

THE SUSTAINABLE FOOD PLACES AWARD

Guidance & Application Form



Section 1: Guidance

The Sustainable Food Places Award is designed to recognise and celebrate the success of those places taking a joined-up, holistic approach to food and that have achieved significant positive change across six key food issues. The Award is open to any place that has an established cross-sector food partnership in place, is a member of the Sustainable Food Places Network and is implementing an action plan on healthy and sustainable food. This document covers our standard award. We run slightly different awards for counties and greater cities. We therefore encourage all applicants to get in touch before starting to complete an award application. It is also worth checking out the awards section of the Sustainable Food Places website. If you are interested in applying please email tandrews@soilassociation.org

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 and are the focus of this document. The gold award involves a different benchmark and application process to bronze and silver, details of which can be provided on request. You must achieve a bronze award before applying for silver and a silver award before applying for gold.

Award decisions are made annually by a national panel of experts. To help places navigate the award process, applications are facilitated by Sustainable Food Places staff. This normally involves an initial discussion, reviewing and providing feedback on draft applications and attending a meeting of the local food partnership. The award panel's decision is final, but feedback is given on both successful and unsuccessful applications.

Places achieving an award can use an award badge that recognises their achievement in their communications and marketing materials. Each award is given for a three-year period. If the award holder has not made an application for a higher award or successfully renewed their existing level award by the end of that period, they will be expected to stop referring to themselves as awards winners in all communications and promotional activity.

One condition of receiving the award is that all successful applicants agree to their application being made available to other members of the Sustainable Food Places Network on our web site. We also expect applicants to provide short case studies on selected areas of their work that other members of the Network can learn from. We will help you to identify the most suitable case studies during the final stages of the application process.

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 primarily on evidence of overall 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 progressively year on year. While an award is attributed to a place and recognises any and all food-related activity in that place, there must be clear evidence that the local food partnership and its members have helped to instigate, drive and/or connect a good proportion of that activity, particularly for the silver and gold awards.

Scoring system

Details on the scoring system for the awards are provided below. The award aims to recognise what has been achieved (i.e. the impact) rather than how it has been achieved, though we obviously want to recognise and celebrate pioneering and particularly effective and large-scale action. Therefore, rather than being completely prescriptive and requiring specific action to be undertaken for a specified number of points, the awards are structured to be flexible and to cater to a wide range of potential actions under each of the six key issues.

Under each of the six key issues detailed in this document you will find a brief explanation of why we believe that issue is important and what overall level of achievement is needed to achieve bronze and silver. Each key issue is then divided into two action areas (A and B), with a series of bullet points detailing a range of actions that could be undertaken to help to drive effective change in that area. A small number of bulleted actions are mandatory for achieving an award, but the remainder are simply a collation of actions we know have commonly been undertaken - and to positive effect - across the Network.

For each key issue there are a total of 16 points available, 8 for each of the two action areas (A and B). The awards panel will allocate points based on their overall sense of action and achievement under each action area, not on the individual bullet points (except where these are mandatory).

For bronze you must score at least 36 points, and at silver at least 72 points, out of the 96 total points available across the six key issues.

As circumstances, challenges and opportunities differ between places, we have introduced a degree of flexibility into the scoring system through which applicants' strengths in some areas can offset weaknesses in others. We do, however, require a minimum amount of action under each key issue and each action area (A and B) to ensure awards winners are taking a whole food system approach:

- ***For bronze you must score a minimum of 4 points under each key issue and a minimum of 2 points under each action area (A and B).***
- ***For silver you must score a minimum of 8 points under each key issue and a minimum of 4 points under each action area (A and B).***

The remainder of the points needed to reach the total bronze or silver point requirements must be made up from additional activity and achievement under other key issues. This flexible scoring approach is illustrated in the tables on the next page.

Due to the huge breadth and depth of potentially relevant action as well as the need to consider the scale and circumstances of the place applying before being able to decide how many points are merited, we cannot provide precise guidance on how many points you will score for a particular action. For all levels of the award, however, there is a facilitated and iterative application process through which we give feedback to applicants on how many points the action

and outcomes they intend to cite are likely to score. This iterative process ensures applicants do not waste lots of time on producing a very detailed final application when it may be evident early on that they are unlikely to achieve the number of points required.

*It is also worth noting that while the format of the awards has recently changed, the overall benchmark of achievement needed for each level of the award has not and we therefore **highly recommend** that prospective applicants review the applications of successful previous award applicants on our website to get a clear sense of both the level of achievement required and the type of content to include.*

Bronze illustration:

	Key Issue 1	Key Issue 2	Key Issue 3	Key Issue 4	Key Issue 5	Key Issue 6	Total
Section A (2 points minimum, 8 points possible)	Actual score 5	Actual score 4	Actual score 3	Actual score 2	Actual score 4	Actual score 2	This combined score would achieve the bronze award as it reaches the 36 points required
Section B (2 points minimum, 8 points possible)	Actual score 4	Actual score 2	Actual score 3	Actual score 2	Actual score 2	Actual score 3	
Total for key issue (4 points minimum, 16 points possible)	Combined Score 9	Combined Score 6	Combined Score 6	Combined Score 4	Combined Score 6	Combined Score 5	

Silver illustration:

	Key Issue 1	Key Issue 2	Key Issue 3	Key Issue 4	Key Issue 5	Key Issue 6	Total
Section A (4 points minimum, 8 points possible)	Actual score 7	Actual score 6	Actual score 5	Actual score 4	Actual score 6	Actual score 5	This combined score would achieve the silver award as it reaches the 72 points required
Section B (4 points minimum, 8 points possible)	Actual score 7	Actual score 6	Actual score 8	Actual score 4	Actual score 7	Actual score 7	
Total for key issue (8 points minimum, 16 points possible)	Combined Score 14	Combined Score 12	Combined Score 13	Combined Score 8	Combined Score 13	Combined Score 12	

The word count for each key issue and each action area in the application form is limited. In allocating points, the panel will be making an assessment of how significant the activity and achievement is for each based on a strong narrative and a range of clear evidence that illustrates the breadth and depth of activity and the scale and reach of impact. Ideally, the evidence cited will include numerical data relating to different types of activity and intervention, participants and beneficiaries as well as specific examples. You may want to use hyperlinks to further information on these specific examples in order to remain within word count limits. The panel will also be looking at the extent to which the activity in any particular action area or key issue is strategically connected so that it delivers more than the sum of its parts and contributes to long-lasting food system change.

Section 2: Application Form

Name of food partnership applying: Cambridge Sustainable Food

Name of person leading application: Sam Dyer

Contact telephone: 07732 113680

Contact email: sam@cambridgesustainablefood.org

Award being applied for: Silver

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

We believe that to transform a place's food culture and food system requires a joined-up strategic approach and committed long-term collaboration between individuals and organisations across every sector and at every level, from community grassroots and third sector organisations to businesses and council leaders. Key to achieving this are: a strong cross-sector food partnership and an inspiring and ambitious food vision backed by a clear strategy and action plan. At bronze we would expect to see a cross-sector partnership in place; a 12-month action plan covering all key food issues; and some recognition of healthy and sustainable food in local policies, strategies and plans. At silver, we would expect your partnership to be robust, embedded and sustainable; a 3-year strategy and action plan that is endorsed and supported by the local authority; and for local policies, strategies and plans to be actively and effectively promoting healthy and sustainable food.

What success might look like:

1A) Establish a broad, representative and dynamic local food partnership - this could include but is not limited to the following:

- Establish a local cross-sector food partnership involving public and third sector, business and community representatives that meets regularly and is committed to working together across all key food issues (mandatory at bronze).
- The partnership has clear terms of reference and operates in an open, transparent and democratic way. Members represent a wide range of sectors and communities including those with lived experience of food issues as well as organisations and institutions (mandatory at bronze).
- Key institutions, including the local authority and other strategic bodies recognise and endorse the local food partnership and actively support its efforts through policy, strategy and planning and by providing funding and/or other support (mandatory at silver).
- Establish working groups linked to the core food partnership to enable those with specific interests, skills and remits to lead on and work together to more effectively tackle key food issues, supporting them and others to be effective ambassadors for the partnership's work.

1B) Develop, deliver and monitor a food strategy/action plan - this could include but is not limited to the following:

- Your food partnership develops, publishes and regularly reviews a food strategy and/or action plan (mandatory 12 months at bronze and minimum 3 years at silver) that covers all key food issues and is based on an open consultation with a wide range of stakeholders.
- The food strategy/action plan is being delivered, with the food partnership helping to coalesce and coordinate action as well as measuring progress in terms of both activity and outcomes (mandatory at bronze and silver).
- Develop and promote a food charter, manifesto or equivalent that encapsulates the food vision, principles and ambitions for your place and get individuals and organisations to commit to action that will help to achieve those ambitions.
- Develop and promote an identity (brand/logo/strapline) for your initiative and use this as an umbrella to connect and promote all the inspiring work on healthy and sustainable food happening in your place.

Key Issue 1: Taking a strategic and collaborative approach to good food governance and action	
Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel.	
A) Establish a broad, representative and dynamic local food partnership	Points
<p>Partnership Board</p> <p>The current Partnership Board, which meets 6 - 8 times annually, is composed of 16 members and represents a cross sector of food organisations: food poverty, community knowledge and skills, strategy and governance, planning, community farming, public health, university catering, local supply chains and retail. Terms of reference can be found here and details of Partnership Board Members here. The Food Partnership Board is made up of nominated key stakeholders as well as open to interested individuals and organisations.</p> <p>Food Poverty Alliance</p> <p>Food Poverty Alliance workCambridge Food Poverty Alliance is reported to the Partnership Board and the views of those with lived experience of food poverty (obtained through surveys and interviews) are reflected in the Food Poverty Action Plan. The Cambridge Food Poverty Alliance meets monthly, and is composed of 11 steering group members and 14 associate members. It has terms of reference.</p> <p>Sustainable Procurement</p> <p>A Sustainable Food Procurement Group was established in 2019, with representation from the City Council, local business and the Soil Association Terms of reference here. This follows the successful introduction of Sustainable Food Policies by Cambridge University and many of the Cambridge Colleges.</p> <p>Growing</p> <p>Cambridge Community Growing Group, run by the Cambridge University Botanic Garden, has 12 community garden members.</p> <p>Community Food Hubs</p> <p>There is a Community Food Hub Group, meeting monthly, representing 9 Food Hubs e.g. Abbey People. These were set up in response to Covid but are now considering how to continue whilst embedding sustainable food practices.</p>	Do not fill

Support, Policy, Strategy

The City Council adopted a [Sustainable Food Policy](#) in 2018, which formally recognises CSF as lead partner in the city. Sustainable food is one of six key objectives in the new 2021- 2026 [Climate Change Strategy](#); it is included in the [Anti-Poverty](#) Strategy and in the recent [Sustainable Design and Construction Supplementary Planning Document](#). The Council has also officially endorsed the [Food Poverty Action Plan](#) and created the post of [Lead Councillor for Sustainable Food](#), who sits on the CSFP board. It supports CSF with funding for food poverty, community outreach and business work, as well as allocating funding for a surplus food redistribution hub and community kitchen. During Covid, the City Council has seconded two employees to CSF. Cambridge University and Colleges Catering Managers' Committee Sustainable Food Policies [here](#) and [here](#) support Cambridge becoming a Sustainable Food City. South Cambridgeshire District Council is funding CSF to deliver [Food for Our Future](#), a climate change campaign.

The CSF Partnership Board includes a representative from [Natural Cambridgeshire](#), which is establishing a sub-group on [sustainable food](#). CSF was a founding member of a campaign group, [Cambridge 2030](#), formed in 2020 to address inequality and improve progress towards the UN Sustainable Development Goals – a member of CSFPB is on their advisory board. CSF's CEO is part of the City Reference Group for the Covid-19 response, as well as the Climate Leaders group hosted by the City Council, and on the [Cambridge Doughnut Economics Group](#) which is being promoted by [Cambridge City Council](#).

B) **Develop, deliver and monitor a food strategy/action plan**

Action Plan

The Cambridge Sustainable Food Partnership produced a [Sustainable Food Action Plan](#) for 2017-2020 and consultation on the new [Sustainable Food Action Plan](#) began towards the end of 2019 through a public launch event, [press](#) and online consultation. However further face to face consultation was put on hold due to Covid 19. We continued to collect feedback and suggestions during this time [through our website](#) and we restarted consultation at the beginning of 2021 with a [social media campaign](#) and series of workshops with the Partnership Board. The [Cambridge Food Poverty Action Plan](#) 2019 - 2023 developed through workshops, interviews with those with lived experience and questionnaires. It is contained in the new Sustainable Food Action Plan as well as being a standalone plan. We plan to revise our Action Plan with public-facing consultation workshops and events post Covid.

Our Annual Report summarises progress and measures success on activities and campaigns in the action plan and we will undertake a final review as we did [for our previous action plan 2017-21](#).

Manifesto

Our [Manifesto](#) supports the Action Plan and asks [people](#), [businesses](#) and [organisations](#) to join the Food for Change movement and contribute ideas to the new Action Plan, as well as pledging to take personal action. There is a [pledge-award scheme for food businesses](#), backed up by detailed [business support pages](#). Cambridge Carbon Footprint (represented on the CSF Partnership Board) has recently developed a Carbon [Footprint calculator](#) (for individuals) and a [Climate Change Charter](#) (commissioned by Cambridge City Council) – Cambridge Sustainable Food had input into these and provided the background support information for the food section of the charter, which links to CSF's website. The Charter has one pathway for "[individuals and households](#)" and another for "[businesses and organisations](#)" and is being [widely promoted by the City Council](#).

Partnership Board members are involved in delivery of partnership projects and campaigns as well as giving strategic direction and oversight. They are also at the forefront of developing new and innovative food initiatives such as [Cambridge Food Hub](#) and [CoFarm Cambridge](#), projects such as [Healthy Start Veg Box scheme](#) which involves [Cambridge Organic](#), [Vegetable Festival](#) (with 46 partner organisations) and Sugar Smart (which had a multi-agency steering group, including public health).

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Identity and Branding

From the beginning (2014), CSF worked with a designer to develop a strong brand and identity, with posters, leaflets, [logos](#), [T-shirts](#), [banners](#) and our website having a recognisable image. In 2014 CSF chose to sponsor the [Eat Cambridge Festival](#) and was allocated an [extra-large stall](#) in the foyer of the Food Fair, which established our presence in Cambridge. In early 2019, the Partnership Board worked with a marketing expert (pro bono) to refresh our image, delivering a more coherent message ([Food for Change](#)) with a more up-to-date and consistent logo, colour-schemes and imagery for our [website](#), social media ([Twitter](#), [Facebook](#) and [Instagram](#)), as well as all public-facing posters and other documents.

Key Issue 2

Building public awareness, active food citizenship and a local good food movement

We believe that to drive a shift towards healthier and more sustainable food requires high public awareness of food issues and widespread participation in food-related activity, by both individuals and institutions, as part of a growing movement of active food citizenship. Key to achieving this are: communications and events that can inspire people about the role, importance and joy of good food; practical engagement opportunities such as growing, cooking and sharing food in every community; and a facilitated network through which food actors of every kind can connect and collaborate on-line and in person as part of a local good food movement. At bronze, we would expect to see a range of public events and engagement opportunities and the beginnings of a local food network. At silver, we would expect to see widespread public participation in food-related activity and a dynamic and connected local good food movement involving people from all walks of life.

What success could look like:

2A) Inspire and engage the public about good food - this could include but is not limited to the following:

- Raise public awareness of food, health and sustainability issues through a variety of communication channels, ideally including a regular newsletter, websites, social media, magazines, film shows and radio and press pieces.
- Provide a wide range of free opportunities for people to learn about, share and enjoy healthy and sustainable food - e.g. through talks, challenges and competitions, demonstrations, intercultural and intergenerational events, food festivals and town meals.
- Ensure opportunities to actively participate in community food initiatives are promoted to people from all social and cultural backgrounds through print, broadcast and on-line media and/or via open days, food trails and volunteering programmes.
- Develop a public facing umbrella-campaign to encourage individuals and organisations to take (and register) direct action in support of healthy and sustainable food, for example through the development of an on-line platform such as Bristol's Going for Gold or FoodWise Leeds.

2B) Foster food citizenship and a local good food movement - this could include but is not limited to the following:

- Establish a network for community food activists that provides on-line and face to face opportunities to share inspiration, ideas and resources and to work together on a range of food initiatives (mandatory at silver).
- Ensure communities can access and take control of green, brownfield and unused building spaces that can be used for food social enterprises and community food projects, for example by mapping available assets or offering special lease options.
- Support local community food initiatives through a small grants programme and access to tools and resources, as well as through advice and training on project planning, raising money and working with volunteers.
- Increase participation in food growing and related activities through increased allotment provision, the incorporation of growing sites into new and existing developments, the development of edible landscapes and through initiatives such as Incredible Edible and The Big Dig.

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

Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel.

A) Inspire and engage the public about good food***Points***

Prior to the establishment of the CSF partnership there was little focus or promotion of sustainable food in the city. CSF has worked hard to build a solid foundation for an overarching umbrella campaign - our Good Food Movement through it's campaigns, communications and [website](#). During winter 2019 CSF relaunched its [Food for Change Manifesto](#) at a [Grafton Centre event](#), starting a conversation about sustainable food in Cambridge, with visitors asked "What fires you up about food?" and invited to [sign the sustainable food pledge](#). This campaign will be further developed in 2021 post Covid.

Cambridge aims to involve people from all social and cultural backgrounds in food activities. Cambridge Ethnic Community Forum sits on the CSF Partnership Board and Food Poverty Alliance steering group.

[Time Credits](#) are used in Cambridgeshire by many organisations, including CSF, to encourage volunteering.

Media

CSF has a strong social media presence and regular coverage in wider media:

- [2,260 Facebook](#) followers
- [2,903 Twitter](#)
- [1,771 Instagram](#)
- 897 bimonthly [newsletter](#) subscribers
- Talks and presentations e.g. [workshop and talk on food waste](#)

Campaigns

CSF has developed an excellent track record of leading public facing campaigns and frequently involves other organisations through steering groups, event organisation and publicity:

Sugar Smart

- Launched in partnership with [Cambridge United Charitable Trust](#) 3000+ people, [watch the film](#)
- [Campaign with Cambridge University Hospital](#) - stills video, quiz and stall
- 10 young people [make a video](#)
- 22 people took up a Sugar Smart challenge

Waste Less Save More

- [Campaign overview](#)
- Cambridge [Pumpkin Fest](#) 2018 - 17 events over 10 days, over 3000 people participate
- Zero waste kitchen challenge: 8 cookery workshops with 20 households completing the challenge (22 adults and 19 children)
- Feed the 1000 event - feeding 1000 people from surplus food
- Food Saver Champions: 9 stalls at events and fairs

Veg Cities

- [Cambridge Veg Fest](#) 2019 - week long event with 41 partners to deliver 16 events, 7 stalls, 4 cookery demos, 3388 people participate
- 10 Big Dig participating groups
- Diverse cuisines were represented at [Veg Fest town meal](#)
- Local restaurant group Cambs Cuisine promotes '[Kids Veg Out](#)' campaign
- Field to fork to face!: special veg dishes and menus from eight local food businesses, totalling over 1,963 covers.

Others

- [Food for our Future - Food Waste Challenge](#).
- [Love Food Hate Waste](#)
- [Grow a Row](#)
- [WWII rationing challenge](#) (p6)

Demonstrations, Workshops, Films, Stalls

- Talks and demonstrations, e.g. [celebrity chef Ready Steady Cook](#) (p17) and community meals
- 2018 Sustainable Film Festival, [Films for Our Future](#), organised by a multi-agency steering group (including CSF). 'Just EAT It' shown as part of Food For our Future
- CSF runs [Thyme to Cook](#), 30-40 City Council-funded [free cookery sessions](#) (pages 8/9)
- The annual [Eat Cambridge Festival](#) promotes local food to thousands via Food Fair + fringe events.

Food Growing

- [Cambridge University Botanic Garden](#) runs [Community Growing Group](#) (12 community gardens)

<ul style="list-style-type: none"> ● Transition Cambridge runs food growing projects, Facebook and newsletter. ● CoFarm, Cambridge city's new community farm encourages local volunteers to co-create the farm under expert guidance. 	
<p>B) Foster food citizenship and a local good food movement</p>	
<p>Cambridge has a strong network of food activists and CSF seeks to promote ideas and opportunities for collaboration with individuals and the voluntary sector. We are currently working with the 9 new Community Food Hubs to move beyond emergency food response to become ward-based centres for sustainable food. We are working with the City Council to build a community kitchen and permanent redistribution hub which will act as a focus for community action.</p> <ul style="list-style-type: none"> ● CSF runs a volunteer management system for 8 Community Food Hubs and hosts volunteers' Facebook group (over 200 members). March 2020-21: 337 volunteers, volunteering over 18,350 hours ● Partnership members have links to and are members of other network groups e.g. CambridgeDoughnut Economics, Transition Cambridge, Cambridge Carbon Footprint, City Council Climate Change Forum ● CSF's Building Community Food Knowledge, Skills, Resources and Projects web pages provide advice and signposting to local groups ● CSF website hosts the Community Food Map ● Cambridge also supports voluntary groups and individuals to repurpose surplus food e.g. FoodCycle, Community Fridges ● CSF initiated "Grow A Row" during lockdown, encouraging allotments/streets to grow extra to donate to Emergency Food Response. 15+ people/organisations/ allotments involved. <p>Cambridge has strong communal food growing traditions, fostered by Transition Cambridge, which initiated many still-active projects. The lead is now Cambridge Community Growing Group, with 12 core members (including Cropshare, Growing Spaces, Empty Common Community Garden) and another 7 on its community garden map. It runs events, free training sessions, identifies funding opportunities, encourages volunteering, promoting members' activities through social media. Transition Cambridge website includes "what can I do?", such as where to source seeds/compost. Transition runs free "Grow Your Own" sessions at Trumpington Allotments. Seedy Sunday is Cambridge's major annual event for food-growing activists, attracting hundreds of visitors.</p>	<p>Do not fill</p>

<p>CoFarm, Cambridge's first community farm (7 acres, started growing in 2020), runs volunteer training days, working with local volunteers for its 2-acre organic market garden.</p> <p>The City Council directly manages 120 existing allotments at 8 sites, and there are a further 14 sites managed by allotment societies. 2 more sites in new areas are being developed, meaning there are 5 more sites than 2 years ago. Clay Farm Community Shed has received planning permission for a greenhouse/tool library. The Council also supports growing spaces and take-up of new allotments and community gardens in new housing developments to encourage residents to grow their own food e.g. recently granted meanwhile lease has led to the creation of "Joy's Garden" in Queen Edith's. There is an allotment network for Cambridge/surrounding villages. All new urban extensions have good food growing provision. Greater Cambridge Shared Planning's Sustainable Design and Construction SPD includes food growing.</p> <p>City Council supports sustainable food projects through Community Development grants, Sustainable City grants, where criteria include "Increase access to sustainably produced food for residents", and smaller Area Committee Grants. It is also allowing CSF to use a community centre as a temporary surplus food redistribution hub rent-free while it looks for a more permanent site.</p>	
Total	

Key Issue 3

Tackling food poverty and diet related ill-health and increasing access to affordable healthy food

We believe good food is a right not a privilege and that everyone should be able to eat healthily every day, no matter who they are, what they do or where they live. Key to achieving this are: ensuring all those in danger of going hungry or suffering malnutrition are able to access nutritious food while working to address the underlying causes of food poverty; raising awareness of what constitutes a healthy diet and giving people the skills, resources and support needed to feed themselves well; and changing people's food environment - from institutional settings to high streets - to ensure affordable healthy food is available and accessible to all. At bronze we would expect to see a wide range of initiatives that are working to make this a reality and are having a measurable impact

on people's lives. At silver, we would expect to see evidence that this is becoming a reality across most social groups, settings and neighbourhoods in your city, particularly amongst those groups most at risk.

What success could look like:

3A) Tackle food poverty - this could include but is not limited to the following:

- Establish a multi-agency partnership involving key organisations as well as people with lived experience, to identify and tackle the full range of issues that contribute to food poverty in a joined-up strategic way, ideally as part of the Food Power, End Hunger UK or Feeding Britain initiatives.
- Ensure high quality social food provision for people who might otherwise go hungry or suffer malnutrition, for example through the Healthy Start voucher scheme; Rose Vouchers; free school meals; breakfast, after school and holiday meal provision; lunch clubs and meals on wheels.
- Promote fair wages through local authority adoption of the real Living Wage for its own staff and for contractors and via campaigns to raise other employers' awareness and adoption of the Living Wage and the benefits this brings.
- Train health professionals, welfare advisers, housing and voluntary organisations in food poverty issues so they can effectively direct those experiencing food poverty to welfare support and local hardship funds, as well as to emergency food aid at times of crisis.

3B) Promote healthy eating - this could include but is not limited to the following:

- Run healthy eating and drinking campaigns including Sugar Smart, Veg Cities, Change4Life, Baby Friendly and the 50 Fountains Challenge; and give preferential treatment to healthy food ads, for example by offering them free advertising space, while restricting junk food ads.
- Provide and promote a wide range of healthy eating and healthy weight support services and initiatives, including diet and nutrition advice and support, cooking skills training, exercise and social prescribing programmes.
- Promote the adoption of holistic healthy food culture transformation programmes - such as those developed by Food for Life - in a range of settings such as nurseries, schools, colleges, hospitals, care homes and workplaces.
- Map access to healthy food against transportation routes, income, health data, proximity to schools etc. and work to prevent the proliferation of unhealthy food outlets as well as to ensure people can access affordable healthy food/drink near to where they live, work and play*.

** This could include working with caterers (cafes, takeaways and restaurants) and retailers (supermarkets, local convenience stores, markets, food coops) to increase the availability, affordability, variety, quality and display of fruit and vegetables, particularly in deprived areas; introducing or reinstating public drinking fountains; and/or including access to affordable healthy food in your Local Plan, Supplementary Planning Documents or other planning policy.*

Key Issue 3: Tackling food poverty and diet related ill-health and increasing access to affordable healthy food	
Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel.	
A) Tackle food poverty	Points
<p>CSF CIC is the lead organisation for the Cambridge Food Poverty Alliance, formed in 2018 as part of the Food Power network. The Alliance has 25 organisational members and meets monthly. CSF's Partnership Coordinator is also Food Power's regional mentor and is working with the County Council to facilitate a county-wide approach to food poverty.</p> <p>Cambridge Food Poverty Alliance</p> <p>Over 3 years, CFPA has:</p> <ul style="list-style-type: none"> ● Produced a report on food poverty in Cambridge ● Organised Cambridge's first food poverty conference - 70 attendees ● Co-created Cambridge Food Poverty Action Plan (endorsed by City Council) through consultation workshops, interviews and questionnaires ● Led Cambridge's Coronavirus Emergency Food Response (see report) ● Constantly updated signposting to emergency services ● Created 9 community food hubs in low-income areas, with central supply of surplus/fresh donated food. <p>COVID and the Emergency response</p> <p>CFPA's success was a key factor in the City Council's asking it and CSF CIC to lead Cambridge's Coronavirus Emergency Food Response. This has meant coordinating a whole city approach.</p> <p>Between March 2020 to April 2021:</p>	Do not fill

- 4518 holiday lunches to 308 families, including 785 children
- Distributed 266 tonnes of food, over 37 tonnes of which was surplus food
- There were 36,636 visits to the Food Hubs with 2390 deliveries made to households by the hubs
- CoFarm donated 2.3 tonnes of locally grown fresh produce
- 8251 community meals prepared, of which 4611 were delivered to households and 3640 sent to the Food Hubs.

High-quality social food provision

- [Holiday hunger programme](#) which is run by a steering group of voluntary sector organisations, CSF and the City Council
- Council-funded [cookery workshops](#) programme for low-income families (+ [recipe booklet](#) created by CSF)
- 4 City-Council funded [community fridges](#) (transitioned into community food hubs for COVID-19)
- [Fairbite Food Club](#) 100-member social supermarket
- Free/ low-cost community meals ([FoodCycle](#), [lunch clubs for older people](#), [churches](#)) – see [community food map](#)
- [Meals-on-wheels](#) service
- [Karim Foundation](#) and [Cambridge Ethnic Community Forum](#) ensure that culturally appropriate food is available
- CSF CIC runs campaigns to increase [Healthy Start](#) voucher uptake (5% increase in uptake in CB4) including creation of [Healthy Start Veg Box Scheme](#).

Living Wage

The City Council was officially accredited by the [Living Wage](#) Foundation in 2014. [75 city businesses also signed up](#), including Cambridge University. The Council employs a Living Wage Officer who promotes the scheme and holds a Living Wage Week every year with workshops and talks. In 2019 Cambridge received a Living Wage Champion Award from the Living Wage Foundation.

Information and Training

The website [Making Money Count](#) provides useful referral to agencies in Cambridgeshire. CSF produced a [signposting tool](#) for professionals to support rapid referral for those in need. CSF ran training for midwives (30 attendees) on Healthy Start vouchers and on food poverty for Children's

Centre Managers (8 attendees) and county-wide youth workers (13 attendees). The regularly updated Coronavirus emergency food signposting tool for organisations, created by CSF on behalf of the CFPA, is distributed widely. Web pages are available for professionals and the public.	
B) Promote healthy eating	

Local Authority

Cambridgeshire County Council, represented on CSFPB by Public Health manager, is responsible for promoting the health and wellbeing of residents, including obesity, diet, physical activity, better nutrition and healthy lifestyle in hospitals, GP practices, pharmacies and the community. Its [Healthy Weight Strategy](#) (to 2019, currently under review), aims to support people towards healthy weight through diet and exercise. [Everyone Health](#), commissioned by County Council, provides a range of healthy lifestyle support including diet and weight management. [Be Well Cambridgeshire](#) also provides advice and support in this area. [Let's Get Moving](#) promotes local exercise activities and Change 4 Life. The City Council is also committed to [supporting free exercise referrals](#) by GPs for low income residents.

Cambridge United Community Trust

CUCT provides:

- [Community fitness groups](#) including: [healthy stadium tours](#) (+healthy eating talk), [Man v Fat football](#)
- Free, socially-distanced, [multi-sports sessions in low-income areas throughout summer holidays with free lunches](#).

Breastfeeding

There are a range of initiatives supporting breastfeeding:

- Cambridge Breastfeeding Alliance provides [resources](#) and a [Facebook group](#) (428 members)
- [Rosie Maternity Hospital](#) provides specialist advice and resources
- [La Leche league Cambridge](#) provide online breastfeeding support via Zoom/Facebook
- [Ely Milks](#) online breastfeeding support
- [Cottenham Breastfeeding Cafe](#) weekly drop-in
- [Haverhill Breastfeeding Friend](#) peer to peer support.

Campaigns

Do not
fill

CSF runs healthy eating/drinking campaigns e.g.

- [Sugar Smart](#) (p7), [Veg Cities](#): both reached 3,000+ people
- [World War 2 Rationing Challenge](#) (pictures p13 – featured dietician talking about health improvements during rationing)
- Cambridge City Council promotes a [Refill scheme](#) (110 refill points) and is installing 10 new drinking fountains in the city.

Cookery Workshops

Free cookery classes run across the city:

- [CSF](#) ran 16 sessions 2019/20, plus sessions at holiday hunger programme
- [Red Hen](#) developed online courses, 2 x 6 week budget course 2019/20
- [Let's Cook Project](#) delivers sessions at Romsey Mill, online content/cookery sessions for Abbey People.

Healthy Start

We have an ongoing campaign to increase uptake of [Healthy Start vouchers](#), including:

- Stalls/materials promoting vouchers
- Cookery sessions based on fruit and veg
- CFPA/CSF CIC partnered with a local box scheme to [deliver weekly veg boxes](#) + healthy recipes, 12 targeted families in return for HS voucher + £2.

Food For Life

There are 25 nurseries/schools/colleges catered by Food For Life Served Here (FFL) contractors/hold an award themselves (9 Gold Served Here, 15 Bronze Served Here, 2 Early Years). FFL representative sits on the CSF Procurement Group.

Other

[Healthier Options](#) (33 businesses) scheme in Cambridgeshire works with city and North Cambridge businesses near schools to improve quality of food takeaways.

Cyrenians' Homeless project has an allotment. [Cambridge in Abundance](#) offers food growing and cookery sessions with a "plot to plate" approach. City Council's [Sustainable Design and Construction SPD](#) includes food growing in new developments.

CFPA produced report on [food deserts and food swamps in Cambridge](#) and is looking at schemes to improve access to healthy food in 'deserts' e.g. Healthy Start Veg Box.

There is an active [East of England Social Prescribing Network](#).

Total

Key Issue 4

Creating a vibrant, prosperous and diverse sustainable food economy

We believe that to make good food a defining characteristic of where you live depends, ultimately, on ensuring healthy and sustainable food businesses - from producers and processors to retailers and caterers - are mainstreamed as part of a revitalised local food economy. Putting good food entrepreneurs and enterprises at the heart of local economic development and promoting them to consumers not only ensures that buying healthy and sustainable food becomes the easy choice but also creates jobs, businesses and prosperity while regenerating high streets and city centres. At bronze, we would expect to see evidence that the local authority and other key bodies recognise the role and importance of sustainable food enterprises and are actively working to support their development and success. At silver, we would expect such enterprises to have become a significant part of your local food economy and to be positively reshaping the high street and wider food environment.

What success could look like:

4A) Put good food enterprise at the heart of local economic development - this could include but is not limited to the following:

- Retail, tourism, planning and economic development strategies, policies and services actively support the development and long-term success of healthy and sustainable food businesses and a circular food economy.
- Protect and/or re-establish vital sustainable food infrastructure to support shorter and value-based supply chains, such as local processing and wholesale businesses, city centre and other food markets, food hubs and distribution networks.
- Support sustainable food entrepreneurs and enterprises by providing vocational training, business planning advice, grants and financial advice, and access to land and premises through special loan and lease options and business rates reductions and holidays.
- Work to improve the diversity of the retail offer by supporting more independent retail and market stalls and more value-based retail, such as Better Food Traders and the Pantry model.

4B) Promote healthy, sustainable and independent food businesses to consumers - this could include but is not limited to the following:

- Enable consumers to find local producers, shops, markets, cafes and restaurants selling healthy and sustainable food via a well-promoted, easy to use on-line directory of local good food businesses.
- Promote local good food businesses to the public using a range of communication tools, including media features and promotions, 'restaurant weeks', food awards and other marketing, branding and business recognition schemes.
- Promote greater consumer spending in local independent and sustainable food businesses through the introduction of local currency and loyalty schemes and via promotional campaigns.
- Provide local producers with increased opportunities to promote and sell their produce direct to consumers through on-line platforms and the creation of new regular or permanent markets, box schemes, meet-the-producer events and other initiatives.

Key Issue 4: Creating a vibrant, prosperous and diverse sustainable food economy	
Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel.	
A) Put good food enterprise at the heart of local economic development	Points
<p>There is significant support for good food businesses in the city, including:</p> <p>Development strategies</p> <p>City Council is supporting Cambridge Food Hub as anchor sustainable food business with meanwhile lease (15 years) in Cambridge North development, with larger plans for sustainable food quarter. This includes 20,000sqft affordable workspace for local start-ups focused on sustainable food and fighting climate emergency, incubator kitchens, food growing, cafe and potentially CSF's community kitchen and food redistribution hub.</p> <p>Cambridge Market, foodPark and Food Social are thriving food zones, supporting sustainable food SMEs through flexible/affordable leasing options. Tourist Information and Cambridge Food Tours focus strongly on food independents. Doughnut Economics (including food) under development with City Council support.</p> <p>Sustainable food infrastructure</p> <p>Cambridge Market is at the heart of the city's sustainable food culture, with stalls trading in the Market Square since the middle ages. Fresh, local produce available every day, Sunday Market features many local/organic food traders. Won NABMA award (2017). Council allows award-winning pasture-fed CamCattle to graze city commons. CoFarm rents unused urban farmland from church, receiving in-kind help from Council rangers plus grants to grow for Community Food Hubs.</p> <p>Cambridge Food Hub created infrastructure facilitating direct trade between local food producers/processors and buyers (independent shops/restaurants, University colleges). Goods are traded on Open Food Network; Food Hub provides logistical services (including electric van delivery). A value-based system, supply chains coordinated to eliminate waste and enable equitable food distribution e.g. Healthy Start Veg Box. ClickitLocal/Mecommi zero-emission delivery service for local producers.</p>	Do not fill

Support for food enterprises

City Council offers market pitches [£10+/day](#), some commercial units for independents (lower rents and 3-month notice) and rate relief for [eligible food businesses](#). Cambridge Food Hub secured meanwhile lease on new City Council-owned North Cambridge development. [Cambridge BID](#) has support [fund](#) for independents, used by [Cambridge Food Hub](#), [CoFarm](#). [Grub Club](#) runs [award-winning](#) networking events for people in/supplying the food industry. CSF has a mentoring [scheme](#) and [online advice/signposting](#).

[Allia](#) provides a free incubator programme, training/support for social/environmental start-ups e.g. [COGZ](#) online marketplace for surplus/imperfect produce. Food start-ups/SMEs e.g. [BeeBee Wraps](#) access support through Cambridge University-hosted [EIT Food](#), [Cambridge Social Ventures](#), [Accelerate Cambridge](#), [ideaSpace](#) and [CISL](#).

[Combined Authority](#) funded [Barn4](#): office/laboratory/outdoor trial space for sustainable agri-tech start-ups/SMEs. Support [Eastern Agri-Tech Growth Initiative](#), including food producers, with funding. [NIAB](#) runs '[Meeting of Minds](#)', a free, SME service to discuss sustainable farming ideas with experts.

Retail diversity

As well as supporting Cambridge Market, City Council sets sustainability standards for food traders at events on Council-owned land. [Folk Festival](#) (14,000 visitors annually), specifies sustainable food/packaging in trader terms/conditions and is increasing local traders. Encourage implementation through advice/green deposit scheme, received '[outstanding](#)' [Greener Festival award](#). Similar approach for other events.

[FoodPark](#) (started 2014 as alternative to high rents), moves its high-quality street food vans to different venues. [COFCO](#) and [University Botanic Garden](#) are [Better Food Traders](#). [Arjuna](#) and [Daily Bread](#) are wholefood cooperatives. [Fairbite](#) operates pantry model.

<p>B) Promote healthy, sustainable and independent food businesses to consumers</p>	
<p>Good food businesses are promoted widely across the city through:</p> <p>Online directory</p> <p>CSF’s searchable Sustainable Food Directory of over 90 food businesses enables people to choose sustainable food: farmers’ markets/market stalls; shops selling local produce; box/delivery schemes; “eating out” section (restaurants; street food). It is the most visited page on our website (over 12,000 views). Businesses are highlighted through regular social media posts and campaigns. Big Barn also promotes 15 Cambridge-based businesses.</p> <p>Promoting good food businesses and local spending</p> <p>Thousands attend EAT Cambridge's annual two-week festival, celebrating 50+ independent, local food and drink producers with stalls at main events, talks/demonstrations in Corn Exchange + a wide range of fringe events, including on food sustainability.</p> <p>Businesses participating in CSF campaigns e.g. Veg Cities (36 businesses) and Taste Not Waste (15 businesses) promoted through eg press, radio and social media. Promotion of 33 local food businesses assessed for CSF's Award Scheme, with 28 award-holders (7 gold, 16 silver, 5 bronze). Winners receive certificate, window sticker + email logo. Scheme featured in local media. 59 subscribers on a business newsletter mailing list, functions as a peer-learning network, offering training events/sharing good practice.</p> <p>Award-winning Cambridge Food Tour promotes local food businesses to hundreds of tourists. CSF developed online sustainable food tour (12 businesses, including market - 250 visits). Cambridge BID promotes local food businesses and runs Love Cambridge Restaurant Week featuring 40 independents. Cambridge BID offer Love Cambridge gift card, which can be used in participating food businesses. Indie Cambridge promotes local independents through regular magazines and online (109 food businesses).</p> <p>Promoting and connecting producers with consumers</p> <p>CSF and its partners have developed a wide range of initiatives through which local producers can better promote and sell their produce direct to consumers including:</p>	<p>Do not fill</p>

<ul style="list-style-type: none"> ● Box schemes: Cambridge Organic sources vegetables and fruit from 12 local growers + larger number of local food producers/processors, doubling weekly box deliveries during Coronavirus. Cambridge Fruit Company delivers fruit, veg and other local produce e.g. meat and bread. Waterland Organics CSA has its own veg box scheme and CSA scheme with Cambridge Cropshare volunteers. Flourish Produce (Cambridgeshire farm using regenerative agriculture) delivers veg boxes to Cambridge. ● Markets: Cambridge market, open every day with local veg stalls. Sunday farmers' market, several local fruit and veg stalls, eggs, meat and bread. Traders also sell online via clickitlocal and/or mecommi. City Council promotes markets, stallholders and those offering delivery. CSF usually holds annual pop-up farmers' market showcasing local producers as part of campaign (e.g. Pumpkin Fest, Veg Fest). Press coverage: Veg Fest, Pumpkin Festival ● Direct selling: Hodmedod's (East Anglian company) sells British beans and pulses via mail order and stocked by Cambridge shops (Ariuna) and box schemes (Cambridge Organic); Prospects Trust, Darwin Nurseries (therapeutic community farms) and Radmore Farm Shop sell their own produce direct to the public. Radmore and Cambridge Organic also sell other local food (including home deliveries). foodPark's 12 food trucks travel to four outdoor venues weekly across Cambridge, promoted on social media, can draw hundreds each day. 	
Total	

Key Issue 5

Transforming catering and procurement and revitalizing local and sustainable food supply chains

We believe that catering and procurement provide a uniquely powerful lever for promoting good food. By transforming catering across a wide range of settings - including nurseries, schools, colleges, hospitals, care homes, workplace canteens and smaller scale catering outlets - it is possible not only to improve the eating habits of many thousands of people but also to create the large scale demand for healthy, sustainable and local food needed to underpin a fundamental shift in the food production and supply system. At bronze we would expect to see examples of sustainable food procurement policy and accredited practice in a range of institutions. At silver we would expect to see healthy and sustainable food catering becoming the norm across a full range of institutions, supported by strong local authority leadership as well as significant changes to how the procurement supply chain operates, so that it is more accessible to local, sustainable, independent and smaller scale producers and other food businesses.

What success could look like:

5A) **Change policy and practice to put good food on people's plates** - this could include but is not limited to the following:

- The Council develops and formally adopts a Sustainable Food Procurement policy and strategy that promotes healthy and planet friendly diets and incorporates specific commitments to source sustainable, local and ethical products.
- Individual public sector bodies adopt healthy and sustainable food policies, including nutrition standards; healthy catering and vending; 'tap water only; local, organic and other climate/nature friendly produce; responsibly caught/farmed fish; less but better meat and ethical standards such as Fairtrade.
- Public sector organisations and large private caterers achieve recognised healthy, sustainable and ethical food accreditation, such as Food for Life Served Here, Marine Stewardship Council and Compassion in World Farming awards.
- Restaurants and other small-scale catering outlets improve their food offering as part of national accreditation schemes such as Food for Life Served Here and the Sustainable Restaurants Association or through local schemes such as the Healthy Catering Commitment and Bristol Eating Better.

5B) **Improving connections and collaboration across the local supply chain** - this could include but is not limited to the following:

- Establish a local cross-sector sustainable food procurement group or equivalent forum to bring together procurement officers, caterers, suppliers and other decision-makers to drive, track and promote better catering and procurement policy and practice.
- Enable procurement officers and catering businesses to source more of their ingredients from local and sustainable producers and processors, for example via local supplier directories and through meet the supplier events.
- Enable small scale local producers and other sustainable food businesses to better access large scale procurement markets, for example through the introduction of dynamic food procurement and facilitated cooperative supply initiatives.
- Work with procurement and supply stakeholders over a larger geographic region to develop a more strategic approach, including taking advantage of opportunities for greater aggregation and integration of local producers.

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

Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel.

A) Change policy and practice to put good food on people's plates***Points***

Council Policy

City Council's [Sustainable Food Policy](#) and newly agreed Climate Change Strategy commits to incorporating sustainable food principles in catering contracts/food procurement, including public events. [Folk Festival](#) (14,000 visitors annually), specifies sustainable food (Fairtrade, organic where possible, Red Tractor minimum, some traders vegan) and packaging (no plastic bottles, compostable serving trays/reusable cups) in trader terms/conditions. Encourage implementation through advice/green deposit scheme, donate surplus food, ['outstanding A Greener Festival' award](#) (including procurement). Similar approach for other events. Council in process of installing 10 new drinking fountains in city, switched to reusable cups from indoor water dispensers and promotes [Refill scheme](#) (110 refill points).

Wider food policies and accreditations

[Cambridge University](#) has comprehensive [sustainable food policy](#) since 2016 (no ruminant meat, reducing meat/dairy, promoting plant-based). [University Sustainability Department](#) (UDS), which includes [sustainable food, reviewed policy](#): land use footprint reduced 25%, carbon footprint 34%, while increasing profits. Colleges' Catering Managers' Committee (CMC), represented on CSFPB, agreed [Sustainable Food Policy](#) (2018). 12 colleges have sustainable food policy statements. Colleges serve 100 million meals +/-year to students, tourists and conference delegates. UDS links to [colleges' food actions](#).

Chair of CMC (on CSFPB) collects data on colleges/university:

- 9 Colleges+University Catering Service (UCS) Good Egg Award
- UCS+Anglia Ruskin University (ARU)+3 colleges have Fairtrade status, 8 others sell products/follow principles
- 4 colleges SRA award (3-star (1), 2-star (2), 1-star (1))
- ARU, UCS+6 colleges MSC fish; 22 signed [Sustainable Fish Cities pledge](#) (following CSF campaign [Cambridge received one SFC star](#))
- 19 colleges [Green Impact Scheme](#) awards (including food), run by USD: 5 platinum, 11 gold, 2 silver, 1 bronze
- 19 colleges "no single-use plastic bottles" policy: water fountains/sell Keep Cups, tap water in reusable glass bottles at formals.

25 nurseries/schools/colleges, teaching over 9,000 children, catered by Food For Life Served Here (FFL) contractor/hold award themselves (9 Gold, 15 Bronze, 2 Early Years). [Lunchtime Company](#) caters to 9 schools (Bronze FFL, Good Egg Award, MSC fish). [Aspens Services](#) caters to 4 schools/colleges, (Gold FFL, Good Egg Award). [Sodexo](#) has a Bronze FFL (Nuffield Hospital+Astrazeneca). Bradfield Centre catered by [CH & Co](#) (FFL Silver, 3-star SRA, cage-free eggs, higher-welfare meat, responsible seafood policies).

Do not
fill

<p>Moller Institute serves 25,000 people/year: purchasing policy, MSC fish, eggs/chicken free-range, Fairtrade products, ISO 14001, Gold Green Tourism Award (both include food). Wilson Vale caters to Microsoft Research canteen and Clare Hall (MSC fish, European Chicken Commitment). 16 Cambridge venues SRA members.</p> <p>CSF's Business Award Scheme (33 assessed, 28 award-holders (7 gold, 16 silver, 5 bronze)) includes points for sustainable sourcing policy, seasonal menus/stock, higher welfare meat/eggs/dairy, organic produce, MSC fish, Fairtrade products and Healthier Options scheme membership/providing healthy products. CSF offers online guidance materials, sustainable food policy templates for businesses/organisations. Developed policies/self-assessment toolkit for EIT Food MAKEit programme members/caterers across Europe, led by Cambridge University.</p>	
<p>A. B) Improving connections and collaboration across the local supply chain</p>	
<p>Sustainable food procurement group</p> <p>A Cambridge cross-sector procurement working group, including CSF, City Council procurement officer, Cambridge Food Hub and Food For Life regional manager, meet quarterly. Terms of reference include tracking/recording and promoting sustainable catering accreditations. Established in 2019, the group had met twice and begun to prepare a work plan, when lockdown started. Since then no meetings have been held. Collecting data to track local policies and accreditations had already started, with details of universities/colleges/other organisations and businesses . Colleges Catering Managers Committee (Chair on CSFPB) also works on sustainable procurement across University colleges.</p> <p>Promoting sustainable/local producers</p> <p>CSF's Sustainable Food Directory includes a wholesale section to enable local businesses to find local, sustainable suppliers. Madingley Hall (Cambridge University), hosted several “meet the supplier” events over last few years, focusing on sustainable/local food. CSF invited local suppliers to have stalls at business networking meetings organized around Sustainable Food Pledge and Award Scheme for Businesses.</p> <p>Cambridge Organic sources produce from 12 local growers and sells other local/sustainable food (eggs, honey, baked goods, preserves) from 19 local suppliers via its organic box delivery scheme (supplying business-to-business customers, households). Deliveries more than doubled to 1,200+/week since March 2020.</p> <p>Increasing market access and developing a strategic approach</p>	<p>Do not fill</p>

[Cambridge Food Hub](#) is reaching out to local producers to increase their access to larger scale markets and develop shorter supply chains. It has been part of [Open Food Network](#) (business-to-business sales) since 2019, with 16 local producers and growers promoted virtually through the Hub. Darwin and Pembroke Colleges have placed orders with the Hub via the Network, ARU has committed to do the same. The Hub recently secured a meanwhile lease (15 years) on premises in City Council-owned north Cambridge development, which will form part of a sustainable food quarter (see 4A). This will enable further development of local supply chains and increased market access for small-scale local producers.

Cambridge University requires all companies included on University's Preferred Supplier List to meet the requirements of [Sustainable Food Policy](#). Product specification (seasonality, local sourcing, vegetarian/vegan/special diets) and sustainability account for 40% of weighting in scoring system for new tenders. [University Catering Service](#) and College caterers are members of the Catering Managers' Committee (CMC), which decides the Preferred Supplier List. Sustainability criteria are included in all CMC contracts. Local/regional suppliers are represented in each food procurement category, from which colleges can choose to buy e.g. [Hilary's vegetables](#), [Radwinter game](#). Around two thirds of £40 million annual spend is with locally/regionally based suppliers.

Initial discussions are taking place with County Farms with aim to develop strategic approach and facilitate/improve access to local markets. CSF is working with NIAB to identify ways to extend our growers' network and enable routes to local markets.

Total

Key Issue 6

Tackling the climate and nature emergency through sustainable food & farming and an end to food waste

We believe that tackling the climate and nature emergency is the single greatest challenge of our time and will require a radical shift in our food and farming system towards agroecological production, sustainable diets and an end to food waste. By changing what we, as individuals and institutions, choose to eat, we can transform what, how and

where food is produced and thus help to minimise any negative impacts on climate and biodiversity. At the same time, by tackling the tragedy of food waste, we can balance the need to feed a growing global population while remaining within planetary boundaries. At bronze, we would expect to see significant action on promoting and supporting sustainable food production and consumption, improving resource efficiency throughout the food chain and tackling food and food-related waste. At silver, we would expect to see an effective strategic and systemic response to the negative climate and nature impacts of the local food system.

What success could look like:

6A) Promote sustainable food production and consumption and resource efficiency - this could include but is not limited to the following:

- Declare a climate and nature emergency and work with public sector institutions, businesses and citizens to deliver a joint strategy to drastically reduce the climate and nature impact of your local food system, as outlined in the 'Every Mouthful Counts' Declaration and Guide.
- Develop and deliver a land use and management strategy that protects, enhances and makes available all Grade 1 and 2 urban and peri-urban land for both community growing and commercial sustainable agriculture.
- Provide farmers, growers and land managers with training, advice and support on how to adopt agroecological production and management techniques and food businesses with support to improve resource efficiency and sustainability across all aspects of their business.
- Deliver city-wide campaigns to promote a mainstream shift to sustainable food - including fresh, unprocessed, seasonal, local, organic, less and better meat and dairy, high animal welfare, Fairtrade, Sustainable Fish Cities and the Real Bread Campaign.

6B) Reduce, redirect and recycle food, packaging and related waste - this could include but is not limited to the following:

- Ensure the Food Waste Hierarchy is incorporated into and shapes an integrated city-wide food waste policy and strategy that minimises food and packaging waste, eliminates food waste from landfill and ensures surplus food and food waste are diverted to the most appropriate purposes.
- Establish a food waste collection scheme for homes and businesses that redirects food and food-related waste for composting, energy recovery (AD) or animal feed (where permitted); and promote community composting through the provision of resources and sites for communities to use.
- Raise public, business and institutional awareness of food waste and encourage them to measure and reduce it via campaigns and events such as Love Food Hate Waste, Feeding the 5000, The Pig Idea, Disco Soup, No Loaf Lost, Your Business is Food and Guardians of Grub.
- Ensure the effective collection of consumable surplus food from all stages in the supply chain, from farms to retail, and redistribute it to organisations feeding people in need while working to raise the nutritional standards of the food aid being offered.

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

Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel.

A) Promote sustainable food production and consumption and resource efficiency	Points
<p>Cambridge City Council, South Cambridgeshire and Cambridgeshire County Council have declared climate emergencies.</p> <p>City Council Declared climate and nature emergencies and convenes a cross-sector City Leaders' Climate Group. Whilst the City Council has had a Climate Change Strategy since 2008, it has recently consulted on and adopted a new strategy of which sustainable food is a key objective. As part of its work to engage the city the Council commissioned a new Climate Change Charter. CSF wrote the food section of the Charter which links through to the CSF Award Scheme for businesses. The City Council runs a Sustainable City fund for CO2 reduction initiatives e.g. CSF work with businesses.</p> <p>Cambridge University/ Colleges Cambridge University and many associated Colleges have sustainable food policies and successfully reduced meat consumption. Research conducted - CO2 reduction of 34% per kg of food purchased due to policy changes by Cambridge University (79,863kg purchased 2018). Most of Cambridge University's rural estate and farm is managed under Higher Level Stewardship agreement with Natural England. Cambridge University worked with #NoBeef to develop 'change pack' for organisations and educational settings showing that removing beef/lamb isn't only environmentally better, but also healthier and more profitable.</p> <p>Cambridgeshire Fens Biosphere creation programme includes protection of Grade 1 and 2 land. Natural Cambridgeshire (sustainable food sub-group) promotes initiatives that foster stewardship and good farming practice. Countryside Restoration Trust purchases farmland/woodland where traditional farming methods, wildlife habitat/biodiversity are threatened e.g. Lark Rise Farm in Cambridgeshire.</p> <p>Cambridgeshire County Council is working with county farm tenants to introduce carbon assessments and to promote nature and soil friendly techniques, and is actively seeking opportunities for peri-urban agriculture on county land.</p> <p>Peterborough Environment City Trust ran Business Energy Efficiency Cambridge and Peterborough programme to improve energy efficiency in 270 small businesses (including food) through grants and support to end March 2020.</p> <p>CoFarm</p>	Do not fill

<p>CoFarm's core design principle is farming in harmony with nature and an agroecological approach. CoFarm works in collaboration with Nature Friendly Farming Network, Pesticide Action Network and Soil Association on nature-friendly and peer-to-peer training for farmers. CoFarm and Institute for Continuing Education (Cambridge University) are developing a foundation degree in CoFarming. CoFarm aims to expand to 500 acres of community farming in and around Cambridge (interest from landowners: National Trust; Cambridge Past, Present & Future; conventional farmers considering transition to agroecology). RSPB are providing biodiversity and natural capital monitoring for a pilot site in Abbey Ward and have approved at national level to scale up work with CoFarm. NIAB are providing training, advice and support on agri-tech.</p> <p>CSF</p> <p>CSF website has pages on business resource efficiency and sustainability. In 2021/22 CSF is running a Zero Carbon Communities "Food for our future" campaign, focusing on reducing meat and dairy plus food waste reduction, and is working with SFP to develop a national campaign on Climate Diets. CSF also runs campaigns for businesses: Sustainable Fish Cities (25 organisations signed up, including 22 University Colleges), Taste Not Waste (15 participating businesses).</p>	
<p>B) Reduce, redirect and recycle food, packaging and related waste</p>	
<p>There are many initiatives across the city working to reduce, redirect and recycle food-related waste.</p> <p>Redistribution Centre, Food Hubs</p> <p>City Council has committed to funding CSF/Food Poverty Alliance to set up a surplus redistribution centre/kitchen. At present at temporary community centre site. In 2020/21 the hub distributed 266+ tonnes food to those most in need - 37 tonnes sourced through local businesses, 120 tonnes from Fareshare Ipswich and the rest from donations and surplus from FareshareGo/other schemes e.g. Neighbourly. This food has gone to local groups/organisations and 8 Food Hubs. They are part of a Whatsapp group (45 members) who coordinate pickups and share produce. CSF created nutritional guidelines for use by community groups.</p> <p>Cambridgeshire and Peterborough</p> <p>The Joint Municipal Waste Management Strategy sets out the aims of the Cambridgeshire and Peterborough Waste Partnership, in line with the Food Waste Hierarchy.</p>	<p>Do not fill</p>

[Greater Cambridge Shared Waste Partnership](#) (City and South Cambridgeshire) has a free food waste collection for households (free kitchen caddies) and a separate [commercial scheme](#). Food waste is composted in-vessel, with free compost for households/community organisations (CoFarm received 40 tonnes).

Council-commissioned Master Composter training provided in 2018 by [Garden Organic](#).

Raising Awareness

City Council employs a ['Recycling Champions'](#) coordinator to promote recycling, using WRAP's LFHW materials. Waste Management Park's [education department](#) works with communities to promote recycling.

After working with local businesses using WRAP's ['Your Business is Food; don't throw It away!'](#) campaign, CSF developed the business project [Taste Not Waste](#). 10 businesses participated, saving estimated 20.5 tonnes of food waste per annum, 6 businesses adopted food waste policies. ARU catering ran a successful campaign ['Food Waste: Sort It Out!'](#) (p4) with CSF and students' union. Some Cambridge colleges use food waste tracking tools e.g. [Chef's Eye](#).

CSF runs a food waste reduction campaign most years e.g. [Love Food Hate Waste](#), [Waste Less Save More](#), [Pumpkin Festival](#), [Feeding 1,000](#), Kids' Disco Soup; [Celebrity Chef Ready Steady Cook](#), Zero Waste Kitchen Challenge ([Annual Report](#) p8). Environment Networks at Cambridge Assessment and Cambridge University Press run [Zero Waste Pop-Up Markets](#) for staff.

Collection Schemes

[Cambridge Food Hub](#) runs the [Green Coffee Shop Scheme](#), delivering local products to cafes, collecting caddies of coffee grounds (26 businesses pre-COVID) for recycling into [BioBean coffee logs](#) or to [Waterland Organics](#) as soil improver. Over 30 tonnes so far. Also ran a similar [crisp-packet recycling scheme](#).

Cambridge-based company [Better Origin](#) is establishing a network of AI-powered insect mini-farms to recycle food waste into animal feed.

[COGZ](#), Cambridge-based start-up, making surplus/imperfect produce available for purchase online directly from growers, reducing supply chain waste. The CSF Partnership Board includes a representative from

<p>Redistribution</p> <ul style="list-style-type: none">● City Council funded CSF to set up 4 Community Fridges, these are at present being used as the basis for the Community Food Hubs● Cambridge community organisations receive surplus food from Fareshare to distribute to people in need (City Food Bank's Fairbite Food Club)● Volunteer-run Cambridge Foodcycle, cooks three healthy community meals every week to vulnerable people, using surplus food.	
<p>Total</p>	