

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: *Good Food in Greenwich*

Name of person leading application: *Pedro da Costa*

Contact telephone: *07712261604*

Contact email: *pedro@gcda.org.uk*

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 remit 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><i>Good Food in Greenwich (GFiG)</i> has a long history of innovative work on food and has, since its launch in 2014, positively influenced the borough's food system. Since 2015, the borough has been recognised as one of the leading boroughs in the Good Food for London report. The council fully endorse the partnership through partial funding, recognising the impact poor diet and food poverty has on its residents. The GFiG agenda is referenced in several strategies and policies including:</p> <ul style="list-style-type: none"> • Greener Greenwich Strategy (See pages 22 and 25) • Royal Greenwich Joint Health and Wellbeing Strategy (See pages 5,24,25,26 and 28) • Carbon Neutral Plan (See pages 23, 25 and 39) • Healthy Weight Action Plan (See pages 1 and 2) • Economic Development Strategy (See pages 5 and 7) • High Streets for All • The RBG Social Value Framework (See pages 2 and 6) • The RBG Advertising Policy <p><i>To coordinate and drive the work of GFiG, the following governance structure has been put in place:</i></p> <p>Steering Group (SG): meets quarterly, comprised of 15 members representing a cross sector of organisations including, food poverty, community knowledge and skills, strategy and governance, planning, community farming, public health, education, local supply chains and retail. Terms of reference here. The SG report to the Healthy Weight Taskforce and the RBG Health and Wellbeing Board. Members are involved in delivery of the Action Plan, partnership projects and campaigns as well as giving strategic direction and oversight.</p> <p>Network: supports the SG, comprised of 150 members from the public sector, third sector, businesses and residents. Members meet quarterly and operate as a network of community food champions/activists promoting healthy sustainable food, GFiG and its charters.</p> <p>The SG and Network are supported by working sub-groups which also aid in the development of the Action Plan. These include:</p> <p>Food Response Group</p> <p>Emergency food response for the borough, providing 12,000+ residents with food, 300+ infants with a safe supply of infant formula and creating clear pathways with a cash first approach. The group consists of housing associations, school caterers, the Greenwich Foodbank, Welfare Rights, Children's Services, Public Health, Environmental Health, Charlton Athletic Community Trust and Greenwich Co-Operative Development Agency (GCDA). The group monitors the data returns on food</p>	Do not fill

poverty and oversees the strategic approach to food insecurity. This group replaced the Food Poverty steering group who in 2016 completed a [Food Poverty Needs Assessment](#) (FPNA) and developed the original Food Poverty Action Plan.

Food Action Alliance

22 local community organisations who provide food aid or low-cost food in the borough. 6 weekly meetings bringing relevant stakeholders together to find sustainable solutions to address food insecurity in local communities. Alliance facilitates knowledge exchange, partnership development and action planning between community organisations working to improve food access in Greenwich. A WhatsApp group exists for members to share resources, ideas and best practice.

Food Growing Network

Launched in 2021. 6 weekly meetings and an Annual Food Growers Conference for those with growing interests to exchange insight and experiences and make decisions on how food growing should progress in the borough.

Good Food Retail Group

Established in 2021, the group consists of members from GFIG, Environmental Health (EH), Public Health (PH), RBG Business Support, GCDA and the Chamber of Commerce. GFIG retail statement [here](#). Early tasks include the development of a good food retail charter and plans to coordinate all retail-based interventions including Healthy Start, the Healthy Convenience store model, markets work, the Shop Local agenda, the Greenwich One Card and sustainability interventions.

Sustainable Food Procurement Working Group

Established in 2021 – representation from the RBG, GFIG, Chamber of Commerce and local businesses, the group has initiated the development of a Sustainable Food Procurement Framework for Greenwich.

See GFIG structure [here](#).

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

In Greenwich, we have worked hard to integrate the good food agenda into the broad health, wellbeing, anti-poverty, economic development and sustainability agendas. As a result, GFIG and all food related work is required to regularly feedback to Council committees, for example the Health and Wellbeing Board and Children and Young People’s Scrutiny Committee. The progress of GFIG is also monitored through the annual Sustain/ GLA Good Food for London report. GCDA is the coordinating GFIG organisation, working closely with other partners to oversee action plan progress.

Action Plan

GFIG has produced a [draft Action Plan for 2022-2025](#) and launched a [borough wide consultation](#) in July 2021 which will inform the final version of the plan. The consultation was launched in partnership with RBG. The plan, together with borough wide consultation has helped the partnership develop a holistic approach to

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messaging, [membership and individual pledges](#), as well as better engagement with GFiG signatories. The consultation was launched online due to COVID-19 restrictions, but we are now planning on carrying out public-facing consultation workshops and events.

The Food Poverty Action Plan

In place since 2017, in response to the [FPNA](#) and updated in 2019 following consultation with strategic and delivery partners, along with those with lived experience. The [Action Plan](#) is currently being updated in response to the learnings from Covid-19 by the Food Response Group (strategic food insecurity oversight group). The Action Plan is focussed on a cash first approach but also includes London Living Wage, Healthy Start, Holiday Meals, Holiday Activity and Food programme, Greenwich Foodbank, food pantries and communications.

GFiG Charters

[Charters are in place for individuals, organisations and businesses](#) to sign up to in order to recognise their commitment to the GFiG principles. There is now a clear pathway on the website to become GFiG certified and achieve charter status. Follow-up support is also offered for anyone making a pledge and every 6 months a round of engagement is carried out in order to understand where signees currently stand when it comes to their sustainability practices. There is an annual review process to track charter progress and identify any further support needs.

Identity and Branding

From its inception, GFiG has worked to develop a strong brand and identity, with comms, a social media plan, events, posters, leaflets, logos, stickers, banners and [website](#). In 2020, the partnership focussed on making the GFiG website more interactive with easy-to-access resources. GFiG is recognised as an umbrella brand for all 'good' food related activity. (See KI2.A)

Contracts and Commissioning

GFiG and food related activity is monitored as part the food environments, cookery clubs and adult learning contracts, with specific KPIs in place for many areas of the GFiG action plan, including cookery clubs, business training and food growing.

Total

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

RBG has retained, since 2019, its spot in the top three of the '[Good Food for London](#)' league table for demonstrating leadership on healthy and sustainable food. GFiG, its members and partners raise public awareness of healthy sustainable food through a variety of channels.

Media

GFiG has a strong social media (followers below) presence and regular coverage in wider media (including *Maritime Radio* and the *Greenwich Visitor*):

- Facebook: 611
- Twitter: 1790
- Instagram: 1046
- Monthly newsletter subscribers: 953
- Talks and presentations (workshop and talk on food waste with [Olio](#)): 5
- [Online resources](#)

Other (using the GFiG brand):

- [GFiG Website](#)
- [LiveWell Website](#)
- [University of Greenwich \(UoG\): Sustainability Website](#)
- [Waste Management Website](#)

Campaigns and Interventions

Sugar Smart borough since 2017, with 70+ businesses, schools, organisations and children's centres signed up. Sugar Smart is now a key first step to achieve for early years settings joining the Healthy Early Years Award (HEYL) from the Mayor of London, with staff knowledge sessions on healthy eating and menu planning delivered three times a year. Highlights since 2017 [here](#).

Surplus Feasts

Bi-annual event organised by GFiG with the help from its volunteer network and in partnership with FareShare. The aims are to raise awareness of GFiG and food waste, to create volunteering opportunities, and engage with more 'hard to reach' people. All meals served are made from surplus foods:

- Woolwich Winter Warmer 2017 – 700+ meals
- Great Get Together 2018 – 700+
- WCCC 2019 – 900

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Food Festivals

Event which showcases local traders who are all signed up to GFiG with aim promote healthier and more sustainable food. Started in the Cutty Sark Gardens in 2016 with [20 traders, cooking demos, food waste talks and food growing activities](#) (3000 attendees). 2018 (4000+). Plans will be renewed post Covid-19 restrictions.

Cooking and Food Waste Minimisation Demos

10 per year since 2016 (3 at Surplus Feasts, 4 at Maritime Museum Events, 3 at Big Half) attended by an average of 250 people.

Healthy Eating Talks and Demos

Between 2020 – 2021, 8 talks with 83 attendees. The cookery clubs contract has a minimum of 12 healthy eating workshops each year. HE talks and demos also take place across schools and early years settings across the borough.

GFIG Borough Wide Consultation

[Consultation](#) launched in 2021 to engage everyone in the direction of GFiG's food strategy and sustainable food plan for the borough. Council supports our bid for Silver. Currently engaged with over 20 people. Due to COVID-19, GFiG was no able to carry out face-to-face engagement – this will start June 2022. A KPI of 500 responses before the end of the year is in place.

City Lit

GFiG [partner funded to run workshops](#), including healthy eating sessions, waste and menu planning. GCDA has commissioned 6 of these workshops in the last year at the Woolwich Common Community Centre. See RBG's [Adult and Community Learning Strategy](#).

Healthy Early Years (HEY) and Healthy Start (HS)

RBG provides dedicated support to schools and early years settings working to achieve Healthy Schools London, Food for Life and HEY London awards. All programmes which have criteria based on inspiring and engaging local families re good food. All programmes are accessible to all early years and school settings, reaching thousands of families through the 200+ educational settings.

Other Campaigns and Interventions that Build Public Awareness:

- Healthy Start/[Holiday Activity and Food Fund](#) (See KI3.A)
- Reduce Reuse Recycle (See KI6.B)
- Capital Growth/Food Growing (See KI2.B)
- Shop local (See KI5.B)
- Cookery Clubs (See KI3.B)
- The RBG Superzone (See KI2.B)
- Food for Life (See KI3.B)
- The Start Well and Young Greenwich Integrated Early Years and Youth Contracts

B) Foster food citizenship and a local good food movement

A driving force responsible for the successful public engagement experienced over the last four years comes from:

- [Community Food Champions](#) (456). A recent survey found 94% circulate relevant food messages and information through a variety of channels, with 39% sending messages to 50+ people.
- [GFIG's Network](#) (See K11.A). [Volunteers who have worked on a range of initiatives](#). The results are demonstrated across several KPIs (e.g. promotion and charter sign up, Cook and Freeze, Surplus Feasts, Pop-Up Kitchens).

To get more people active on good food and connecting more existing good food activists, GFIG engages with:

- [LiveWell's Community Champions](#) (81)
- [Council's Community Hub Volunteers](#) (1000+)
- [Sitopia Farm's Volunteers](#) (300+)
- [Climate Emergency Network](#) (147)
- [Greenwich Mutual Aid](#) (1000+)

Interventions That Build Good Food Citizenship

As part of its Action Plan, GFIG is currently developing a Community Food Map displaying all community food resources (categories will include food banks, holiday lunches, community meals, Healthy Start retailers, and community fridges/pantries and food growing).

Food Growing

6 GCDA managed growing sites across the borough, 18 Royal Greenwich managed allotments and two community-led growing areas on council land in Abbey Wood and Maryon Park. In addition, there are [several community gardens, resident-led growing spaces and a horticultural society that have been mapped with details of volunteering and visiting information via GFIG](#). Highlights from last 4 years [here](#).

Sitopia

New [community farm/hub](#) established in 2021 with the help of 300 volunteers and is offering volunteer opportunities and team away days to help with vegetable growing. In 2022, Sitopia will launch pop-up feasts and supper clubs, seminars, and food growing workshops.

University of Greenwich

UoG has pledged to GFIG to give all students access to food growing. UoG has a [Community Edible Garden](#) which provides training and volunteering opportunities. The garden supplies their kitchens with herbs and other vegetables. The University's Stockwell Street building has one of London's largest green roofs where students have been working and undertaking research including urban agriculture and aquaponics.

Community Meals - GFIG Pop-Up Kitchens

Food champions are helping deliver sustainability and food waste reduction messaging. These are also promoted through a range of food education opportunities and via the Environmental Champion network. (See K13.A)

Thamesmead Superzone

Place-based health improvement intervention recognises improving access to healthy food as one of its key ambitions, including a focus on improving the shops offer, food growing, cookery clubs and developing food champions.

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Workplace Health

Healthy eating is a key component of the workplace health agenda. RBG has recently worked with the GFIG partnership to achieve the GLA workplace health accreditation and develop GFIG branded food resources about healthy vending and healthy eating. These resources were commended by the GLA and promoted to organisations working towards accreditation.

Support, Training, Funding

GCDA and GFIG offer free training, support and advice to food businesses and residents. This includes:

- [GFIG Membership](#) and free [food business support pack](#)
- GCDA's [Launch you Food Business](#). A 10-week course which covers everything a budding new food entrepreneur would need to know in order to start trading
- [GFIG's Business Workshops](#)
- [Organic Food Growing](#)
- [Greenwich Kitchen](#): 75 food businesses since 2016 (See KI4.A)

Other

- In 2021, 6 organisations received small grants through the Covid Winter Grant to undertake food projects supporting existing work, including supporting the purchase of equipment for teaching cooking classes, growing groups, along with the development of food aid projects. This grant is being offered in 2022. There were several rounds of participatory budgeting with residents voting on which projects to fund in the community. Several projects funded were food related including growing and cooking.
- [HAF](#) (See Food Poverty section for detail). Local food businesses are supported to work in partnership with the HAF programme.
- [Greenwich Neighbourhood Growth Fund](#) has, over the last 4 years, funded 5 food businesses and food growing projects.
- The [South East London Chamber of Commerce](#) (SELCC) currently offers business support to 12 food businesses.
- [Royal Greenwich Business Awards](#) are organised by the council with support from SELCC. There's a specific category for food that is used to celebrate businesses that are sustainability champions and help drive the local economy.
- [Greenwich Greener Business Programme](#) is funded by the council and offers support to help businesses develop better sustainability practices. Its Greener Business Network functions as a community hub where free resources and information can be accessed.
- Food businesses can also access funding/grants directly through their local councillors.

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>Food Response Group (FRG) has developed a pathway for food aid along with a food quality statement for all partners to avoid using food which is high in fat, salt and sugar embedding the GFiG principles. Greenwich has a cash first approach, with a long-standing Emergency Support Scheme to provide residents with finance.</p> <p>Cross directorate (Public Health, Welfare Rights, Children’s Services, Environmental Health and Comms) team has been working together since 2020 to deliver Covid Winter Grant, Household Support Grant and Holiday, HAF programmes. Achievements:</p> <ul style="list-style-type: none"> • 11000 breakfast bags delivered to all primary FSM and vulnerable children under the age of 5 – December 2020 • <i>Take and Make</i> boxes provided to all secondary FSM during 3 separate holidays (5000+) • Provision of small grants to community organisations to tackle food poverty (100K) • Provision of a grant to purchase nutritious, cultural food for 4 food pantries and large foodbank • Delivered HAF programme during school holidays. 60 programmes with spaces available for 8,000 children and young people. • Provided payments to all FSM children and young people across 7 different school holidays with 92% collection rate <p>Other highlights:</p> <ul style="list-style-type: none"> • Holiday Meal programme in place since 2016. Food now being provided during every school holiday – 39,420 meals since launch. Long-term council funded contract as a result of a small Children’s Health Fund pilot. • 3 food poverty training sessions delivered to the Greenwich Advice Network (50+ different welfare advice organisations). Dedicated food poverty presentation to the Health and Wellbeing Board in December 21. • Worked with the fruit and veg stalls 9 (see below) in local market to be registered to accept HS vouchers. • 4 food pantries set up since 2019, 1 FareShare pantry and 3 Family Action FOOD Clubs. • Food Action Alliance its first Annual Food Insecurity Summit (February 2022) - 3 speakers, 45 attendees. <p>COVID and Emergency Response</p> <p>FRG oversaw the development of:</p> <ul style="list-style-type: none"> • A food referral pathway • A box Scheme • Infant feeding pathway – Safe supply of infant formula and baby food for families in need. 300+ tins of infant formula have been supplied; each family has been supported by a dedicated health visitor to ensure they maximise their income through Healthy Start registrations too. 	<p>Do not fill</p>

Emergency Food Response

March 20 – March 2021, GFIG, and GCDA in collaboration with 30 community groups:

- Delivered 5,300 *Food Boxes*
- Cooked and delivered 30,000 meals using surplus food
- Redistributed 26.6 tonnes of surplus food
- Ensured everyone received nutritionally safe and culturally appropriate food that met GFIG guidelines
- Mapped community organisations providing food support/food aid
- Produced 7500+ meals using surplus food specifically for vulnerable residents.

Surplus Food

WCCC (See K16.B)

Community Fruit and Veg Stalls

Since 2016, GFIG set-up [fruit and veg stalls](#) in Children's Centres and 1 community centre, selling affordable produce for families to access and are used to engage them around healthy eating. Between 2016 and 2020, 1,456 stalls have provided over 1,000 tonnes of fruit and veg to families.

Community meals

- Between November 2018 and February 2020, GFIG, supported by 59 volunteer community food champions:
- Delivered 12 Pop-Up kitchens at 5 different venues
- Served 900+ meals with significant surplus also taken away by attendees (90Kg/meal)

Community Cook and Freeze

Surplus food was turned into frozen meals, by 30 volunteers. Distributed via 5 community groups to those in need over 18 months – providing cultural food for 3 community organisations supporting migrant communities. 10,000 meals were distributed.

Healthy Start (HS)

Working in partnership with Welfare Rights, mail outs to those households who are eligible for HS have taken place in 2019 and 2021. Market stalls were registered to accept HS vouchers. As of September 2021:

- Uptake is 62% (London 56%, UK 59%)
- Increased by 10% in the last year. 434 new beneficiaries signed up to the scheme
- Total of 2354 beneficiaries claiming vouchers

London Living Wage (LLW)

RBG is a Living Wage employer and launched its own Living Wage Campaign in 2014. 100+ businesses signed up, including UoG which, as of May 2020, committed to implement LLW for contractor staff. Council employs a LLW Officer who promotes the scheme and holds a LLW Week every year with workshops and talks.

Information and Training

Food Action Alliance

(See KI1.A) WhatsApp group exists for members to share information on how to access food, resources, ideas and best practice.

Other

- In 2021, EH team won an [award for outstanding contribution to local communities](#). FareShare's primary authority since 2017.
- Council funds emergency support services to provide emergency payments to those in financial crisis. Fund exists to support those not in crisis things to help keep them healthy and in their own homes. Also funds a referral route to welfare rights. Over 4 years, 600+ people have been advised through this and have gone on to gain £415,000+ as a result. 33% of clients have children, an increase from 22% last year. 68% of clients have an illness or disability.
- GCDA partnership with Rhodes Bakery to collect their surplus bread (90Kg/month) and distribute it to children's centres, schools, churches and other charities.
- Roots4Life: The GFiG partner and Steering Group member used surplus foods from the Felix Project for its first free [Community Meal which attended by 50 people](#).

B) Promote healthy eating

Supporting residents to access and eat a healthy diet is a corporate priority. Promotion of healthy eating through contracts, programmes and campaigns all supported by the Healthy Weight Taskforce action plan and GFiG. RBG has a whole systems approach involving [strategic efforts to address healthy eating across 10 key areas](#). Engaging with residents to understand their views and the challenges they experience around healthy eating is also key to the approach. In a HWB Strategy consultation (October 2018), 162 residents identified availability of unhealthy food and cost of healthy food as key issues. The [Healthy Weight Action Plan](#) has been developed to address this. Some examples of activity below:

- [Superzone](#) (See KI2.B) and [council has fully implemented the Local Authority Declaration to Reduce Sugar](#)
- [Advertising policy](#) which mirrors the [TfL advertising ban](#)
- RBG commission [CACT](#) to deliver a large-scale social prescribing programme. Health coaches support residents with healthy eating, budgeting and shopping locally. Between 2020 and 2022 out of 19000 referrals to the RBG social prescribing community hub, 8000 were food related.
- [Startwell](#) and [Young Greenwich](#): 2 integrated contracts where healthy eating are key components. From supporting new parents on infant nutrition via health visitors to delivering cookery sessions within youth centres and training staff on healthy eating.
- UNICEF Baby Friendly Initiative – RBG was the [first London borough where maternity, health visiting, and children's centres were all fully BFI accredited](#). All currently working towards reaccreditations in January 2023. Greenwich Breastfeeding Welcome supports local businesses and public spaces to welcome breastfeeding mothers. 200+ venues signed up.

Endorsed by the council, [charters](#) demonstrate how organisations and individuals can promote healthy and sustainable food to their local communities – signed by 150 businesses/organisations. Residents can also make [individual pledges](#) to eat healthier and more sustainable food. Over 200 people have made pledges on the website.

Cookery Clubs and Myth Busting Sessions

GFIG and GCDA are commissioned to deliver 60 cookery clubs/year where residents learn about healthy eating, sustainable food and cooking on a budget. Attendees can also access support to set up and deliver their own community cookery club through an OCN accredited course. Clubs are delivered to minimum of 550 residents/year. Clubs have also been delivered to 200 parents in children’s centres where they learn about healthy, sustainable food. Myth Busting Sessions happen 2x/month and cover a range of topics from healthy diets to understanding food labels – attended by an average of 20 people per session. Based on surveys conducted over the last 4 years, we have seen sustained changes in attendee behaviour with:

- 28% measuring salt
- 50% measuring oil
- 26% reducing daily sugar consumption
- 50% increasing fruit and veg intake

Sugar Smart

See K12.A

Refill Scheme

RBG promotes the scheme with 5 community fountains in place and 100+ organisations and businesses signed up to be refill sites.

Schools/Early Years

Through Healthy Early Years framework 5 healthy eating training sessions and 15 menu planning sessions have been delivered to early years providers. All children centres have achieved silver level accreditation. Training sessions are delivered to local faith groups on introducing solids. In schools, Food for Life supports primary schools with a whole school approach to transforming school food culture. [Practical training for all staff is available on food growing in school; cooking skills and food education; establishing curriculum links with a city farm](#). There are 16 engaged primary schools; 9 schools Bronze Food for Life; 1 school Gold Food for Life. 73 registered Healthy Schools.

Other Examples of How Healthy Eating is Promoted:

- Roots4Life – [Roots4Youth Cookery Club](#): Free cookery courses for children to learn how to cook healthy meals
- Workplace Health
- Weight management and diabetes prevention services
- Start Well/Young Greenwich contracts

• Fairtrade activity	
	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

This year, a specific multiagency Good Food Retail subgroup has been initiated to bring key stakeholders together to coordinate and develop good food retail opportunities. GFIG is committed to the development of a sustainable food economy through the promotion of good food retail, business, planning and regeneration opportunities. Greenwich recognises the role of a good food economy in improving food insecurity, health and wellbeing and sustainability through economic development, carbon neutral and health and wellbeing strategies. *Good food* opportunities are promoted through regeneration and planning, with public health officers formally commenting on 170 planning applications over 3 years (80% food related). Developers referred to GCDA to ensure food growing commitments are upheld within quality standards.

RBG Advertising Policy (See KI1.A)

Retailers can no longer advertise food and drinks high in fat sugar and salt and breastmilk substitutes on/in council property. [Policy](#) requires all partners to not promote visuals of unhealthy food (social media included).

Markets

Traders have been accepting HS vouchers since 2018 increasing opportunity for families to purchase more affordable fruit and veg. HS users visiting the market typically spend an additional 90 pence on top of the voucher value. Digital scheme introduced March 2022 with RBG funding provision of contactless payment readers for market traders to ensure sustainability. The RBG market strategy will include 4 community-based fruit and veg stalls as they reopen post Covid and a thriving market stall at Queen Elizabeth Hospital.

Good Food Retail Charter

The new [good food retail charter](#) will be used to engage local businesses to make good food commitments.

Convenience Store Model Pilot

After a successful [pilot](#) conducted with 3 stores in Plumstead to encourage them to stock a range of healthier items, allowing residents to access healthier options locally – part of the GLAs good food economy grant – sales of healthy produce (as outlined from the healthy basket model) increased. GFIG is now working with a local housing association (Peabody) to trial this model in the Superzone area of the borough.

Healthier Catering Commitment (HCC)

Accreditation scheme recognises businesses that demonstrate a commitment to reducing the levels of saturated fat, salt and sugar in the food sold in their premises, and to make smaller portions available on request. GCDA and EH offer face-to-face support to businesses and as of November 2021 there are currently 50 HCC accredited outlets, with new commissioning arrangements in place to scale this up to 90 in 2022.

Sitopia Farm

**Do not
fill**

Sitopia offers the borough a [new commercial food growing opportunity at a larger scale](#) than established community growing sites.

Made in Greenwich

[GCDA run shop](#) where the work of 50 local makers can be bought. Different food items have been sold over the years. Currently, shoppers can find honey from Greenwich hives and tea blends from a local business.

Pantries

See KI3.A

Food Business Support and Training

GCDA's Independent Food Business Network

Launched in 2019, the [network](#) has now 147 members. It is a peer-to-peer support network that meets quarterly to hear from industry relevant speakers, share and get feedback on new products. GCDA is commissioned to deliver business support training to food businesses and the RBG business support team also offer start up business training, ongoing support and guidance and the opportunity for food businesses to be nominated at the [Greenwich Business Awards](#). More details and success stories from members [here](#).

Council

Free business support is offered to small and medium sized food businesses to encourage growth in sales and job creation. This is in the form of a weekly surgery with monthly specialist training sessions including writing a press release, twitter training, sector specific financial issues and waste management.

Other

- [Greenwich Kitchen at GCDA](#): Professional production and training kitchen that incubates small businesses and where free 1-2-1 support is offered. New businesses are required to make a commitment to GFIG and are sign-posted to a directory of local suppliers. Hosts 15 new food businesses every year.
- Pantries (See KI3.A)
- [HCC](#) (See KI4.A)
- [GFIG Charter](#)
- Free [GFIG Business Support Pack](#)
- GDCA/GFiG offer [10-week food business courses](#) for those setting up new businesses
- [GFIG Business Workshops](#)
- [SEE: Business planning and financial advice](#)
- Food Retail Group (See KI1.A) and [GFIG's Retail Charter](#)
- Streeteries: As part of lockdown opening up plans, RBG supported local businesses to apply for pavement licences for outdoor dining opportunities. All applying food businesses were signposted to the GFIG website and encouraged to sign up to the GFIG principles.

B) Promote healthy, sustainable and independent food businesses to consumers

Online Directory

In 2021, in partnership with the council's Public Health and Data teams, GFiG has started the development of a searchable online food business directory which will go live in 2022. All businesses will either be GFiG charter approved or businesses with strong demonstrable sustainability practices. This will enable anyone in the borough to choose sustainable food.

Promoting Good Food Businesses and Local Spending

- RBG commissions GCDA to run a Sunday farmers market in Woolwich. [RARE Farmers' Market](#) offers free pitch to test trade, free opportunity for doing cooking demos to promote their products. GFiG has been working with the market to promote *Good Food*. The market features and champions local suppliers, producers and businesses such as [Honest Loaf](#) and the [Very Green Grocer](#)
- RBG has commissioned the running of the indoor model market in Woolwich with opportunities for local food traders – more stats to come!
- RBG Events team has partnered with GFiG to ensure that GFiG traders get first refusal and discounted stalls at events.
- [Greenwich One Card](#): First of its kind in the country; [combining leisure and library services](#) with [discounts at local shops](#).
- The GFiG logo will be adopted by businesses that have signed up to the GFiG charter
- [Greenwich Business Awards](#) which celebrate local businesses (including food and catering).
- [GFiG 'Spotlight On' Social Media](#) for promotion of businesses of who have signed up to the GFiG charter.
- [Shop Local](#) is a [campaign launched by the council in 2020 to help promote small and independent businesses and is now focusing on food and catering](#).

Promoting and Connecting Producers with Consumers

Sitopia Farm

(See KI4.A) Offers a wide [variety of seasonal vegetables, salad, herbs and fruits](#).

Box Schemes

- [Organic Greenwich](#), a veg box scheme. Established by GCDA, Organic Greenwich aims to offer a direct route to market for a local farm – Keat's Organic. It now has 3 pick-up points and can deliver seasonal, locally grown salads from Keat's farm direct to the consumer.
- [The Creaky Shed](#) supplies the local community with fresh locally sourced fruit and vegetables.
- [The Very Green Grocer](#) is a small family environmentally friendly business that provides the community with boxes with locally sourced vegetables and fruits.

Winter Grant Breakfast Bag Scheme

(See KI3.A) It involved commissioning 5 local businesses to supply the content for 11000 breakfast bags distributed via local early years settings.

Other

- Made in Greenwich (See KI4.A)
- GFiG Events – Opportunity for selling healthy and sustainable foods and for businesses to promote their products and sustainability practices. Summer Feasts are attended by over 3,000 people many of whom visited the stalls to discuss their produce and work. Feature only local producers and even showcased brand new businesses that had come through the Food Business Course (See KI4.A).

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<ul style="list-style-type: none">• UoG sells campus honey, made by a local beekeeper, through the students' union shops. They also worked with a farmer's market trade body to set up a farmers' market at their Greenwich campus.• Greenwich Kitchen at GCDA (See KI4.A)• GCDA also provides a preferred suppliers list which includes our local butcher and fishmonger, GCDA's own fruit and vegetable wholesaler and packaging providers. Since 2010, over 40 businesses have signed up to the conditions of use which includes commitment to GFIG's guidelines.	
	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

Several policies from food safety, workplace health, planning, etc (See KI1.A) contribute to policy impacting on good food on the plate. Some specific examples are outlined below.

Council Policy

RBG has a comprehensive food policy which covers sustainable procurement. To support the delivery of the policy, RBG Public Health issued 'good catering' [guidelines](#). In addition, the [Greener Greenwich Strategy](#) and [Carbon Neutral Plan](#) state that organisations across the borough should procure and operate within the GFiG guidelines, promoting sustainable, healthy, affordable food. This is supported by a [Social Value Framework](#) and [Social Value Policy](#) which are embedded into every contract and specification. In 2021, however, it became evident that a bespoke food procurement policy is needed – as a response to the wider role of the local authority – which makes more extensive reference to the GFiG partnership. This led to the creation of a Sustainable Food Procurement Working Group which is now developing a Sustainable Food Procurement Policy to be implemented in 2022. A framework will be in place incorporating GFiG, Carbon Neutral, HAF and environmental health requirements.

Other

- Business managers are responsible for the procurement of a large scale, borough wide school meals contract. They ensured that FFL silver was a basic requirement for the contract. 60%+ schools opted for Gold FFL menus with the remaining having silver. Food poverty also incorporated into the contract. This new procurement contract has a positive impact on 20,000 school meals every day.
- GFiG vending guidelines were produced in partnership with Better Health and shared with businesses with the help of the Chamber of Commerce to support in the procurement of healthy vending machines. There were also catering/healthy eating guidelines in place.
- RBG Public Health and Environmental Health successfully campaigned for the DfE to change the national policy to ensure that children and young people have access to safe food during the HAF programme. Food safety has now been included in the HAF 2022 guidance.
- [Advertising Policy](#) (See KI4.A)
- Council's Events Teams now works collaboratively with GFiG in order to only source traders that adhere to its guidelines.

Wider Food Policies and Accreditations

Greenwich has maintained Fairtrade status since 2015 and continues to be committed to conscious and significant procurement of Fairtrade products including tea, coffee and sugar. An integral part of RBG's plans is its Fairtrade Network, which helps monitor and enhance Fairtrade development. Council has also received

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<p>Compassion in World Farming’s <i>Good Egg and Good Pig Awards</i> and Good Dairy Commendation. RBG has signed the Local Government Declaration on Sugar Reduction and Healthier Food and is running a Sugar Smart campaign. Greenwich Fairtrade Network</p> <p>GCDA is in the process of developing a Sustainable Food Procurement Policy to be fully implemented in 2022. The policy will be integrated into all future contracts and cover all the food externally provided as well as food prepared on site.</p> <p>University of Greenwich UoG has a comprehensive Sustainable Food Policy which covers procurement and is reviewed annually. The university remains committed to maintaining the Gold Soil Association Food for Life Catering Mark across all menus, only procuring Marine Stewardship Council (MSC) certified seafood, organic, free-range, Fairtrade, seasonal and local.</p> <p>Sustainable Restaurant Association (SRA) As a result of incredible sustainability practices, including the implementation of sustainable procurement policies, 22 restaurants in the borough have been award by the SRA.</p> <ul style="list-style-type: none"> • 1 Star: 4 • 2 Star: 13 • 3 Star: 5 <p>GFIG Pledge/Membership This encourages individuals, businesses and organisations to sign up to a GFIG charter and/or make a pledge to procure, grow, sell and cook healthy, environmentally friendly food. (150 pledges since 2017)</p>	
<p>B) Improving connections and collaboration across the local supply chain</p>	
<p>Sustainable Food Procurement and Promotion of Local Sustainable Food Business</p> <p>The GFIG steering group created a tracking tool in 2017 in order to map the key settings across the borough and their uptake of healthy and sustainable catering accreditations. This includes Food for Life accreditation, Eat Better, Start Better, ISO 9001, Good Pig, Good Chicken, Good Egg, MSc, Sugar Smart, HCC, Fair Trade and signing up to Sustainable Fish Cities and Veg Cities. The data will be incorporated into an online directory (see KI.4B) which will allow for the better promotion by GFIG of businesses with sustainable food procurement practices. RBG has also identified all contracts under £10,000 – which must fully adhere to Social Value Procurement Commitment - to support more local procurement and is training commissioners to identify local providers. Economic development in Greenwich Council is developing 3 procurement portals for local food businesses, social enterprises and small businesses. RBG events team and parks department now refer to GFIG to procure caterers and food businesses with good sustainability practices/policies in place for events such as the Great Get Together and Woolwich Winter Warmer. Also, supporting local business and consideration of supply chain length are key criteria for HAF, Holiday Meals and Breakfast Bag schemes (see KI3.A).</p> <p>Fruit and Veg Stalls See KI3.A</p>	<p>Do not fill</p>

Pan-London Procurement Collaboration

RBG was an active member of joint procurement group [Procurement Across London \(PAL\)](#), buying alongside six other local authorities. This [enabled local authorities to purchase food collaboratively and at scale in multi-million-pound contracts](#), achieve cost savings, or cost-neutral purchase of higher quality items such as sustainable fish, higher welfare meat, and cage-free eggs. The main council provided food is now through 2 large scale school catering contracts. Both contracts commit to the principles of GFiG and are Food for Life served here silver level.

Promoting Sustainable Catering

Through HCC, GFiG has also been able to support small food businesses in the development of relationships with more sustainable wholesalers and suppliers. One example is the Charlton Village Greengrocer who supplies small businesses in RBG and stocks locally produced food from smaller RBG producers.

Wholesale Providers

RBG has been involved with an innovative pilot engaging wholesale suppliers as part of the HCC. Work is developing to trial offers and price reductions on several products for local businesses working towards or achieving HCC accreditation. Wholesale work is also planned for the convenience store programme going forward. The Rice Marketing report found that business owners are keen to improve the health positioning of their food and beverage offer however the range of healthier food products available in wholesalers supplying catering outlets is limited. A healthier catering range is being developed to signpost HCC businesses to the most appropriate products. The pilot has worked with 4 premises in RBG to encourage/maintain engagement with the HCC. Future work includes raising the profile of the report with industry, development of the healthier product range across 3 major wholesalers and healthier product trials with local businesses.

The Convenience Store Model

(See KI4.A)

HAF

The RBG Holiday Activities Fund programme is currently implementing a provider procurement framework which includes criteria about good food. This exercise has led to a draft food procurement framework which is currently in development and will be go live Summer 2022.

Other

In the last 4 years:

- RBG organised 8 'Meet the Buyer/Supplier' events for small suppliers which adhere to sustainable practices to meet procurers.
- GFiG was able to secure trading opportunities at the Big Half – a new half marathon that showcased in March 2018 and is now a yearly event. The Big Half was referred to GFiG by the council
- Through RBG, GCDA was invited to provide food for a high-profile event at the National Maritime Museum. Strict guidelines were in place in order to procure only local food traders with GFiG approved practices to cater the Black History Month launch event and this was the first time the museum had allowed external caterers to provide food in the space.
- GCDA's Independent Food Business Network organized 16 quarterly sessions which offered its 60 members the opportunity to establish relationships with suppliers who adhere to GFiG's sustainable practice guidelines.
- Sitopia (See KI2.B)

	Total
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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>Council</p> <p>In 2019, RBG declared climate emergency and in 2020 it launched a Carbon Neutral Plan which covers sustainable food consumption and food waste. The plan specifically highlights the need to ramp up support for food businesses in the borough to procure and operate within GFiG guidelines – climate change food related actions written into GFiG charters. A Climate Emergency Network has also been set up for anyone in the borough who’s interested in helping tackle the climate crisis. Switching to a plant-based diet, reducing meat and dairy intake, and minimising food waste are some of the actions suggested members take.</p> <p>Glasgow Declaration GFiG is one of a small group of partnerships across the UK that signed up to the global Glasgow declaration on food and climate. The declaration outlines our local commitment to positioning food within our carbon neutral commitments, particularly in relation to food growing and food waste.</p> <p>Greenwich Greener Business Programme (GGBP) In 2021, SELCE was awarded funding by RBG to support local businesses with decarbonisation through the development of better sustainability policies. Tools, knowledge and best practice for implementing a robust sustainability strategy are offered through the programme. GFiG has partnered with GGBP and is now developing a strategy to refer charter certified businesses to the programme to help them further develop their sustainable businesses practices.</p> <p>University of Greenwich</p> <p>UoG has a sustainable food policy and successfully reduced meat consumption by working with caterers and setting a food KPI of 50% meat-free meals. The university also has a Carbon Management Plan which details UoG’s strategy for reducing carbon emissions. In 2020, it achieved a 46% carbon reduction measured against the 2010 CMP baseline. UOG has also maintained its People and Planet’s ‘First Class’ award.</p> <p>SITOPIA</p> <p>The farm’s core design principle is growing food that ‘actively engages the local community and uses agricultural techniques that support the environment’. The farm works in partnership with Woodlands Farm Trust and only uses ecologically friendly regenerative farming methods. The farm also offers a variety of seasonal vegetables, salad, herbs and fruits for sale as well as training to volunteers.</p> <p>Woodlands Farm</p>	<p>Do not fill</p>

36ha working farm where no fertilizers or herbicides are used in order to maximise biodiversity. The practice has allowed the farm to sign up to [Higher Level Stewardship Scheme](#).

GFiG

The GFiG website offers resources to help tackle the climate crisis (including reduction of meat and dairy consumption and waste minimisation). GFiG also runs Meat Free Monday social media campaign which targets an average of total of 250 people. Charters numbers reflect the number of businesses actively implementing strategies to help mitigate the climate crisis. In addition, as part of the Sustainable Food Procurement Working Group, GFiG and the other members will incorporate guidelines into the council's food procurement policy (see KI.5A) that aim to fully shift consumption patterns in the borough.

Raising Awareness

- GFiG runs waste campaigns including a twice-yearly Surplus Feast using FareShare produce to create a meal to distribute to the public. The events serve to highlight issues around food waste. 500+ meals are served at these events.
- GFiG runs a *Meat Free Monday* campaign to highlight the need to reduce meat. In addition, it runs a weekly campaign highlighting the need to eat more veg and link this to local produce to help reduce the environmental impact. These campaigns are run across website, social media and other events. It also enlists the support of partners to promote the same messages (e.g. UoG, RBG, CACT, Housing Associations, etc). GFiG works with other organisations to highlight issues around food waste including the Women's Institute and Greenwich Market.
- Food businesses can access training from Waste Service and GCDA. Waste Services ([GFiG partner](#)) attend community events and schools to deliver waste training GCDA deliver a quarterly waste training session for all local businesses to attend GFiG runs an annual waste conference to network people in the borough and develop ideas to combat waste.

Other

Over the last 4 years, RBG has planted around 200 young tree seedlings every year on parks and open spaces, and around 300 trees every year on highways using native species where possible. Efforts are currently being made to choose more drought resistant species in planting schemes in recognition of changing climatic conditions.

B) Reduce, redirect and recycle food, packaging and related waste

Council

[Food waste](#) hierarchy has been incorporated into council policies (including Greener Greenwich Strategy and Carbon Neutral Plan). In the new Carbon Neutral Plan, the council has committed to recycling 70% of municipal waste and that total waste produced is reduced by 35% by 2030. The council is now collecting over 115000 tonnes of municipal waste every year and is ensuring that over 35% of it is reused, recycled or composted. RBG has also worked to increase the levels of recycling

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from businesses, with over 1000 businesses now signed up to the council's business waste and recycling service. In collaboration with the GFIG, RBG works with businesses to reduce food waste and provide support for surplus food redistribution to individuals in need through local charities. The council has a partnership with Olio and food redistribution and waste reduction is written into GFIG charters for businesses, community settings and educational settings in line with WRAP best practice. RBG also participates in the 'Love Food Hate Waste' Campaign, promoting it online and focussing on sharing information with Council employees to reduce the food waste. Messaging has also been embedded within GCDA's cookery clubs. RBG actively promotes community composting initiatives via its [Environment Champion Volunteer Network](#) and online channels.

Food Waste Collections

Food waste is collected kerbside properties and some purpose-built flats – 75000+ homes and 51 schools. Free kitchen caddies for food waste are available for the residents who get the service. The waste is sent to an in-vessel composting facility in Cambridge where it's turned into agricultural fertiliser and soil improver. Where it is not currently provided, food waste is disposed of as part of the general waste stream and sent to an energy-from-waste incinerator (therefore not landfilled).

Food Surplus Redistribution

Woolwich Common Community Centre (WCCC)

WCCC is a FareShare food surplus redistribution hub and GCDA is the lead organisation in the borough, redistributing surplus food to Food Action Alliance members. They can access 2+ tonnes of surplus food a year. Surplus food is used in the Community food response hub, in 3 food pantries, within action alliance groups, in breakfast clubs, community meals and events and lunch clubs. Every year, an average of 10 tonnes of food is being diverted from landfill as result.

Food Action Alliance

WhatsApp group (30 members) – where intel regarding surplus food, fresh produce and how to coordinate pick-ups is shared on a weekly basis.

Raising Awareness

Since 2016:

- GFIG organized 8 Surplus Feast events using FareShare produce to create meals to distribute to the public. The events serve to highlight issues around food waste.
- GCDA organised Love Food Hate Waste training that is being delivered to 12 community members every year
- Training - Waste Management team attend community events and schools to deliver training every year
- GCDA organised 4 waste training sessions per year for local businesses
- GFIG organized a Waste Conference where attendees had the opportunity to network and come up with ideas to combat waste
- Council Waste Management Team organised the online 'Food Waste Action Week' in 2021 and 2022 which targeted over 5000 people and was featured in the Greenwich Info.
- 840 residents currently signed up to be environmental champions and 13 schools registered as part of the Junior Environmental Champion Scheme.

Other

<p>Art of Zero Living: Greenwich first zero waste shop. Opened in 2021</p> <p>Roots4Life: In 2021 started a Halloween pumpkin rescue campaign and collected over 500Kg that were sent to a composting facility. The campaign will run again in 2022.</p>	
	<i>Total</i>