



City of  
**BRADFORD**  
METROPOLITAN DISTRICT COUNCIL

BRADFORD DISTRICT  
**GOOD FOOD STRATEGY**  
2023





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# FOREWORD



The Bradford District Good Food Strategy has been developed in the context of the ongoing pandemic which has highlighted and deepened a range of inequalities, including those around the cost and supply of healthy food, and food insecurity. It follows and is shaped by the development of the National Food Strategy and will contribute to the priorities of our District Plan.

As we put the Strategy into practice, we will develop better understanding of our local food system: the contribution and concerns of the health system who see the impact of poor nutrition on health and wellbeing, the work of the public sector and the voluntary, community and faith sectors who support people through food insecurity, the central role of farmers and the agricultural sector, other food producers, retailers and food businesses.

Our future food system will need to take account of changing arrangements for import and export of food, following the UK exit from the European Union. These arrangements will take time to develop but we have not let it delay this Good Food Strategy.

The strategy sets out a vision for the food system that the District will need for the future, and a high-level plan for how to achieve that vision through four objectives.

Developing the strategy through a partnership of many organisations has helped to create strong support and a broad level of interest and engagement with it.

Working with communities and partners to put the strategy into action will help to build stronger connections between people and communities around understanding food and nutrition and a sense of ownership of these issues.

“  
... a vision for the kind of food system that the District will need for the future  
”

**Cllr Sue Duffy**

**Portfolio title**

**City of Bradford Metropolitan District Council**



## GOVERNANCE

A new Sustainable Food Partnership for Bradford District owns and leads this Strategy. It will report on progress to our Living Well Steering Group which reports up to the District's Wellbeing Board, the lead partnership for the District.

# INTRODUCTION

## WHY DO WE NEED A GOOD FOOD STRATEGY?

There are many reasons that we need this strategy. These include the long-term challenge of a changing climate for food growing, which makes it vitally important that we build a sustainable food system. Bradford Council joined many others across the country in declaring a climate emergency in 2019. The District also has increasing levels of overweight and obesity, and high rates of preventable long-term health conditions associated with eating an unbalanced diet. Many people are experiencing food insecurity and food poverty which reduce choice and makes it harder to afford to buy and prepare healthy meals.

Food poverty is one aspect of broader poverty and usually relates to low-income. This strategy will sit alongside and contribute to ongoing work to reduce wider poverty and inequalities. Working to improve the quality of food and to reduce food insecurities will improve health, wellbeing and quality of life for people across Bradford District. The 2021 National Food Strategy recommends that all areas develop a local Food Strategy.

In its first two years the strategy will need to address the impacts of the COVID-19 pandemic on food inequalities. The pandemic has highlighted issues such as whether people can afford to eat well on a low-budget, how easy or not it is to access good, fresh food in different parts of the District, and how we can meet the increasing interest in food-growing that has particularly emerged during the pandemic.



This period of the strategy will also have to address a 'perfect storm' which exists across society in terms of food. This focuses around the cost of living crisis with rising inflation driven by the war in Ukraine and other conflicts around the world, as well as by climate change, the COVID-19 pandemic and the changes to import and export arrangements due to the UK exit from the European Union. The climate crisis will have implications for how and where food can be grown.

We need to ask and understand many different questions. How can people access food that enables them to eat well on a budget? Which areas have fresh food readily available, which don't and what do we do about that? How do we make sure that people can easily find and afford to buy fresh, healthy food in all parts of the District, in order to reduce food inequalities?

As we continue to talk with diverse communities, local producers, processors, wholesalers and retailers of food we will increase our understanding of the food people like to eat, and what they think makes it harder to eat for wellbeing as well as enjoyment. We will also understand much more about where our food comes from, and the opportunities we have to create a food economy and food supply networks that are better able to cope with these challenges.

### What do we mean by Good Food?

In Bradford, when we talk about Good Food, we mean that everyone should have access to nutritious and balanced food:

- **that is affordable, accessible and means that we can eat well**
- **that meet the needs of a wide range of communities and cultures**
- **that is fit for how, when and where people need or choose to eat**
- **that can be sustainably produced, processed and distributed**
- **that is good for our natural and urban environments, and supports our economic and social wellbeing as well as our health.**



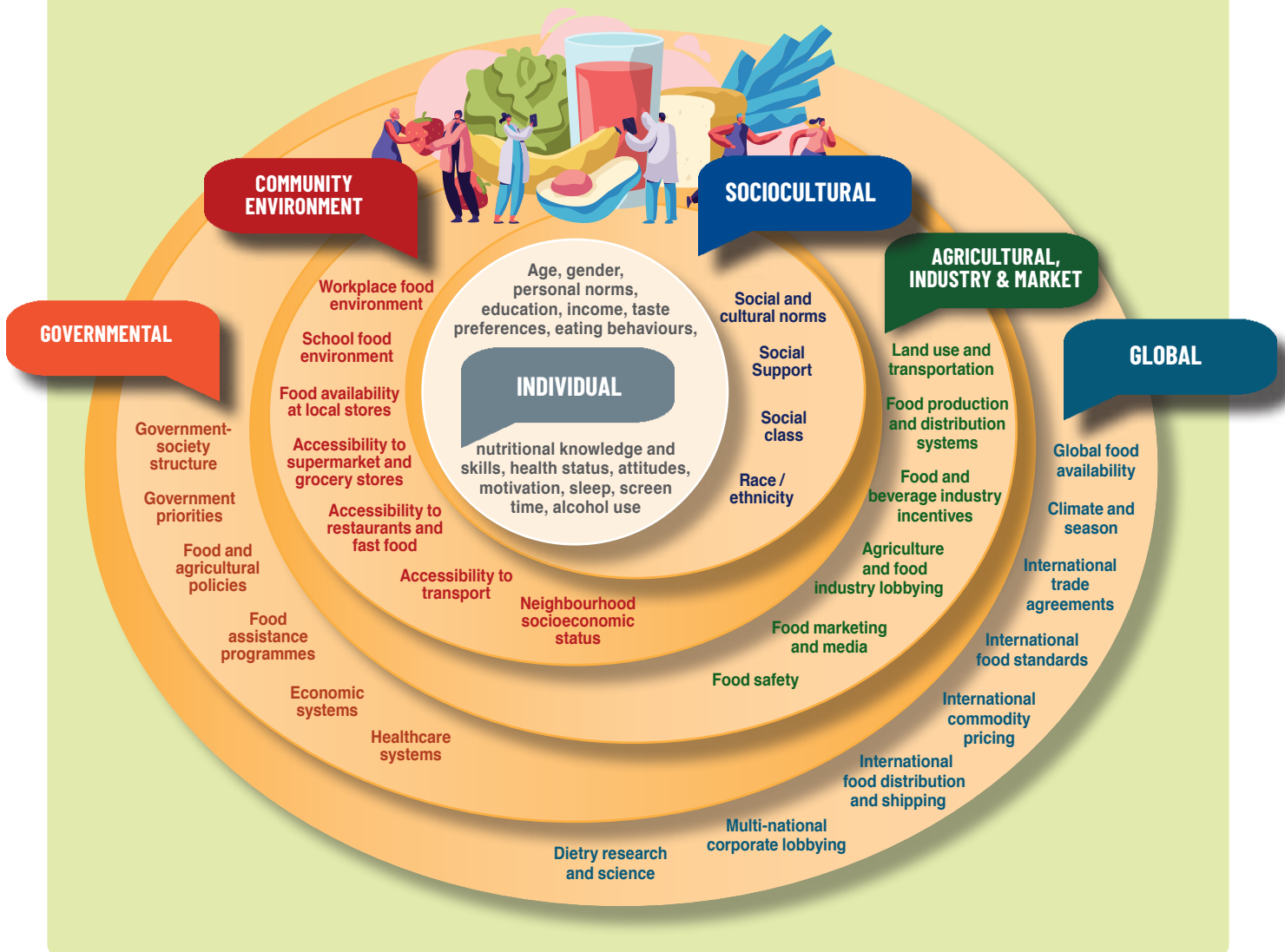
The Bradford Good Food Strategy calls for action at every level and across all sectors, supporting a social movement for change in how we eat by helping to

make the healthy choice the easy choice for people everywhere in Bradford District.

## WHAT FACTORS INFLUENCE A FOOD SYSTEM?

The food system is a complex web of activities involving much more than what we eat and how much we eat. It is also how and where food is grown, produced and treated, how far it is transported, what it costs, where it is available to buy, how and where

we prepare and eat it. Achieving a sustainable, fair and healthy food system for the future requires integration, innovation, analysis and working together across teams, organisations and disciplines. The figure below demonstrates the many factors that shape a food system.



## HOW WE GOT STARTED

A Strategy group met throughout 2021 to explore the challenges of creating a place and a culture where good food is readily accessible to all. The group looked at the gap between where we think we are and where we want to get to.

This process identified four areas of challenge that we would need to address to ensure that people from every community can access good food in all parts of the District:

# OUR VISION

⚡ To put accessible and nutritious food for all at the heart of Bradford’s policies and actions. We do this in order to reduce health and social inequalities, to improve health and wellbeing and to create a secure and sustainable food system that works for people and strengthens our local economy. ⚡

## PRINCIPLES TO GUIDE THE STRATEGY

<p><b>We put prevention first</b></p>	<p>Reducing need for emergency food aid by addressing the causes of food poverty and ensuring people can seek and receive help earlier in a range of ways and locations.</p> <p>Monitoring household food insecurity to better understand the scale and degree and target interventions appropriately.</p>
<p><b>We work to reduce food inequalities and promote dignity and choice</b></p>	<p>People have dignity and equitable access to safe, healthy, affordable food; regardless of where they live or how much they earn.</p> <p>We work together to help change how we communicate about money and food, to help reduce social stigma around seeking support.</p>
<p><b>Our food sector is sustainable and ethical</b></p>	<p>Public and private sector work together to produce, procure and provide healthy and sustainable food, we keep value within the local economy.</p> <p>We grow links with local businesses to promote social sustainability (to support the capacity of current and future generations to create healthy and liveable communities) - fair trading practices across the food supply chain that bring good working and living conditions for local farmers, producers and retailers who can sell locally for a fair price.</p>
<p><b>People and communities are the District’s greatest assets</b></p>	<p>We work together as communities to support people who are finding it difficult to improve their wellbeing.</p> <p>We develop food initiatives that celebrate our diverse communities and culinary traditions. Local communities will be empowered to make healthy choices and be actively encouraged to be part of any solution through co-design and co-production.</p> <p>People have access to a wide range of growing and cooking resources, giving greater control over how they access and prepare food, building household and community resilience and self-sufficiency.</p>
<p><b>We are collaborative</b></p>	<p>A wide range of organisations and partners help tackle the root causes of poverty and the underlying issues that prevent households from accessing sufficient and healthy food.</p> <p>Institutional and commercial food workforces, schools and the hospitality sector help improve the nutritional quality and healthfulness of food consumed outside the home.</p>

# OUR OUTCOMES

1. Creating an eating well culture
2. Tackling food insecurities
3. Community-led food growing
4. A sustainable food system for all



# ACTION PLANS

## OUTCOME 1

## Creating an Eating Well Culture

**WHY IS THIS IMPORTANT?** Eating Well supports good physical and mental health outcomes and has many positive social outcomes. Our aim is to change the culture around food to one

that normalises eating well across settings and environments, supports development of people's knowledge and skills and their access to attractive and affordable healthy food.

### WHAT WILL WE DO?

- Use existing and new mapping work to identify areas with poor access to affordable food ingredients and work to address these gaps
  - Make home cooking an affordable and accessible option (appeal, skills, cost, equipment)
  - Develop initiatives to make eating well outside of the home an easy choice by:
    - Promoting Eating well in and around places of work
    - Developing a Living Well standard for Eating Well menu choices/Eating Well award for food outlets. (Including utilising Born in Bradford research on reducing chemicals in the food chain to improve health. Recommendation 5 in their 10 key findings research - [https://bominbradford.nhs.uk/wp-content/uploads/Key-Findings\\_FINAL\\_Designed.pdf](https://bominbradford.nhs.uk/wp-content/uploads/Key-Findings_FINAL_Designed.pdf))
    - Ensuring hot food provision through organisations (e.g holiday provision, lunch clubs) meets an eating well standard.
  - Make water the default option in places where drinks are sold/served and increase access to free water
- through public building and community venues whilst utilising and promoting sustainable methods such as reusable containers. (And linking to campaigns such as the Refill campaign - <https://www.refill.org.uk/>)
- Extend the local education and training offer to raise competency and confidence around evidence based food messages to support people to eat well in the context of their cultural, social and financial situation.
  - Take a "Health in all policies" approach (to improving health and health equity through cross-sector action on the wider determinants of health)
  - Promote a compassionate and health gains approach to obesity and weight management with an inclusive eating well approach
  - Adopt a whole systems approach that addresses wider determinants of food choice including physical and structural barriers in the environment.

### HOW WILL WE WORK TOGETHER TO ACHIEVE OUR OUTCOME?

- Working with the local community we will develop mapping to understand food availability across the district and work with partners to fill identified gaps through e.g. linking small retailers to options to access fresh food at affordable price (store house/markets/growers) and community initiatives (food co-ops, pantries, fresh street project, mobile shops).
- Identify local "influencers", chefs, personalities who can promote simple home cooked food, endorse eating well options and water as first choice drink, putting a Bradford face to a positive marketing campaign which pragmatically engages with local social and cultural challenges.
- Utilise the strength of the "Living Well" brand and for this to be recognised across the district as a quality assurance mark around food nutrition. This will include the public website as the place to go for trusted support, information, education and real stories of change, the "Living Well business charter", the "Living Well Standard/Eating Well award" and the "Living Well Academy".
- We will engage with food businesses to understand economic impact commercial drivers for menu improvements and promotion of eating well.
- Public Sector organisations and anchor buildings across the district will be exemplars of an eating well culture within day to day functioning, policies, contracts, food provision and access to free water. This will support the broad workforce and the service users and visitors to these spaces. This will include working with other West Yorkshire partners to learn from case studies of good practice, such as Leeds and their vending machines in leisure services work.
- We will look at what is done well locally and nationally and move to embed good practice.
- By taking a whole systems approach we will identify barriers and mitigations to increasing access to good food, this includes planning, street advertising, physical/structural barriers (e.g. road crossings), Parking policies, Public transport routes, as well as at an individual level, finance, skills, equipment, education and motivation.

## HOW WILL WE KNOW WE HAVE DONE IT?

- We will review mapping work after intervention, engaging with the public to develop “people powered maps” of local food availability.
- We will measure uptake of local provision and initiatives, e.g. Uptake of Healthy Start (HS) vouchers, number and spread of retailers accepting HS vouchers.

Fresh streets vouchers accepted in local shops. Access to free water/ refill facilities will be mapped as part of wider Good Food/Eating Well interactive tool. We will measure engagement with the “Living Well” Eating well/Food and Nutrition offer.

## HOW WILL WE KNOW WE HAVE MADE A DIFFERENCE? WHAT DOES GOOD LOOK LIKE?

- People can buy the ingredients to eat well close to where they live (within 20minutes walk or cycle - <https://www.tcpa.org.uk/resources/the-20-minute-neighbourhood/>).
- People have adequate options and can eat well in their work environment.
- Food deserts no longer exist.
- People have a range of healthier options to choose from at food outlets.
- Water is available free of charge in places where people spend time outside of their home.
- Food options are attractive and encourage us to eat well.
- Education is widely available to enable people to eat well. Organisations and places we visit demonstrate a culture of eating well to normalise our experiences, this is written into policy.
- Physical and environmental barriers to eating well are identified and mitigations are in place.

## HOW WE WILL MEASURE SUCCESS

- Percentage of adults eating 5 portions of fruit and vegetables a day (Currently 51.7% ) (2019/20 Sport England Active Lives survey).
- Excess weight indicators – children (Currently 22.3% in reception and 40.8% in year 6 ), adults (Currently 63.2% (2019/20 National Child Measurement Programme data)
- Engagement with Healthy Eating Campaigns (2019/20 Sport England Active Lives survey).

## OUTCOME 2

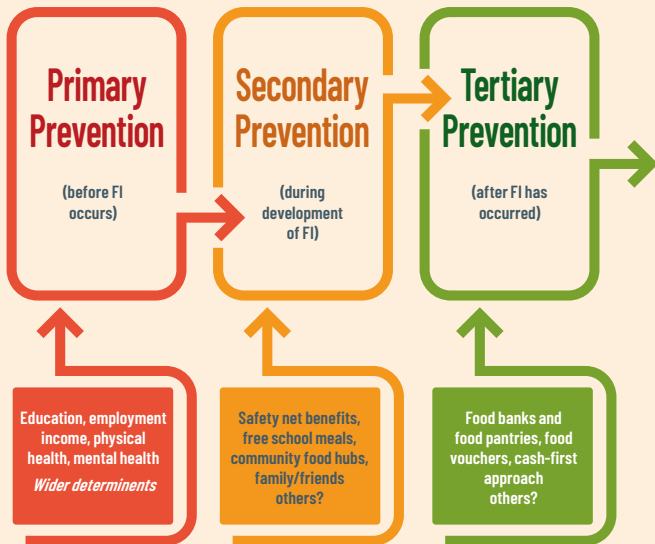
## Tackling Food Insecurities

**WHY IS THIS IMPORTANT?** Food insecurity in its most serious form occurs when people are forced to reduce their food intake; moderate food insecurity occurs when a person is forced to reduce the quality, variety, or desirability of what they eat, even when there is little or no suggestion of reduced food intake (*Food Insecurity And Health Outcomes. Craig Gundersen and James P. Ziliak. Health Affairs 2015 34:11, 1830-183*). Food insecurity is harmful to the health and wellbeing of people of all ages and has a particularly negative impact on children's development. Food insecurity is associated with both physical and mental health problems, and leads to wider health inequalities. Food prices, availability and affordability are key factors when making food choices and will disproportionately affect those living on low incomes and in areas of deprivation. Households with children are twice as likely, and people with limiting disabilities are five times as likely to experience food

insecurity as those without children (<https://foodfoundation.org.uk/initiatives/food-insecurity-tracking>). Food-related inequalities have also been highlighted and worsened by the COVID-19 pandemic. By moving the discussion of food policy beyond hunger, a focus on food insecurity captures the reality of individuals and families who struggle to get enough food. It also includes the broader drivers of food insecurity which includes access, affordability and capability.

Most recent data from the Food Foundation (January 2021) stated that Bradford district has 19.87% of residents experiencing struggle with food and 8.2% experiencing hunger. The Food Foundation also predict that this is likely to increase by over 60% post pandemic. Households with children are twice as likely to experience food insecurity. 66% of households experiencing food insecurity contain one or more disabled people, and 1/5th are homeless.





School holidays can also add stress and financial obligations that stretch families' resources. Data from Born in Bradford shows food insecurity is higher than the national average among women with children in Bradford. Food banks can be a source of shame or stigma, and most people will use them only after taking extreme steps in their own households to alter or limit the food they put on the table. Food banks are seen as the end of a process of the decent into food poverty.

The above image from Kristin Bash (2021), Consultant in Public Health with the Office of Health Improvement and Disparities (OHID) and Chair, Food Special Interest Group - Faculty of Public Health highlights the public health approach to Food Insecurity (FI) poverty and the role that food banks play.

Some food banks are not open to the public but are accessed via a community or professional referral which can be a barrier to people who do not engage in this way. The majority of the food aid provision available in Bradford remained open during the first lockdown, but a relatively large number of new services emerged. This may have been to meet patchy supply or to address unmet need for culturally appropriate provision. The response was a crisis response, appropriate during the first phase of the pandemic, which required severe restriction of movement in order to prevent virus spread, but

now requires a more varied, representative, sustainable and long-term approach. This strategy aims to follow the 'Food ladder' approach (<https://www.sustainablefoodplaces.org/news/using-food-ladders-to-create-house-hold-and-community-resilience/>) as outlined by Dr Megan Blake at the University of Sheffield.

Food Ladders work with the specific characteristics of places to enable three levels of intervention.

These are:

1. **Catching.** This first rung provides a starting point to identify (catch) and support those who are in crisis.
2. **Capacity building to enable change.** This second rung supports those not currently in crisis, but who may be struggling to afford and/or access good food.
3. **Self-organised community change.** This third rung supports communities to realise goals through self-organised projects that build on what is good in communities.

Food insecurity can be reduced through a wide range of anti-poverty measures that increase income and reduce outgoings, but more evidence shows that food insecurity is a significant public health concern requiring 'a whole systems' approach. This approach means looking at the different factors that affect the food system (see diagram on page 5) and by all key players at local, national, regional, and global levels acting together. The Bradford Good Food Strategy Group is currently putting together a detailed action plan that will allocate resources and respond to the more immediate needs from the pandemic as well as longer term solutions that will address these wider factors and underlying causes of poverty.



## WHAT WILL WE DO?

- Work with community and partner organisations on a more preventative 'low cost-high dignity' model, reducing the need for crisis responses to food insecurity.
- Engage people before or in-between crises to ensure 'safety net' measures as a means of prevention.
- Increase uptake of Free School Meals and Healthy Start Vouchers through better understanding of barriers.
- Only 1 in 5 organisations distributing food during the first lockdown were able to tailor their food provision to cultural preferences and dietary needs. We have made significant improvements since then and will continue to work with food distributors and providers to offer crisis support that is culturally appropriate and reflective of Bradford's diverse population & needs.
- Maximise household income - improving availability and awareness of local financial assistance schemes, information and advice on tax, benefits and debt.
- Tackle the underlying causes of poverty. Mapping issues and action that can be achieved through collaboration, including the aspiration for Bradford to become a Living Wage City.
- Influencing and lobbying (where powers lie with Government or other agencies).
- Providing information and training to food providers on the relevant signposting services and ensuring there are easy ways to refer into benefits advice.
- Use national guidance and work with our academic partners and food distributors to set and standardise measures of food insecurities across the District.

## HOW WILL WE WORK TOGETHER TO ACHIEVE OUR OUTCOME?

- Link local community food organisations with the Bradford District Credit Union to reduce food and financial insecurity by making it easier to save regularly.
- Effective co-ordination, promoting good practice, and reaching out to the diverse community groups who run food provision.
- Supporting a joined up approach with Bradford's food poverty network - Feeding Bradford and Keighley, alongside other key networks and organisations such as Community Action Bradford and District, and the Race Equality Network.
- Continue to work in partnership with community food assets to meet diverse needs e.g., halal foods by linking in diverse food suppliers with food banks.
- Embed people's lived experience of food insecurities to go beyond crisis support and increase people's resilience and capacity in the face of everyday crises.
- Work with the Anti-Poverty Coordination Group to plan the longer-term actions needed to tackle the underlying causes of poverty and ensure these are linked with the priorities of the wider District Plan.
- Provide Making Every Contact Count Training to ensure all frontline workers know system structures and pathways and can easily and effectively spot opportunities to refer people with food insecurities to available support.
- Working closely with key local organisations and charities that support at-risk individuals, such as homeless and rough sleepers, disabled people, Gypsy Roma travellers or asylum seekers.

## HOW WILL WE KNOW WE HAVE MADE A DIFFERENCE? WHAT DOES GOOD LOOK LIKE?

- Crisis and emergency food provision supports the health and wellbeing of those affected.
- Reduced food and nutrition-related inequalities.
- Higher incomes that translate into improved nutrition.
- Community food assets that are well placed and able to adapt their operations to adequately cater for vulnerable individuals.
- Increase in the proportion of people meeting the recommended 5-a-day on a 'usual day'.
- Improved scores on self-reported wellbeing.
- Children have access to good food 365 days a year.
- Sustainable community responses to food poverty and insecurities across all stages of life.

## HOW WE WILL MEASURE SUCCESS

- Number of children/households receiving Free School Meals & Healthy Start Vouchers and percentage of uptake among those eligible.
- Number of food banks that tailor food provision to cultural preferences.
- Median weekly earnings.
- Local strategies and action plans that measure income gains.
- Number of site traffic from local campaigns.
- Number of referrals to wrap-around/connected services such as mental health services.
- Poverty measures e.g. households in fuel poverty/ number of low-income households.

## OUTCOME 3

## Community-led Food Growing

**WHY IS THIS IMPORTANT?** Mental wellbeing has suffered during the pandemic. Physical activity rates have reduced, and it has been even harder for people to keep a healthy weight. There is increasing evidence that spending time outdoors, particularly in green and natural settings supports mental wellbeing, as well helping people to get active. People are talking about the importance of being outside, looking after green space and having opportunities to grow food. A 2019 audit of open and green spaces highlighted the lack of green space and growing space in some areas of the District. We want many more people, in all parts of the District to have these opportunities. Without

local community spaces to grow food, the skills that exist in older generations cannot be passed on. Few children have the opportunity to see food grown at home or in their community whilst many of our education settings are already providing this opportunity, we want all children and young people to share in that.

## WHAT WILL WE DO?

We will help to gather and share learning from people, communities, organisations, with expertise in food growing, with valuable experience of helping others to learn, from people with a rich heritage of food-growing, who may not have had the opportunity to continue that. We will learn how to sustain current community-led food growing, and

to enable communities to develop new growing places and spaces for their use, to establish food growing in a wider range of locations and explore new approaches to community-led growing, enabling people to start small if they wish grow food with their friends, neighbours, their community.

## HOW WILL WE WORK TOGETHER TO ACHIEVE OUR OUTCOME?

We will learn more about local and regional good practice, consider how to develop approaches that optimise land access and usage by identifying small areas of land close to areas that lack food-growing. We will explore and understand current barriers to community-led growing and build solutions and opportunities to enable community use. We will engage with schools & local organisations to find key residents & organisations to champion the issue; map available projects, skills and resources. We will develop a Toolbox of support tools to get a local growing area from thinking to sustainable activities. We will appraise the feasibility of establishing inter-generational projects, and work alongside the sustainable food system objective to explore linking local growing initiatives to local distribution services and supply chains.

We will build good engagement from residents of all ages, across all communities. We will work to connect interested

people in schools, community and faith settings, housing providers, partner organisations, local growers and farmers, whilst engaging with the work of organisations such as Grow Yorkshire. We will secure commitments to get involved across a range of partners - health, social housing, and council teams – parks, neighbourhoods, estates, public health in order to support and work with the community and voluntary groups that have been leading this area of work. We will assess what we have and what else we will need, for example: we know the District has 1000 allotment plots, various projects, skilled people and organisations; we think we will need new places that can be used to grow food, some seed funding or other resources to support new projects, baseline data against which we can measure progress and outcomes and lots more linking up of people with other people, and people with places and sources of support.

## HOW WILL WE KNOW WE HAVE MADE A DIFFERENCE? WHAT DOES GOOD LOOK LIKE?

- Community-led food growing is visible, inclusive, accessible and sustainable in all parts of the District.
- Anyone wishing to grow their own fruit or vegetables can access opportunities in their local area – starting as small as people wish.
- Children and young people are knowledgeable and confident about growing good food and eating well.
- Food growing skills are growing through increased availability of education, training and volunteering opportunities.
- Community food growing is contributing towards a sustainable food system for the District, and helps to improve local environments.
- Community-led food growing is improving mental wellbeing, helps more people to become active, and is building community connections & cohesion. (Working with key organisations such as Incredible Edibles <https://www.incredibleedible.org.uk/what-we-do/> to campaign for public space designated for community growing).

## HOW WE WILL MEASURE SUCCESS

- Increase in growing spaces by constituency or ward.
- Increase in school-based/school focused growing schemes.
- Number of intergenerational schemes.
- Child and adult excess weight indicators.
- Increase in physical activity.
- Improvement in mental health outcomes.
- Mental wellbeing indicators.
- Community satisfaction indicators.
- Community safety and cohesion indicators.



**WHY IS THIS IMPORTANT?** A resilient and sustainable food system is important. The potential for gaps in the food supply chain after leaving the EU is already showing in our shops and 35% of fish stocks are fished at unsustainable levels (National Food Strategy, 2021). The UK is relatively water secure (water is required for food production), but imports large amounts of food from water-stressed areas such as Southern Spain. We need to create a Green Economy to reduce our carbon emissions to net zero by 2038 to address and try to reduce the impact of climate change. This will create major challenges across the region, requiring action under our declaration of a climate emergency and through many strategies including this one. The West Yorkshire Carbon Emission Reductions Pathway study estimates a 32% reduction in meat and dairy consumption is required, plus 170 hectares of new forest planting to help meet this target. Since 2008 the food system has decarbonised at less than half the pace of the wider economy (National Food Strategy, 2021).

Protecting biodiversity is crucial - 40% of current medicines are extracted from plants, micro-organisms or animals. Growing, eating and wasting too much food damages our environment as well as potentially our health. More land is used for food than is needed, with huge societal costs and implications. Increasing demand for soya used in animal feed is leading to deforestation.

We also need to understand the cost of a sustainable food system to the end user, for example following Eatwell Guidance is estimated to cost £41.93 a week per adult already. Food Foundation data from 2015/16 showed that the 10% of UK households with the lowest-income would need to spend 74% of their disposable income after housing on food to meet the cost of the Eatwell Guide compared to just 6% of disposable income in the wealthiest 10% ([https://foodfoundation.org.uk/sites/default/files/2021-10/Affordability-of-the-Eatwell-Guide\\_Final\\_Web-Version.pdf](https://foodfoundation.org.uk/sites/default/files/2021-10/Affordability-of-the-Eatwell-Guide_Final_Web-Version.pdf) ). This will have increased substantially with current inflation rates and the cost of living crisis.

## WHAT WILL WE DO?

We will focus on: **Connecting and collaborating:** by creating a Bradford Food Suppliers Council (BFSC). We will recruit businesses to the Council and to join our 'City of Food' brand, to lead change and benefit from its opportunities. Working with the **District Clean Growth Plan team** to embed a 'Sustainable Food Supply System' priority in their Plan, to unlock future food-related business opportunities. We will **target and support inward investment** to develop Bradford's unique potential to offer sites for innovative, sustainable urban farming (e.g. aquaponic vertical farming/fish farming). We will **Support local businesses** to work with us to create healthier, more sustainable fast-food concepts, standards and products under 'the Bradburger' trademark.

**We will map and track the affordability of family food** so our move to sustainability is inclusive, creating choice and ease of access to affordable food for customers, and households can easily find information about our local food system. There are more food-related employment opportunities, adding value to the food system and local investment creates opportunities in our food supply chain. **We will adopt best practice to minimise food waste** in the food supply chain and **support our large (anchor) organisations** to work together to lead change towards sustainability in the food supply chain. **We will create demand and support inward investment** in innovative, sustainable urban farming, such as a joined-up approach for farm-to-fork Halal meat supply, and procurement of produce via the Bradford Food Suppliers Council.

**Localising and diversifying:** we will create a diverse base of local suppliers and products supported by the Food Suppliers Council, and the supply chains for our large

local organisations and local Markets. We will ensure **food supply system mapping supports decision making**, enabling localised decisions to be made, opportunities and benefits to be realised. **We will promote** the District as the first adopter of a 'Food Sustainability Traffic Light' system, working across our large (anchor) institutions and BFSC members. **We will ensure affordability of family food** – our objective to Create an Eating Well culture enables households to use their leftover food for nutritious meals. **Best practice minimises food waste** by reducing packaging in supply chains. Retailers help to reduce food waste by improving practice – giving more recipe advice to customers, more wonky veg, less buy one get one free offers, redirecting surplus food for use rather than waste. We will support **Bradford Food Suppliers Council to innovate and lead** by creating a 'City of Food' brand, leading challenges and opportunities for change, ensuring that local food businesses can become more competitive nationally by joining our journey to sustainability.

- The District will demonstrate national Leadership by becoming a first adopter of a 'Traffic Light' system for food sustainability, across anchor institutions and BFSC members.
- Clean Growth Plan will have Sustainable Food Supply System as a key initiative and an exemplar of innovation.
- We will map the food supply system: employment, Gross Value Added, investment and geospatial.
- We will champion sustainable fast-food – 'the Bradburger' brings stakeholders together to co-create innovative products.

## HOW WILL WE WORK TOGETHER TO ACHIEVE OUR OUTCOME?



**We will:** develop a **Strategic Outline Business Case for a Sustainable Food Supply System** as set out in the Bradford District Economic Recovery Plan. **Undertake research on Sustainable Fast-food attitudes and motivations** –collating baseline data to give investors insight on how to support healthier, more sustainable offerings, and gather data on **affordability and the impact of sustainable food on family budgets**. We will learn how much the average family in Bradford spends on food, and what the cost impact could be of a sustainable diet.

**We will: Develop a Sustainable Food Procurement Toolkit for Anchor Institutions:** embedding best practice

across these key District organisations. **Engage across the supply-chain end to end within the District:** working with businesses to determine what a Sustainable Food Supply System would look like in Bradford, developing an understanding of the business models and supply chains needed e.g. for halal meat from upland farmers through to local outlets. **Understand the potential for producing local plant-based protein** through specialist agro-forestry and by supporting innovation in production of locally produced non-animal proteins.

**We will work with District Farmers to:** explore how to grow and feed locally, understand opportunities for farmers to extend their businesses from Farm-to-Fork and **Conduct feasibility studies for Urban Farms within the District** working with owners of empty real estate on the feasibility of vertical farm development.

**We will support Development of our local Markets:** providing information on best practice and innovation in sustainable food retail and wholesale through our Markets and **Develop a Food-System Geospatial Mapping Tool;** complete earlier work on a geospatial map to identify opportunities for consumers and businesses and to help identify potential food deserts that may exist across the district.

## HOW WILL WE KNOW WE HAVE MADE A DIFFERENCE? WHAT DOES GOOD LOOK LIKE?

- Bradford becomes an exemplar sustainable city of good practice in food production, nutrition, skills & training.
- More food is grown, purchased and consumed locally - fewer food shortages, increase of food growing, production and retail within the District.
- Bradford has a food system which minimizes environmental impact, is resilient to external shocks and reduces emissions, water use, soil damage.
- Social justice is improved through transition to sustainable food supply system.
- Our local farming and food supply industry meets the needs of the cultural diversity of our district.
- Consumers are choosing a more balanced, more plant-based diet and eating less meat, reducing the impact of meat consumption.

## HOW WE WILL MEASURE SUCCESS

- Measure change in how much food is grown, purchased and consumed locally, with a move towards a more sustainable and seasonal approach to food options.
- Reduced carbon emissions, water used and soil damage.
- Fewer food shortages.
- Increase of good growing, production and retail within the District.
- Decreased reliance on Food Bank use.
- Increased disposable income.
- Overall reduction in meat consumption with an increased proportion of halal meat being sourced from local production and supply.
- Increase of sustainable plant-based consumption, Increased plant-based production (including better provision of vegetarian and vegan options).

# 2022/23 ONWARDS



In summer 2022, to complete the work on the strategy, extensive consultation on the draft strategy took place to help us plan our next steps. This involved as many voices as possible to bring everyone on the journey to create a sustainable food system in the district. As a result 1,058 individual responses are shaping what comes next to help put the strategy into action.

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Partners, stakeholders and organisations across the district provided 290 responses to an online survey and 31 contributions to a food map of the District. 737 families taking part in the 2022 Summer of Fun/

Holiday Activity and Food Programme in 18 parks and green spaces provided in-person feedback. The full engagement and consultation report can be found at <https://letstalk.bradford.gov.uk/17567/widgets/49991/documents/36338>

Many residents who talked to us wanted to stay in touch. We will provide ways for this to happen for residents, partners, organisations and stakeholders across the District to ensure that the strategy and action plan remain fit for purpose. There will be ongoing opportunities through the District's new 'Sustainable Food Partnership' and a live online tool.

We will be working to broaden the representation of the new Sustainable Food Partnership, continuing the co-production process for tangible actions and annual priorities, collectively assigning resource and capacity to deliverable programmes and regularly evaluating and reporting on progress



# A NEW FOOD PARTNERSHIP FOR BRADFORD DISTRICT

A new Sustainable Food Partnership for Bradford District has been established. Many of the partner organisations that helped to develop the Strategy are members, and others have joined since.

## Becoming a Sustainable Food Place

During work on the Bradford Good Food Strategy, the UK's Sustainable Food Places Network (SFP) provided many useful resources and toolkits. This is a network of local Food Partnerships that think across all aspects of the food system, and seek solutions to some of today's most pressing social, environmental and economic issues. The network also has an awards framework which cities and other areas can apply for, to celebrate efforts and achievements.

We have joined the national network of Sustainable Food Places to learn and share lessons and best practice with others. Each local food partnership drives innovation and best practice on all aspects of healthy and sustainable food, focused on six themes for action:

1. **Strategy and Governance** – our new Bradford District Sustainable Food Partnership will own and lead our Strategy and report progress to our Living Well Steering Group who in turn report to the Wellbeing Board.
2. **Good Food Movement** – campaigns and community action including food-growing
3. **Healthy Food For All** – for all communities, in all areas, including low-cost food
4. **Sustainable Food Economy** – how food is grown, produced, packaged, transported, how we reduce and manage waste
5. **Catering and Procurement** – how food is bought and sold by catering businesses and organisations – schools, workplaces, NHS etc
6. **Food for the Planet** – seeking ways that our food can also be good for our environment



## CONCLUSION

There are a range of challenges facing the food system in the Bradford district. From climate change, the high cost of food, people struggling to eat well, the epidemic of obesity, through to higher rents, mortgages and other bills, and EU exit related problems in the food supply chain. Whilst these challenges are not exclusive to Bradford District, this strategy is a commitment to progressing this vital agenda in the absence of a UK Food Strategy.

This is a broad reaching visionary strategy, by Bradford for Bradford. The strategy and the new 'Sustainable Food Partnership', presents a unique opportunity to improve the food system, to reduce inequalities and to improve the health and wellbeing of our district. We will base this on evidence and develop it with local organisations and residents.

Working together, in collaboration with our Partners, and neighbouring Authorities through the SFP network, we can change the food system over time so all residents can easily find, afford and prepare nutritious and

balanced food. Together we can make sure that our district and our food system is prepared for any future challenges.

Through this co-ordinated and partnership based approach we can work towards the four key outcomes of the strategy;

1. **Creating an eating well culture**
2. **Tackling food insecurities**
3. **Community-led food growing**
4. **A sustainable food system for all**

Everyone has a role to play in improving the food system in the district, join us, share what you are doing already, find ideas on the Living Well website at [mylivingwell.co.uk](http://mylivingwell.co.uk)

Through partnership and collaboration, and through co-ordinated effort one piece at a time, we can all become advocates of '**Good Food: Mouthful by Mouthful**' and make a real difference to the food system in the Bradford district.

The wording in this publication can be made available in other formats such as large print and Braille. Please call 01274 438884 or email [foodstrategy@mylivingwell.co.uk](mailto:foodstrategy@mylivingwell.co.uk)

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