, Food and Rural Affairs Committee Call for Evidence (Food Insecurity, September 2022)
- Health and Social Care Committee – Prevention Inquiry (February 2023)
- Major Conditions Strategy Inquiry (June 2023)

Liverpool Public Health have supported a series of national policy changes, including:

- North West Directors of Public Health urge Prime Minister to address the causes, not just the symptoms ahead of new obesity strategy (July 2020).

<https://foodactive.org.uk/wp-content/uploads/2020/09/Food-Active-Letter-to-PM-21.7.201.pdf>

- Public health directors call to push through marketing restrictions on less healthy food and drink to reduce health inequalities and level up the North of England (May 2022)
https://foodactive.org.uk/wp-content/uploads/2022/05/Food_Active_Letter_to_PM_May2022_FINAL-1.pdf
- New Conservative leader must show commitment on obesity (September 2022)
https://foodactive.org.uk/wp-content/uploads/2022/09/Food_Active_Letter_to_Maggie-Thrup_AUG2022_FINAL.pdf

Team Liverpool signatories: University of Liverpool, Liverpool Chamber of Commerce, Merseyside Police Merseyside Fire and Rescue Service, Liverpool Charity and Voluntary Services, Liverpool Clinical Commissioning Group, Mersey Care NHS Foundation, Liverpool City Council, Torus and Liverpool University Hospitals NHS Foundation Trust.

Key Issue 6: Tackling the climate and nature emergency through sustainable food & farming and an end to food waste

Action area A: Promote sustainable food production and consumption and resource efficiency

Liverpool City Council declared a Climate Emergency in 2019 and pledged to become a zero-emissions council by 2030. Liverpool City Council has appointed a Sustainability Manager to help realise the city's green ambitions. Biodiversity Net Gain policies are currently in place, with those linked to food production in the long-term plan for development.

The Council aims to be a low carbon, connected and accessible city. A city with smart, clean, accessible, and integrated infrastructure, where organisations, businesses and residents are all playing their part in responding to the climate emergency and speeding the city's transition to zero carbon.

There are very limited farming opportunities in Liverpool, with a demonstrator farm based in Croxteth. One of the VS6 Partnership report (described in key issue 4) recommendations include the Liverpool City Region looking at enhancing and encouraging local food production in Liverpool City Region and developing more local, sustainable food supply chains. This would include a review of land assets, the expansion of the Metro Mayor's Community Environment Fund, improved connections between farmers and local communities, and working with food related organisations to source locally grown food and enhance local supply chains. Liverpool City Council's Public Health Team are involved in the newly-formed Liverpool City Region's Food Strategy to take these recommendations forward.

Cheshire and Merseyside's [Green Plan 2022](#) identified the role Trusts play in Climate Change and in creating a sustainable food system. Every Trust in Liverpool has committed to increase Plant Based Meal Options. Several Trusts have introduced plant-based meal options for staff, patients,

and visitors (at least 20% of all hot/ cold plates available as a minimum) and showcase 'meat free Monday' events or 'virtual veggie lunches'.

Liverpool Food Growers Network (LFGN) promotes sustainable consumption through supporting food growing projects across the Liverpool city region. The aims of the network are to increase the amount of fresh fruit and vegetables grown by communities, ensuring fair access to all; support the long-term sustainability of food growing projects and organisations across the Liverpool City Region; enhance green and blue infrastructure; promote, support and educate people to grow food sustainably, using methods that enhance biodiversity, soil ecology and increase resilience to climate change; improve the distribution of, and access to, locally grown food to reduce food insecurity; and promote sustainability and environmental action through network members and encourage active collaboration and partnership. LFGN has delivered 23 events enabling volunteers from the growing projects to meet each other and tour their sites (see also Issue 3).

As detailed in Issue 2, Good Food Plan projects such as '[Brickyard: Grow, Cook, Eat](#)' have been developed to inspire and encourage the development of sustainable urban food growing. Brickyard, launched in August 2023, is housed in Everton in the Community's new mental health hub The People's Place and will be used by members of Feeding Liverpool as a site to promote urban growing.

Action Area B: Reduce, redirect, and recycle food, packaging, and related waste

An estimated 140,000 tonnes of food is wasted in the Liverpool City Region each year. The city region has developed a Zero Waste Strategy 2040, see: [Zero Waste Liverpool City Region \(zerowastelcr.com\)](#). This includes the development of the Circular Economy Club Liverpool City Region (CEC LCR) - a chapter of CEC Global, currently organised by Merseyside Recycling and Waste Authority (MRWA). It is a group for circular leaders to bring the circular economy to life in their cities, universities, hubs and companies.

In 2023/24 Circular Economy Club LCR are proposing a catalogue of food waste events in the upcoming months, with current plans including:

- **Food Life Cycle Event (Sep 23)** - An event for community groups promoting the life cycle of commonly wasted food items and the benefits of a circular economy. Feeding Liverpool are presenting at this event.
- **Sustainable Food Systems (March 24)** - A conference style event for the local food industry, providing professional speakers, zero waste case studies and a circular economy tool kit.

In 2022/23 several local projects received funding from Merseyside Recycling & Waste Authority and Veolia Community Fund to develop programmes that reduce food waste. This included [Bay Tree Cooking Academy CIC](#) who delivered 19 'waste not want not' courses in the region, giving 221 people skills to minimise food waste (10/19 in in Liverpool local authority area). With an average of 8kg per person saved, the project directly prevented 17.68 tonnes of food waste, with this increasing annually as many participants reported longer term behavioural changes.

In 2023/24, a number of projects were allocated funding to support with recycling, upcycling, preventing waste, saving money and avoiding landfill, some of these included:

- The Alchemic Kitchen (Global Feedback Ltd), a food/cookery skills project delivering events and workshops to help people reduce food waste.
- Waste Warriors (British Dietetic Association), a food skills project which will look to engage with over 3000 people, focussing on cookery, food-growing and composting.
- Waste Not...Food For Thought (Squash C.I.C), encouraging integrated working and peer learning to help reduce food waste. 40 family cooking sessions will teach all about recycling and reuse, swap sessions, composting and clothes repair.
- Re-think: the waste revolution (Liverpool World Centre), working with schools and other education providers to look at waste in the food, electricals and textiles industries.

Funding was allocated by the Merseyside Recycling & Waste Authority and Veolia Community Fund <https://www.merseysidewda.gov.uk/what-we-do/supporting-residents-and-community-groups/>

Work is underway in Merseyside Recycling & Waste Authority and Liverpool City Council to plan for mandatory Food Waste 2025 collections. Discussions include building suitable reception & treatment facilities. Dry Mixed Recycling processes for packaging and Energy from Waste contracts remain in place for packaging and non-recyclable waste.

Within Cheshire and Merseyside's [Green Plan 2022](#) all Trusts in Liverpool have committed to explore alternative methods of waste management, including ozonation and refuse derived fuel processes with an aim of: 'zero to landfill'. They are currently reviewing the food waste disposal process and eliminate food waste entering foul drainage via macerators.

Liverpool City Council provided support to National Vegetarian Week 2023, being listed as a partner on the Vegetarian Society website. Promotion on social media and a blog written by a Liverpool City Council staff member was shared internally to encourage staff to go veggie, whether for a few months, one week, or just one meal. Promotion was limited due to coinciding with Eurovision; it is anticipated that more support will be given in 2024 to promote the campaign across the City.

Liverpool City Council's Public Health Behavioural Insight team is currently working with Neighbourhoods to scope out a piece of insight work with residents regarding waste and recycling attitudes. The knowledge and insight gained will be utilised as part of a behaviour change campaign with a focus on recycling.

Working with the Association for Public Service Excellence (APSE) and Liverpool Streetscene Limited, the team has developed the Underground Refuse Solutions (URAS) framework, an innovative procurement model that has not only revolutionised waste collection in Liverpool, but also offers a unique approach for other UK public sector organisations looking to streamline bin procurement, while complying with public contract regulations. The team won the 'Future Places' trophy - awarded to the council that has best supported the development of bold new solutions and services through commissioning or procurement, at the Local Government Chronicle Awards

in June 2023. The bins encourage recycling in inner-city neighbourhoods where space for wheelee bins in limited.

Liverpool Football Club is leading the way in promoting sustainability and resource efficiency. The club is a signatory to the [UN Sports for Climate Action](#) Framework, and is the first Premier League club to achieve [ISO 20121 certification](#), meaning it is sustainably certified and internationally recognised for its sustainability efforts that leave a legacy to be proud of. As part of their sustainability strategy [The Red Way](#) (see Issue 5), the Club worked with partner Quorn in the 2022/23 season to reduce the amount of food waste from the Club and as a result of joint efforts, 86,500 kg CO2 carbon was saved. As part of Liverpool FC's partnership with SC Johnson, they have also increased the recycling rate of plastic bottles used at Anfield from 25% at the start of 2021 to an impressive 86% at the end of 2022. In addition, fans played their role in responsible consumption, with an incredible 98% hand-back rate for reusable cups on match days (see: [LFC The Red Way V12 - compressed.pdf \(liverpoolfc.com\)](#)).

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

[Cheshire and Merseyside Green Plan \(cheshireandmerseyside.nhs.uk\)](#) – see pages 47 – 51

Two further examples of best practice:

1. Liverpool FC has also focused on increasing biodiversity. In 2021/22 Liverpool FC completed a thorough assessment of the pre-existing biodiversity in those spaces and set out an ambitious 5-year biodiversity action plan. At The Academy training site, the club have planted over 900 trees, hedges, bushes and wildflower plugs, alongside a number of raised beds. Additionally, there are bug houses, a hedgehog house, log piles, bird boxes and bird feeders to support inner city wildlife. They have also created their own farm-to-fork initiative with home-grown vegetables from the Academy and Anfield allotments used by club chefs to feed players, employees and fans.
2. Squash, a not-for-profit membership organisation, hosts an annual seed share: more details here: [ANNUAL SEED SHARE - Squash \(squashliverpool.co.uk\)](#), see also: [Blog – Liverpool Food Growers](#).

FOR PANEL USE ONLY

Comments from the panel on your application:
Outcome of application:
Recommendations for onward progress:

