**SFP Awards: Activity and Impact**

**How to use this reference document**

This document provides key information to SFP award applicants on the activities and impacts that will form part of your application for an SFP award. It outlines the following:

* SFP’s rationale for including each key issue in the awards framework
* Mandatory actions that must feature in successful Bronze or Silver applications (included in **bold**).
* A summary benchmark of what the Awards panel would expect to see in place for Bronze and Silver awards. This is only illustrative, and a range of factors would be considered, including the social and geographic context in which you are working.
* A range of example actions for each action area. *Please note that apart from mandatory actions, particular example actions are not specifically assigned to Bronze, Silver or Gold. Rather, it is the impact and range of these actions assessed across the 6 key issues, that inform your award success.*

**Please read this document, alongside the following, before starting your application:**

* SFP Awards Guidance for applicants: [SFP Awards - Guidance for applicants.docx](https://docs.google.com/document/d/1rV8TMYkPBKG6HmypriwVtpC72LqJ_yYb/edit?usp=sharing&ouid=103829846257470209960&rtpof=true&sd=true)
* SFP Awards Application form: [SFP Awards - Application Form.docx](https://docs.google.com/document/d/1MBi5L1rd9VDe2IXCwnGUb7b7FDitPp9s/edit?usp=sharing&ouid=103829846257470209960&rtpof=true&sd=true)

**Evidencing your activity and impact**

On the award application form we ask you to describe activity under each key issue that has happened in your place within the last 3 years. As well as describing the activity, we would like you to tell us about the impact it has had. Only submit additional documents for food action plans and strategies related to Key Issue 1 mandatory criteria. These documents may also be evidenced by links. All other additional documents will not be assessed. You may add links to online documents but always check the links and permissions as we will not be requesting changes from you after submission

You may wish to provide links to videos, news articles, photos, or other illustrative materials. Please ensure that core and essential information is written on the form as the Awards panel cannot guarantee to look at all extra resources and information in detail. Please be judicious with the number of links you supply and check that they are all working.

This information may also help bring your work to life for the awards panel. In some cases, you may want to provide a link to a document or online resource. If so, please include a short summary or description of the information in the main application form text. Evidence of impact may include (but is not restricted to):

* Beneficiary numbers and demographic information (please include these whenever possible or relevant)
* Quotes or interviews with beneficiaries
* Case studies
* Media articles
* Short videos
* Project or programme evaluations

The more you can demonstrate that your food activity is delivered by, with and in response to the needs and ambitions of your community, the better.

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# Key Issue 1

## Taking a strategic and collaborative approach to good food governance and action

**Rationale:** 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/or action plan.

Expected benchmarks: Mandatory actions in **bold.** *Failure to meet mandatory criteria will result in rejection at the eligibility stage.*

**Bronze:**

* **A diverse cross sector partnership is in place.**
* **A current 12-month action plan covering action on all key issues**
* Some evidence of recognition of healthy and sustainable food in local policies, strategies, and plans.

**Silver**:

* Your partnership is diverse, inclusive, robust, embedded, and sustainable.
* **A current 3-year strategy and/or action plan covering all key issues that is endorsed and supported by the local authority**
* Evidence that policies, strategies, and plans are effectively promoting healthy and sustainable food.

What success might look like: Mandatory actions in **bold**

### 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 Silver & 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 Silver & 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 tackle key food issues, supporting them and others to be effective ambassadors more effectively 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 2

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

**Rationale:** 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. 

Expected benchmarks:

**Bronze:**

A range of well promoted public events and engagement opportunities and the beginnings of a local food network.

**Silver**:

Widespread public participation in food-related community activity, underpinned by a connected network of community food initiatives which support a dynamic good food movement, involving people from all walks of life. At Silver we require evidence that your food partnership has catalysed, influenced or delivered activity. That the food partnership has created additionality. Simply mapping activity is not sufficient. The ‘value added’ of the partnership must be demonstrated.

What success could look like:Mandatory actions in **bold**

### 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.
* Provide a wide range of free opportunities for people to learn about, share and enjoy healthy and sustainable food - e.g., workshops, competitions, food festivals.
* Provide training and volunteering opportunities to develop food growing, cooking, processing, and enterprise skills.
* Ensure opportunities to actively participate in community food initiatives are promoted to people from all social and cultural backgrounds.
* Develop a public facing umbrella-campaign to encourage individuals and organisations to take (and register) action in support of healthy and sustainable food, for example through the development of an on-line platform.

### 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 initiatives and leaders 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).**
* Support communities to access and take control of land, infrastructure and other community assets 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.

# Key Issue 3

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

**Rationale:** 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. 

Expected benchmarks:

**Bronze:**

A wide range of initiatives that are working to tackle food poverty and diet-related ill health.

**Silver**:

A wide range of initiatives working to tackle food poverty and diet-related ill health are reaching most social groups, settings, and neighbourhoods, particularly amongst those groups most at risk, and demonstrating positive impact.  At Silver we require evidence that your food partnership has catalysed, influenced or delivered activity. That the food partnership has created additionality. Simply mapping activity is not sufficient. The ‘value added’ of the partnership must be demonstrated.

**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.
* 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.
* Food access providers design and deliver their work in ways that uphold the dignity of service users, for example through principles outlined by [Nourish Scotland’s Dignity in Practice](https://www.nourishscotland.org/dignity-in-practice-project/) project.

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

**Please note:** In your place,relevant health services may be managed at a regional level reaching beyond your geographic remit (e.g., by regional health boards, integrated care boards). If so, please note it in your answer and the awards panel will factor this. However, please include activity by or with your regional health board if it demonstrates an impact on your place.

* Run healthy eating and drinking campaigns including Veg Places (SFP), Change4Life, and Baby Friendly; 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, hospitality and retailers including food coops to increase the availability, affordability, variety, quality and display of fruit and vegetables, particularly in deprived areas. This could also include 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 4

## Creating a vibrant, prosperous, and diverse sustainable food economy

**Rationale:** 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 commercial centres. 

Expected benchmarks:

**Bronze:**

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.

**Silver**:

Sustainable food enterprises have become a significant part of your local food economy and are positively reshaping the high street and wider food environment. At Silver we require evidence that your food partnership has catalysed, influenced or delivered activity. That the food partnership has created additionality. Simply mapping activity is not sufficient. The ‘value added’ of the partnership must be demonstrated.

**Please note:** Your activity under Key Issue 4 may include work by or with economic or enterprise partnerships that operate beyond your geographic remit. If so, please note this in your answer and describe the specific impact of this activity on your place.

**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, food markets, livestock markets, food hubs, and distribution networks.
* Protect county/council farms and ensure they are used for sustainable food production, and the development of sustainable enterprises.
* Support sustainable farmers, retailers, and other entrepreneurs 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 directly 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 5

## Transforming catering and procurement and revitalising local and sustainable food supply chains A picture containing text  Description automatically generated

**Rationale:** 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.

Expected benchmarks:

**Bronze:**

* Examples of sustainable food procurement policy and accredited practice in a range of institutions

**Silver**:

* Healthy and sustainable food catering is becoming the norm across a full range of institutions, supported by strong local authority leadership.

* Evidence that significant levels of procurement by a range of institutions are benefitting local, sustainable, independent, and smaller scale producers and other food businesses.
* At Silver we require evidence that your food partnership has catalysed, influenced or delivered activity. That the food partnership has created additionality. Simply mapping activity is not sufficient. The ‘value added’ of the partnership must be demonstrated.

**Please note:** Public procurement may be managed and governed at a scale beyond your geographic remit (e.g., by the unitary authority, by the Northern Irish Government, or by Scotland Excel). If so, please note it in your answer and the awards panel will factor this in. However, please include any activity by or with private or third sector food-serving organisations. Also include work with or by a regional or national public procurement service if you can demonstrate an impact in your place.

**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](https://www.soilassociation.org/our-standards/read-our-organic-standards/food-for-life-served-here-standards/#:~:text=The%20Food%20for%20Life%20Served%20Here%20Award%20is,and%20ethical%20food%20make%20healthy%20eating%20easy%2C%20and), [Marine Stewardship Council](https://www.msc.org/standards-and-certification/developing-our-standards) and [Compassion in World Farming](https://www.ciwf.org.uk/) 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 Green Kitchen Standard.

### 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 6

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

**Rationale:** 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. 

Expected benchmarks:

**Bronze:**

Action on promoting and supporting sustainable food production and consumption, improving resource efficiency throughout the food chain, and tackling food and food-related waste.

**Silver**:

Effective strategic and systemic responses, including by the local authority, to address the negative climate and nature impacts of the local food system. At Silver we require evidence that your food partnership has catalysed, influenced or delivered activity. That the food partnership has created additionality. Simply mapping activity is not sufficient. The ‘value added’ of the partnership must be demonstrated.

***Further advice:***

*Please refer to the* [*Every Mouthful Counts*](https://www.foodfortheplanet.org.uk/toolkit/) *toolkit for a wide range of actions that local authorities can take to reduce emissions from the food system, with links to resources.*

**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).](https://www.foodfortheplanet.org.uk/toolkit/)
* Develop and deliver a land use and management strategy that protects, enhances, and makes available land for both community growing and commercial sustainable agriculture.
* Protect county/council farms and ensure they are used for sustainable food production and sustainable enterprise development.
* Provide farmers, growers and land managers with training, advice, and support on how to adopt agroecological production and management techniques
* Provide food businesses with support to improve resource efficiency and sustainability across all aspects of their business.
* Deliver place-wide campaigns to promote a mainstream shift to sustainable food – including (but not limited to) Veg Places (SFP), [Food for the Planet](https://www.foodfortheplanet.org.uk/) (SFP) and Fair Trade campaigns.
* Use planning policy to protect food production and consumption, e.g., create a planning designation for assets of value to producing, transporting, and selling sustainable food (e.g., land, infrastructure, retail units).
* Assess the impact of the intensive agriculture in the area against the targets set out in the Environment Act and Water Framework Directives, and work towards placing a moratorium on new intensive industrial animal farming.

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

* Publish a council-wide food use strategy to minimise food waste according to the food waste hierarchy.
* 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).
* Promote community composting through the provision of resources and sites for communities to use.
* Provide a network of publicly accessible drinking fountains.
* Ensure the effective collection of consumable surplus food from all stages in the supply chain, from farms to retail, and redistribute it to organisations providing good quality food support for people in need.