Bradford Good Food Strategy

Toolkit
Food Strategy
Advocacy

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We want you to become an **Action Implementor**, an **Agitator**, and an **Advocate** for the **Bradford Food Strategy**... mouthful by mouthful!

Your role will involve:

1. Understanding the complexities of the Food System and your organisation’s role.

2. Recognising that you and your organisation, service or department has a role to play (No matter how small!) and can make a difference to the collective effort.

3. Putting accessible and nutritious food for all at the heart of your policies and actions.
An **Action Implementor** should:

- **Establish a senior/accountable officer** to champion and lead this work

- **Identify actions within the Food Strategy Action Plan** that your organisation, service, or department could contribute to delivering against. For specific examples please see the appendix on pages 8 – 12

- **Work with the Sustainable Food Partnership** to share individual plans, priorities, barriers, and opportunities

- **Create opportunities** for individuals and communities who want to take action
An **Agitator** should:

- **Rock the boat** – don’t stop at the first challenge, but ask why not? What would it take to do things differently?

- **Drive, and harness the power, of collective responsibility** – there is no ‘owner’ or statutory organisation responsible for food system work. **An agitator should bring food onto all agendas**

- **Think food** – bring a food lens into meetings, policy, workshops, and other strategies. Use food as a golden thread!
An **Advocate** should:

- **Identify** – who could be your organisational champions and be the voice of issues around food in your organisation?

- **Consider who you can influence** – in what arenas and at what level - lobby your senior leaders to prioritise actions relating to food

- **Celebrate and promote** – share your successes across various channels including the [Sustainable Food Partnership](#), social media, and the local press. And be part of local campaigns such as [Swap Well to Eat Well](#)

- **Enable Individuals** – to share their voices and lived experiences with businesses and policy makers to enable food system change that is relevant

- **Support other organisations** – to collectively amplify the impact of all efforts
Further support:

Do you need further support, advice, or want to discuss this further?

🌐 Click here to visit: The Bradford Sustainable Food Partnership
✉️ Click here to email us for more information

Downloads:

Click on the links to view:

- Food Strategy Film
- Action Plan
- Executive Summary Of The Strategy
- Full Strategy
Example actions against our 4 priority areas:

**Strategy Outcome 1 – Actions: Creating An Eating Well Culture**

- Promote a culture of **eating well** in the workplace such as making fresh fruit available for staff and visitors or having nutritious group lunches
- Promote the [Swap Well to Eat Well](#) campaign and resources
- Ensure any food provision meets an Eating Well Standard, such as the [Food For Life Served Here Award](#)
- Offer learning/training to raise confidence for people to eat well in the context of their cultural, social and financial situation
- Run skill-building sessions, for example, cooking healthy meals that are affordable
- Identify opportunities to develop initiatives to improve local access to affordable, good quality food
Strategy Outcome 2 – Actions: Tackling Food Insecurities

- Tailor food provision to cultural preferences and dietary needs
- Influence and lobby about food insecurities
- Ensure knowledge of where to signpost to support services and refer to benefits advice, financial assistance schemes for information on tax, benefits and debts. Local Cost of Living Advice find your local Bradford District Foodbank
- Become a living wage employer
Strategy Outcome 3 – Actions: Community-led Growing

- Giving space over to growing fruit and vegetables (indoors, on a balcony or in your outside space)
- Setting up an allotment or a garden for service users
- Allowing staff time to volunteer at a community garden
- Sharing food you’ve grown with others (or your local foodbank!) Share Your Spare
- Growing salad and herbs on indoor windowsills
- Sharing food growing skills
- Work with Grow Bradford on supporting local growing initiatives, signposting and resources
Strategy Outcome 4 – Actions: A sustainable Food System For All

- Reducing portion sizes in your canteen
- Providing compost bins for food scraps
- Giving surplus food to local charities or a local food bank
- Serving seasonable, healthy produce
- Buying from local producers and shorten the supply chain
- Buying Fairtrade tea and coffee
- Reducing and managing waste
- Using sustainable packaging and reducing packaging
- Source food from local social enterprises or not for profit suppliers
Other – Actions: Catering and Procurement

- Offer at least one ‘meat free’ day each week in your canteen and more ‘meat free’ meal options
- Sourcing your food locally
- Ensuring caterers only buy what they can use
- Asking caterers to provide nutritious and sustainable options
- Removing single use plastics
- Create/review your food waste policy
- Provide healthy food and drink options for staff and visitors