

**Plan: 2022 - 2023**

# **#GoldFoodCambridge**

**CAMBRIDGE  
SUSTAINABLE FOOD**



# #YES WE CAN

## Sustainable Food Places Awards: Going for Gold

### Contents

1. Introduction and criteria
2. Significant continued action and outcomes across each of the six key Sustainable Food Places (SFP) themes achieved at Silver level
3. Two 'Gold' areas of exceptional achievement
4. Evidence that the partnership and programme is embedded and will be sustainable over the long term

### 1. Introduction and criteria

Having become one of the first of six cities in the UK to achieve a ['Silver' Sustainable Food Places award](#), Cambridge is aiming to follow Brighton and Bristol by becoming the third Gold Food City in the UK. The CSF Partnership is proud to present the plan for the next 18 months and we invite the whole of Cambridge to join us.

#GoldFoodCambridge is our bid to join Bristol and Brighton & Hove as the UK's third Gold Award winner in June 2024.

#### **How does a City Apply for a Gold Award?**

For the Bronze and Silver awards, a city partnership needs to submit evidence of progress on six key food-related themes. To achieve Gold, in addition to providing more evidence on these themes, the partnership had to choose and submit two areas that could be considered as national areas of 'excellence': Food Justice and Climate Action. There is also a requirement to demonstrate that the programme is embedded and will continue over the long term without our input.

We believe that no single organisation can do it all and believe that by working together in partnership, finding the links and synergy between people and organisations, we can create lasting change.

# #YES WE CAN

## 2. Significant continued action and outcomes across each of the six key SFP themes

### Themes of the Sustainable Food Places network award

Cambridge received a Silver Award in Summer 2021. Our submitted evidence was presented in relation to the SFP award themes listed below:

1. Promoting healthy and sustainable food to the public
2. Tackling food insecurity, diet-related ill health and access to affordable healthy food
3. Building community food knowledge, skills, resources and projects
4. Promoting a vibrant and diverse sustainable food economy
5. Transforming catering and food procurement
6. Reducing waste and the ecological footprint of the food system

**Going for Gold - continued action:** These six work strands use the revised six key issue structure introduced by Sustainable Food Places and build on the [CSF Action Plan](#). They are summarised in the following tables.

### Key issue 1

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

<b>Raise profile of CSF partnership and SFP</b>	<ul style="list-style-type: none"><li>• Work collaboratively to implement, review and promote the <a href="#">2021–2024 Action Plan</a></li><li>• Develop Cambridge Sustainable Food Partnership Board (CSFPB) members' role to act as 'Gold' ambassadors</li></ul>
---	---

# #YESWE CAN

<b>Diversity and inclusion</b>	<ul style="list-style-type: none"> <li>• Review membership of CSFPB to ensure partnership is representative and democratic and that there is a clear route for contribution</li> <li>• Develop a wider CSF membership model to enable wider stakeholder involvement</li> <li>• Seek to promote and normalize a diversity of voices both in wider membership and in CSFPB by working with organisations e.g. Cambridge Ethnic Community Forum to tackle barriers to participation</li> </ul>
<b>Strategic partnerships</b>	<ul style="list-style-type: none"> <li>• Continue to collaborate with key strategic partners e.g. County Council, Natural Cambridgeshire and Food, Farming &amp; Countryside Commission with a view to supporting the creation of a sustainable food partnership at county level. We believe that being a true Gold city involves working outside the city boundaries to bring benefit within the city.</li> <li>• Develop links with Public Health, Primary Care groups and the Integrated Care System to promote and embed the health benefits of sustainable food; social prescribing of healthy food and community-based food growing activities.</li> <li>• Work with city partners ensuring food is embedded in any city-wide action plans</li> <li>• Work with Cambridge City Council to update and improve the Sustainable Food Policy and related policies and strategies.</li> <li>• Work with the business community and partners across the city e.g. Cambridge BID to promote and embed sustainable food practices.</li> </ul>
<b>Facilitate networks</b>	<ul style="list-style-type: none"> <li>• Food Business Alliance</li> <li>• Food Justice Alliance</li> <li>• Community Food Hub Network</li> <li>• Climate and Biodiversity Action Network on food</li> </ul>

## Key issue 2

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

<b>Campaigning and awareness</b>	<ul style="list-style-type: none"> <li>• Develop a city-wide Going for Gold campaign</li> <li>• Continue to run campaigns, events and activities to raise public awareness of good food including Climate Diets and Grow a Row</li> </ul>
----------------------------------	---

# #YES WE CAN

	<ul style="list-style-type: none"> <li>• Improve and promote sustainable food business directory and awards scheme</li> <li>• Engage and influence the development of the Greater Cambridge Local Plan and planning consultations to promote and embed sustainable food, and access to healthy food and food growing opportunities in new developments and new communities e.g. allotments, community farms and gardens</li> </ul>
<b>Building a good food movement</b>	<ul style="list-style-type: none"> <li>• Develop branding and campaign tools and assets using Going for Gold as the focus and continue to run an active website, social media and newsletter and maximise opportunities for press coverage</li> <li>• Develop and promote pathways for action for different communities (including individuals, businesses, community groups and schools) and celebrate successes</li> <li>• Build the capacity of new Community Food Hubs post-Covid, fostering grassroots action and participation</li> <li>• Continue to develop and run a high profile structured volunteer scheme including ambassadors/ community champions</li> </ul>
<b>Resources</b>	<ul style="list-style-type: none"> <li>• Develop accessible resources and guides on actions that can be taken</li> <li>• Map assets and land across the city which are available for community use and work to secure land for community food growing in perpetuity</li> <li>• Identify and adopt or, if necessary, develop new digital tools to measure and communicate city-wide actions and impact</li> </ul>

## Key issue 3

Included in areas of exceptional achievement (pages 14 - 20)

## Key issue 4

Creating a vibrant, prosperous and diverse sustainable food economy

<b>Recognition and continual Improvement</b>	<p>Create a clear, easy-to-follow pathway for businesses to pledge and act, including:</p> <ul style="list-style-type: none"> <li>• Promoting the pledge</li> <li>• Revising the criteria and promoting the Business Directory</li> </ul>
--	---

# #YES WE CAN

	<ul style="list-style-type: none"> <li>• Developing a modular Sustainable Food Business Awards Scheme (modules: environment, sourcing and society)</li> <li>• Policy and audit services</li> </ul>
<b>Promotion/visibility</b>	<ul style="list-style-type: none"> <li>• Showcase achievements and continue to raise public awareness of local sustainable food businesses</li> <li>• Develop Sustainable Food Trails with local businesses, especially in struggling areas of the city with high density independent food businesses</li> <li>• Promote alternative retail models and other local, sustainable distribution services and platforms e.g. food pantries, coops</li> </ul>
<b>Business support</b>	<ul style="list-style-type: none"> <li>• Continue to offer the CSF Sustainable Food Business Mentoring scheme and expand this offering in collaboration with social enterprise incubators and business schools e.g. Allia and University of Cambridge Judge Business School</li> <li>• Build relationships with key commercial landlords (including the universities, Science Parks, Colleges and City Council) and help to broker enabling terms for sustainable food businesses</li> </ul>

## Key issue 5

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

<b>Support/promote local supply chains</b>	<ul style="list-style-type: none"> <li>• Engage with local farmers and landowners, including the County Farms Estate, to develop and improve local supply chains</li> <li>• Work with the Food, Farming and Countryside Commission (FFCC) and partners to co-create a Land Use Framework for Cambridgeshire and Peterborough which will enable a just transition to local agroecological food and farming systems</li> <li>• Work with partners e.g. Council procurement officers, large private caterers, Public Health, schools etc to explore wider opportunities for sustainable food procurement and policy inclusion. Seek to embed sustainable food policy, practice and accreditations across sectors through e.g. Food For Life, PECT Food Smart accreditation</li> </ul>
--	--

# #YES WE CAN

	<ul style="list-style-type: none"> <li>• Engage with Cambridge Colleges/universities catering, promoting and exploring ways of showcasing and extending good practice and sustainable food policies already in place</li> <li>• Support smaller local food businesses to better access local supply chains.</li> <li>• Enable food procurers to access more local, sustainable food through e.g. food hubs, local delivery schemes, local markets</li> <li>• Engage and work with initiatives that promote shorter, more circular, supply chains e.g. Cambridge Food Hub and The Open Food Network</li> </ul>
<b>Mapping, monitoring and promotion</b>	<ul style="list-style-type: none"> <li>• Continue mapping/updating accreditations/policies/standards attained and developed by public sector/large catering businesses/small-scale outlets</li> <li>• Showcase achievements, including print/social media, identifying further development opportunities</li> <li>• Develop/expand/promote Sustainable Food Directory, including developing a set of criteria for use.</li> </ul>

## Key issue 6

Included in areas of exceptional achievement (pages 8 - 14)

## 3. Areas of exceptional achievement

Cambridge's ambition is to become a national exemplar in two key areas of food system change:

- Action on climate and biodiversity as primary drivers of a resilient food system
- From food insecurity to food justice: developing a new approach to ensure good food for all

Cambridge Sustainable Food identified these two areas through a series of Partnership Board meetings/ workshops and in discussion with key stakeholders and partners. Both areas also connect closely with key local authority commitments.

## Area 1: Climate and biodiversity action

### The context

# #YESWE CAN

The scale and urgency of the transformation needed to keep global temperatures to 1.5°C above pre-industrial levels and prevent further biodiversity loss, coupled with the appetite in the city to make this happen, presents a huge opportunity to work alongside others in the city to make a lasting impact on climate and nature through food. Cambridge City Council is committed to net zero by 2030 and has made sustainable food one of its key objectives, alongside signing the Glasgow Declaration.

The biodiversity of the East of England is poor and whilst the region is traditionally known as the 'breadbasket' of the country, peat loss is a major contributor to climate change and monocultural production decimates biodiversity. We believe that to be a truly Gold Standard food place we need to develop relationships outside our city to help realise the transition to a zero carbon food economy.

## The vision

Whilst reducing greenhouse gas emissions and reversing biodiversity loss are immediate goals, we also believe that a just transition to a new food ecosystem is necessary to ensure that a fair and sustainable future is available to all. Going for Gold will allow us to explore strategies that will reduce emissions and make the city more food resilient and start to create a bridge to a zero carbon future. The Food, Farming and Countryside Commission and the Cambridgeshire Inquiry is developing a Land Use Framework for the county with the just transition to agroecological food and farming systems at its core.

## Climate change - why Cambridge?

- **Strategy support:** New City Council Climate Change Strategy includes food as one of its five key areas of work; Cambridge Zero within Cambridge University, opportunities presented by city and surrounds being major growth area (both residential and commercial development); Climate report from Combined Authority
- **Political Support:** Glasgow Declaration; Sustainable Food Councillor; City Council commissioned Climate Charter
- **Civil Society:** Cambridge DEAG; Zero Carbon Cambridge; Cambridge Carbon Footprint charity; Transition Cambridge, Carbon Neutral Cambridge; churches and other faith-based organizations.
- **SME's and Businesses:** CSF Award holders, 90+ Sustainable Food Directory businesses, Cambridge Food Hub, Cambridge Colleges and universities, Cambridge 2030
- **National pilots:** Climate Diets SUSTAIN pilot city; FFCC's Cambridgeshire inquiry and Land Use Framework; first co-farming pilot.
- **Climate View system:** Newly established system run by the City Council to measure climate action. This system draws together and tracks all of the strands of work being undertaken by the City Council and its partners in the city around climate, including food.



# #YESWE CAN

## Approach

- Taking a whole system approach, looking for 'upstream' solutions
- Campaigning and awareness raising particularly around reducing meat and dairy consumption.
- Recognising the limitations of an entirely bottom-up approach and the importance of taking it beyond the individual through building a supportive policy environment.
- Seeking to create synergies and build partnerships within existing networks and projects
- Support shorter and more direct, agroecological supply chains and promote a 'just transition' by putting fair pay, fair trade and workplace practice at the heart of our work with businesses.
- Working with academic partners to monitor and evaluate impact on direct emissions reduction, behaviour change and also as value added to the local system by building new connections.
- Development and use of robust monitoring and evaluation focussing effort on driving measurable impact on climate and nature
- Sharing learning and best practice with other sustainable food places

Our ambition is to embed climate and biodiversity action throughout the local food ecosystem to address the climate and nature emergencies and build a more resilient, just local food system through:

Objective	Action	Outcome	Output
<b>Work with public sector institutions, businesses and citizens to deliver a city-wide strategy to drastically reduce the</b>	Promote the City Council Climate Charter as well as the CSF Manifesto and Climate Pledge Support delivery of City Council's Climate Strategy (food is a key objective) and Biodiversity Strategy which commits to 'encouraging and supporting urban agriculture' Engage with city-wide monitoring of climate actions by signing up to and incorporating gold actions in to Climate View Seek to engage with Combined Authority and County Council on climate and food issues Work with the City Council to incorporate sustainable food principles in	<b>A city-wide approach to the climate and nature emergencies is taken</b>	<ul style="list-style-type: none"> <li>• Increase in individuals/ organisations taking action</li> <li>• Strategy activities and targets are set and delivered by City Council and partners</li> <li>• Updated Sustainable Food Policy and action plan</li> <li>• Actions across the city are monitored and form part of a city-wide approach and helps</li> </ul>

# #YESWE CAN

<b>climate and nature impact of food</b>	<p>Council catering contracts/ food procurement e.g. encourage providers at events to use sustainable food practices</p> <p>Promote and deliver food business pledge, sustainability awards, revised sustainable food directory, advice and support</p> <p>Promote and support where possible sustainable food strategies and initiatives in larger institutions e.g. hospitals, universities and Cambridge Colleges, larger employers</p> <p>Work with educational and community-based settings to raise awareness of food and climate and encourage work with accreditation schemes such as Food Smart (local scheme) and Food for Life</p>		<p>to monitor Climate and Biodiversity Strategies</p> <ul style="list-style-type: none"> <li>• Increase in businesses and institutions adopting climate conscious food practices</li> <li>• Increase in education accreditations: more education settings signed up to Food for Life or Food Smart (local scheme)</li> </ul>
<b>Develop, promote and deliver projects that enhance a transition to agroecological methods of land use including promoting routes to market</b>	<ul style="list-style-type: none"> <li>• Support and promote City Tree Canopy Project, community orchards and edible mapping in the city</li> <li>• Develop a commons grazing strategy ( City Council)</li> <li>• Seek to promote biodiverse food growing in public places</li> <li>• Use guidance in the <u>SPD</u> and promote Sustainable Food Statement of Intent to encourage developers to incorporate growing</li> <li>• Support the establishment of growing spaces and encourage residents to grow food using methods which support biodiversity</li> <li>• Support development of county-wide land use framework as part of the FFCC's Cambridgeshire inquiry that protects, enhances and makes available land for both community growing and commercial sustainable agriculture and resolves conflicts over land use</li> <li>• Encourage development of infrastructure e.g. Cambridge Food Hub to enable more sustainable food to reach the city</li> <li>• Promote and support biodiverse, low carbon methods of growing and production which add benefit and value to local communities including allotments, community farms and gardens</li> <li>• Support the development of the co-farming pilot in Abbey as a demonstration model of community-based agroecological farming and identify additional sites and communities within and around the city to scale up the model.</li> </ul>	<b>Land is used well for climate and nature</b>	<ul style="list-style-type: none"> <li>• Number of new community gardens</li> <li>• Number of individuals involved in local growing schemes e.g. Grow a Row</li> <li>• Number of new developments with a Sustainable Food Statement of Intent</li> <li>• Size of the 'distributed estate' of land across which the CoFarm model is implemented</li> <li>• Number of County Farm Estate tenants transitioning to agroecological farming systems</li> <li>• Commons grazing strategy developed and implemented</li> <li>• Edible mapping develop</li> <li>• Agroecological growers have more routes to market</li> </ul>

# #YES WE CAN

	<ul style="list-style-type: none"> <li>• Contribute to the development and delivery of modular experiential agroecological training programmes which will be delivered at CoFarm Cambridge's pilot farm and accredited by Cambridge Institute of Continuing Education.</li> <li>• Support the dissemination of local, farmer-led case studies of nature-friendly integrated pest management.</li> <li>• Contribute to the FFCC Cambridgeshire inquiry's action research into how the County Farm Estate can use its holdings to optimise outcomes for nature, the climate and health.</li> <li>• Work with academic partners (including the Industrial Sustainability Unit of the Institute for Manufacturing) to measure and communicate the holistic value created and captured by a transition to local, agroecological food systems, ensuring that a robust methodology for comparative energy use is factored into the research.</li> </ul>		
<b>Provide food businesses with support to improve resource efficiency and sustainability across all aspects of their business</b>	<ul style="list-style-type: none"> <li>• Work with food businesses to achieve sustainable food business awards (three modules: environment, sustainable sourcing and society), promote achievements and share best practice amongst the business community.</li> <li>• Work with businesses to implement environmental policies and reduce their GHG emissions.</li> <li>• Expand resources on our website for food businesses to improve their resource efficiency and sustainability</li> <li>• Encourage businesses to make climate pledge</li> </ul>	<b>Local food businesses embed environmental sustainability in policy and practice</b>	<ul style="list-style-type: none"> <li>• Number of events and festivals improving practices</li> <li>• Number of food businesses achieving awards</li> <li>• Number of food businesses adopting environmental policies</li> <li>• Number of businesses circulating surplus through Community Food Centre/Hubs</li> <li>• Number of food businesses taking action on climate</li> <li>• Number of businesses signed up to Cambridge Food Hub</li> </ul>

# #YESWE CAN

<b>Deliver city-wide campaigns to promote a mainstream shift to sustainable food</b>	<ul style="list-style-type: none"> <li>• Work with residents and partners to raise awareness</li> <li>• Facilitate networking events</li> <li>• Support schools to declare climate emergencies and create guidance to support action</li> <li>• Develop and expand the Climate Diets campaign</li> <li>• Encourage residents to choose seasonal/ local food and to reduce meat and dairy</li> <li>• Work with local grassroots organisations and communities to promote a climate diet through activities, events, media campaigns and work towards a Food and Climate Festival, including development of a visible brand and associated materials</li> <li>• Access to climate friendly, healthy diets and foods for all including those on low incomes, climate policy for social food programmes e.g. Holiday Lunches</li> </ul>	<b>More people are aware of the link between climate and diet</b>	<ul style="list-style-type: none"> <li>• Attendance numbers at events/ activities and follow up actions</li> <li>• Community engagement in CoFarm</li> <li>• Number of schools taking action on food and climate</li> <li>• Number of people pledging to eat a Climate Diet</li> <li>• Increased awareness of the relationship between food, climate and biodiversity</li> <li>• Decreased consumption of meat and dairy</li> <li>• Increase in plant-based dishes served at food outlets</li> </ul>
<b>Measure greenhouse gas emission reductions/ behaviour change/ biodiversity benefits</b>	<ul style="list-style-type: none"> <li>• Work with the City Council, Sustain and academic partners plus existing and emerging networks and groups in the city to promote, engage and develop a set of food indicators that can measure behaviour change and greenhouse gas emissions reduction.</li> <li>• Embed these in city-wide measurement systems</li> </ul>	<b>What matters is measured proportionally and is achievable</b>	<ul style="list-style-type: none"> <li>• Indicators that are easy to use, proportionate and measurable are developed</li> <li>• Measurable reduction in greenhouse gas emissions</li> <li>• Measurable biodiversity benefits</li> <li>• Measurable behaviour change</li> </ul>

# #YESWE CAN

<b>Design out food waste</b>	<ul style="list-style-type: none"> <li>• Develop and continue to redistribute surplus food through the Community Food Centre</li> <li>• Establish a surplus food community kitchen</li> <li>• Raise public, business and institutional awareness of food waste and encourage them to measure and reduce</li> <li>• Work with Greater Cambridge Shared Waste e.g. campaigning for reduction in contamination of general waste with food waste, increase in uptake of separate food waste bins by households and businesses</li> <li>• Promote community composting</li> <li>• Ensure the food waste hierarchy is incorporated into and shapes an integrated city-wide food waste policy and strategy</li> </ul>	<b>The food waste hierarchy is embedded across all food activities in the city</b>	<ul style="list-style-type: none"> <li>• Number of businesses/ organisations donating surplus food</li> <li>• Number of businesses taking action on food waste reduction</li> <li>• Number of residents engaged on food waste</li> <li>• Increase in uptake of food waste recycling</li> <li>• Reduction in contamination of general waste with food waste</li> </ul>
------------------------------	--	--	---

## Area 2: From food insecurity to food justice - developing a new approach to ensure good food for all

### The context

During the pandemic there has been a big surge in interest, public awareness and action in making sure food has been available for those in need. Most of this has been centred around the 'charitable' model of giving. At the same time we have seen communities come together in mutual aid and projects, with networks and activities springing up across the city.

As we try to tackle household food insecurity, we experience the ongoing tension between the immediate need for food, and the need for longer-term strategies and approaches that eliminate insecurity whilst maintaining dignity and agency to act and build community.

### The vision

We want to shift focus from food insecurity to food justice with the message that access to healthy, affordable food is a right. We want to break the cycle of "solving" food insecurity by repurposing food waste and acts of charity, whilst still being able to make sure that those who need it are able to access emergency provision. We will continue to put a "money-first" approach at the heart of our work. We believe that a rights based and whole city approach is needed and local policies and strategies need to reflect this.

# #YESWE CAN

Whilst the number of people needing to access emergency food may not decrease and there will still be a need for support through traditional channels, we also want to ensure that people feel they are able to advocate and participate in projects that promote access to food. We want people to be able to speak truth to power to effect change. We want to enable people to come together around food justice issues that matter to them, to bring about local change, contribute to national campaigns and feel part of and participate in the wider good food movement across the city.

## Food justice - why Cambridge?

- **Strategy support:** City Council has Anti Poverty Strategy and Living Wage policy
- **Post Covid work:** Building on city-wide Covid response to reframe the narrative, with significant support from City Council, Cambridge Food Poverty Alliance, Community Food Hubs and faith-based organisations including those that have been at the forefront of the emergency response.
- **Political Support:** City Council endorsed Food Poverty Action Plan, funding Community Kitchen/ distribution centre, County Council support (new political makeup since last elections); City Council commitment to become Right to Food City
- **Civil Society:** CoFarm, volunteer network, established Community Food Hubs, Food Poverty Alliance
- **Private Sector:** thriving entrepreneurial ecosystem, with start-ups increasingly focused on social and environmental impact e.g Cambridge Food Hub and large corporates (e.g Arm, Sodexo, AstraZeneca) seeking to embed sustainable food and address food insecurity as core sustainability commitments. Cambridge 2030 group of businesses focusing on Sustainable Development goals and anti-poverty, including food.

## Approach

- Taking a whole system approach, looking for 'upstream' solutions
- Recognising the limitations of an entirely bottom-up approach and the importance of taking it beyond the individual and building a supportive policy environment.
- Promoting a 'cash first' approach to tackling food poverty, focusing on why maximising income is effective in aiding lower-income residents facing food insecurity
- Ensuring signposting and access to advice are available at every opportunity
- Taking a 'dignity first' approach based on Nourish Scotland

# #YES WE CAN

- Adopting a Right to Food approach
- Using robust monitoring and evaluation to focus effort on driving measurable impact on food insecurity
- Sharing learning and best practice with other sustainable food places.

Objective	Actions	Outcome	Output
<b>Work with public sector institutions, businesses and citizens to deliver a city-wide strategy and action plan based on the right to food</b>	<ul style="list-style-type: none"> <li>• Working with the City Council and partners become a 'Right to Food City', joining other cities across the country calling for legislative change</li> <li>• Continue to roll out the alliance model across the county and maintain high levels of participation and collaboration in the city around the food justice action plan</li> <li>• Ensure the right to food and the Nourish Scotland dignity principles are embedded in any city-wide action plans and strategies</li> <li>• Seek to work with partners such as the Food Ethics Council to shift the narrative beyond food insecurity</li> <li>• Develop a schools pack on food insecurity, encourage engagement in local networks and work to raise awareness across the city</li> <li>• Work to develop good food neighbourhoods across the city which focuses on good food for all</li> </ul>	<b>Good food for all is embedded in neighbourhoods and city-wide policy and practice</b>	<ul style="list-style-type: none"> <li>• Number of new initiatives developed in partnership</li> <li>• Number of organisations regularly participating in Alliance meetings and activities</li> <li>• Number of Good Food Neighbourhoods set up</li> <li>• Good food policies in all social food settings including dignity principles</li> <li>• Number of county alliances set up</li> <li>• Number of schools engaged</li> <li>• Cambridge becomes a Right to Food City and food justice and equality is written into policies and strategies</li> </ul>

# #YES WE CAN

<b>Support and promote initiatives that tackle diet-related ill health for people on low incomes</b>	<ul style="list-style-type: none"> <li>• Work to embed healthy and sustainable food practice in all social food provision to ensure good food for all</li> <li>• Seek to work with partners to remove/ restrict junk food advertising</li> <li>• Promote NHS and Public Health initiatives such as Change4life, Better Health and BMI Can Do It</li> <li>• Support delivery of County Council Public Health Healthy Weight Strategy e.g. through cookery workshops,</li> <li>• Support the Pilot Cambridge City PCN digital NHS weight management programme to increase engagement and referrals</li> <li>• Promote HAF scheme and e.g. Fit and Fed (Cambridge United Football Club) and similar programmes delivered during school holidays</li> <li>• Develop links with Cambridgeshire and Peterborough Integrated Care System and explore potential for social prescribing and sustainable, healthy food in NHS settings</li> <li>• Promote the new Healthy Options schemes to businesses</li> <li>• Promote and work with e.g. PECT Healthy Schools, Food for Life programmes</li> <li>• Promote healthy food guidelines for food projects</li> <li>• Promote Healthy Start vouchers</li> </ul>	<b>People on low incomes are able to eat and live healthily</b>	<ul style="list-style-type: none"> <li>• Number of people participating in Public Health initiatives</li> <li>• Number of people referred via social prescribing</li> <li>• Number of businesses signed up to Healthier Options scheme</li> <li>• Number of schools accredited to healthy food programmes</li> <li>• Number of children participating in Fit and Fed/ similar programmes</li> <li>• Junk food advertising is restricted</li> <li>• Level of engagement on Public Health initiatives</li> <li>• Healthy food guidelines for food projects</li> <li>• Uptake in Healthy Start Vouchers and free school meals</li> </ul>
<b>Develop, promote and deliver projects that move towards a sustained and</b>	<ul style="list-style-type: none"> <li>• Continue to develop, facilitate and engage communities in the holiday hunger and activities programme in the city, maintaining access for all</li> </ul>	<b>Everyone is able to participate in, shape and contribute to their local</b>	<ul style="list-style-type: none"> <li>• Number of people benefiting from holiday hunger provision and activities</li> </ul>



# #YES WE CAN

<b>dignified community led model</b>	<ul style="list-style-type: none"> <li>• Expand Grow a Row scheme where local individuals/ groups/ organisations grow extra for the Community Food Hubs</li> <li>• Support sharing of diversity of skills and knowledge on e.g. growing, cooking within communities e.g. through community farming/ Grow a Row scheme/ Community Food Hubs</li> <li>• Support communities to volunteer in local food projects e.g. Food Hubs</li> </ul>	<b>community through food</b>	<ul style="list-style-type: none"> <li>• Amount of fresh produce distributed including from Grow a Row scheme</li> <li>• Number of volunteers in community food projects/ related activities</li> </ul>
<b>Develop, promote and deliver alternative retail models and maximise incomes</b>	<ul style="list-style-type: none"> <li>• Continue to work to ensure fresh produce is available to those on low incomes</li> <li>• Develop and pilot different financial models for those on low incomes to access food e.g. pantries, food coops</li> <li>• Promote the City Council's Living Wage scheme especially to catering sector</li> <li>• Work with local businesses and organisations to develop new and sustainable ways of supporting access to fresh produce for all e.g. Beetroot Bonds, Healthy Start Box Schemes, healthy meal schemes (subsidised ready meals - premium and reduced rate meals), prescribed produce schemes</li> <li>• Promote social enterprises and other social businesses that seek to make access fair for all</li> <li>• Promote support available for social enterprises/ alternative retail models e.g. Allia, Cambridge University Judge Business School</li> <li>• Promote support available for social enterprises/ alternative retail models e.g. Allia, Cambridge University Judge Business School</li> </ul>	<b>Everyone is able to access food in a dignified and affordable manner</b>	<ul style="list-style-type: none"> <li>• Number of people benefiting from alternative retail schemes</li> <li>• Number of initiatives in the city enabling access to fresh produce to those on low incomes e.g. Community Food Hubs, Fairbite social supermarket</li> <li>• Number of businesses which are Living Wage accredited</li> <li>• Number of outlets piloting different financial models/ alternative retail</li> <li>• Promotion of the Living Wage especially in food industry</li> </ul>

# #YES WE CAN

<p><b>Increase the number of people experiencing food insecurity who can participate, influence, advocate and effect significant, lasting change</b></p>	<ul style="list-style-type: none"> <li>• Develop a Community Food Centre which will support the 8 Community Food Hubs, faith-based and other organisations in their work as well as providing a place for communities to connect, learn and take action on food issues. A centre that acts as a focal point for community engagement and food justice:             <ul style="list-style-type: none"> <li>• An educational, skills and advice resource</li> <li>• Community kitchen</li> <li>• Opportunities to access fresh, healthy food</li> <li>• Surplus food redistribution</li> <li>• Support for community growing, cooking</li> </ul> </li> <li>• Work with people experiencing food insecurity to understand and shape campaigning issues.</li> <li>• Develop and work towards democratic consultation methods and participatory monitoring methods.</li> <li>• Seek to hold a citizens' jury/ panel or similar on food insecurity and local policy solutions.</li> <li>• Facilitate opportunities for those experiencing food insecurity to effect change through e.g. campaigning, activism etc.</li> </ul>	<p><b>Everyone is empowered, able to have their voices heard and contribute to food system change in the city</b></p>	<ul style="list-style-type: none"> <li>• Number of people engaged with activities run by the Food Centre and wider community food initiatives</li> <li>• Number of people who access food support participating in food projects e.g. volunteering at Food Hubs</li> <li>• Number of people involved in participatory consultation and influencing local policy</li> <li>• Campaign across the county to raise awareness of the right to food</li> <li>• City Council signs up to become a Right to Food City</li> </ul>
<p><b>Measure and evaluate impact of food justice programme</b></p>	<ul style="list-style-type: none"> <li>• Work with the City Council and academic partners plus existing networks and groups in the city to promote, engage and develop a set of indicators to measure impact of food justice programmes.</li> <li>• Embed these in city-wide measurement systems</li> <li>• Update food deserts/ food swamps report</li> </ul>	<p><b>What matters is measured, proportionate and achievable</b></p>	<ul style="list-style-type: none"> <li>• Indicators developed</li> <li>• Impact measured</li> </ul>

# #YESWE CAN

	<ul style="list-style-type: none"><li>Assess change in perceived resilience to food insecurity at individual level e.g. do people feel better prepared to deal with issues facing them, effect change or feel more empowerment</li></ul>		
--	--	--	--

## 4. Evidence that the applicant city's food partnership and programme is embedded and will be sustainable over the long term

**The longevity of the partnership and programme to date and its current and historic success with securing income and resources**

Cambridge Sustainable Food Partnership, established in 2013, is now the recognised lead on sustainable food in the city. The partnership is instrumental in driving the sustainable food agenda in the city and aims to expand this to the Greater Cambridge area and county. We have a good track record of accessing funds through the City Council and other sources such as the Lottery or via donations. As well as the partnership, we established and grew the CIC to six employees, which drives the work of the partnership. The CIC is developing consultancy services to support the work of the partnership, as well as other opportunities for earned income e.g. community kitchen classes, catering. CSF CIC has a large volunteer network, with 339 volunteers contributing 18,621 hours in 2020/21.

**The strength of the partnership and the degree to which it includes key representatives and is recognised and supported by key institutions and the wider food movement**

**The strength/traction of the local food strategy and the degree to which it is recognised and actively supported by key institutions and the wider food movement**

# #YESWE CAN

The partnership is cross-sectoral, with representatives from Cambridge University Colleges Catering Managers Committee, local retailers, voluntary sector, City Councillors for sustainable food, open spaces and planning (also Deputy Leader), City Council Strategy Officer, Cambridge City Food Bank, Cambridge Ethnic Community Forum and Public Health. The Food Poverty Alliance is also represented on the Partnership Board. It has over 25 members and over 45 community/ organisations are members of a community food Whatsapp group.

100+ businesses and organisations were/ continue to be involved in the emergency food programme. We have also worked with 30 businesses on sustainable food awards, 90+ on our Sustainable Food Directory and many more through other campaigns and initiatives. Four of the CSF partnership members are represented on the FFCC inquiry group.

We are seeking to expand membership of the Partnership Board to wider stakeholders and also develop options for membership as part of growing the city's good food movement. See below tables for partners and supporters.

The City Council has a Sustainable Food Policy and sustainable food forms one of the key objectives in the new City Council Climate Action Plan. The City Council commissioned Climate Charter identified CSF CIC as the lead organisation promoting action to local food businesses and individuals. Cambridge City Council is the first in the country to appoint an executive councillor for sustainable food. sustainable food and the partnership are embedded in Anti Poverty Strategies in the city and within Cambridge University and Cambridge Colleges Catering sustainability food policies. CSF leads on the Food Poverty Alliance and was tasked by the City Council to lead on the emergency response during Covid.

## **The degree to which a robust culture of food activism and related food movement has developed in the city that is not dependent on institutional funding or support**

Cambridge is a vibrant food city. Cambridge has an annual food and drink festival, EAT Cambridge running for two weeks that showcases the best local food in Cambridge and provides opportunities to attend food fairs, supper clubs, tastings, street food, talks and events. 2019's festival attracted thousands of people from across the county. Love Cambridge Restaurant Week also showcases dozens of local businesses and is very popular.

# #YESWE CAN

Cambridge has a thriving business sector that is engaged with and promotes sustainable food. Cambridge Market is at the heart of the city's sustainable food culture, with stalls trading in the Market Square since the middle ages, providing fresh, local produce every day. The Sunday market features several local/organic food traders. There are over 90 businesses on the Sustainable Food Directory and over 25 businesses signed up to CSF's business awards scheme. Over 100 businesses also engaged with the emergency food programme in 2020/21.

Eight Community Food Hubs have been established and run by community groups and faith-based organisations, with support from CSF CIC, across the city since early 2020. They received 36,600 visits during 2020/2 and 339 volunteers contributed 18,621 hours to the wider emergency food programme in 2020/21. There are over twenty growing projects in the city, including a community farm (CoFarm). The Grow a Row scheme encourages residents to grow for the Community Food Hubs, contributing five tonnes of food during 2020/21.

Cambridge Sustainable Food is redeveloping its manifesto and pledge schemes and this will form the focus of public engagement during our Going For Gold campaign.

## Organisations, Partners, Funders, Supporters and Collaborators as detailed in our new 2021 - 2024 Action Plan:

<b><u>CSF Partnership Board Members</u></b>	<b><u>Cambridge Food Poverty Alliance</u></b>	<b><u>Cambridge Food Poverty Alliance Collaborators and partners</u></b>	<b><u>Business Award holders cont'd</u></b>
Cambridge City Council CoFarm Cambridge Food Hub Transition Cambridge Radmore Farm Shop Cambridge University Catering Managers Committee Cambridge City Foodbank Cambridge Ethnic Community Forum Cambs County Council - Public Health CSF Community Interest Company Local food activist and chef	Cambridge City Council Red Hen Project It Takes a City Cambridge United Charitable Trust Cambridge City Foodbank FoodCycle Cambridge Housing Society Group Cambridge County Council Karim Foundation Cambridge Ethnic Community Forum Cambridge Women's Refuge C3 Church Abbey People Community Food Hubs Cambridge Central Mosque	Harston Food Hub Cambridge Community Kitchen Salvation Army Garden Kitchen Fitzwilliam College Trinity College Cambridge Pipasha Restaurant Bangladesh Welfare and Culture Association Romsey Mutual Aid ChYps Women's Refuge Madingley Food Hub	Lunchtime Company Lord Conrad's Brewery Learn to Cook Homerton College Cambridge Juice Company Provenance Kitchen Bibi's Indian Cookery Classes Cambridge Cookery Taste of Cambridge St John's College Sidney Sussex College Radmore Farm Shop Nanna Mexico Madingley Hall Institute of Continuing Education

# #YES WE CAN

<p><b><u>Community Food Hubs</u></b></p> <p>St Andrews Church, Cherry Hinton Trumpington Residents Association Queen Edith's Community Forum Church of the Good Shepherd Coleridge Hope Church The Edge Cafe Shah Jalal Food Hub Abbey Food Hub</p>	<p>Wintercomfort CAMSA Church Arbury Road Baptist Church Arbury Mutual Aid Group St James Church North Cambridge Community Partnership Romsey Mill Cambridge Community Kitchen</p>	<p><b><u>Food Collaborators</u></b></p> <p>Cambridge DEAG University of Cambridge Botanic Gardens Cambridge Regional College Darwin College Cambs Cuisine Cambridge Organic Cambridge 2030</p> <p><b><u>Business Award holders</u></b></p> <p>The Old Bicycle Shop Cambridge Organic Food Company</p>	<p>Anglia Ruskin University Arjuna Wholefoods</p> <p><b><u>Public Sector</u></b></p> <p>South Cambs District Council Cambridgeshire County Council Cambridge City Council</p> <p><b><u>National Partners</u></b></p> <p>Sustainable Food Places Food Power Food For Life</p>
<p><b><u>National Partners cont'd</u></b></p> <p>RSPB Nature Friendly Farmers Network Food Farming &amp; Countryside Commission (Through forthcoming East of England Inquiry) Pesticide Action Network UK Soil Association Farming the Future Network University of Essex Department of Sociology SUSTAIN Fareshare</p> <p><b><u>Funders</u></b></p> <p>Cambridge City Council Charities Aid Foundation Cambridgeshire Community Foundation Awards For All WRAP UNICEF</p>	<p><b><u>A special thanks to Organisations and Businesses that have organised and supported during Covid</u></b></p> <p>CoFarm Meadows Cambridge Maison Clement Hong Kong Fusion Cambridge Regional College Pod Orlem Cambridge Assessment (Michal) Cambridge Dining Company Jack's Gelato Steak &amp; Honour Schlumberger Iqbro wholesalers Cocobolo coffee roasters Liz Young (The Modern Table) Elaje MJP @The Shepherds Peterhouse College The Leys School Fen End Farm The Wimpole Estate</p>	<p><b><u>Thank you cont'd</u></b></p> <p>Amore Restaurant in St Ives Zara Indian Cuisine Stir Bakery, Maison Clément Full Circle Daily Bread, Woodview Farm Shop, Gamlingay, Nationwide Produce and the Spearhead Group Glebe Farm Pata Negra The Meadows Deli The Need Project Tzu Chi Foundation Fortnum and Mason Pho Abcan Browns Restaurant Wood Green Connection Through Crafting Department of Material Science Hexcel Red Cross</p>	<p><b><u>South Cambridgeshire partners</u></b></p> <p>Cottenham Eco Eats Sustainable Cottenham Harston Food Hub Willingham Action Group 2G3S (Green groups in Stapleford, Sawston and the Shelfords) Cambourne Village college</p> <p><b><u>Grow A Row allotments/ growers</u></b></p> <p>Too many individual home and allotment growers to mention!</p> <p>Histon Community Allotment Old Chesterton Allotments Fen End Farm CoVeg George Street Grow A Row Cambridge Cyrenians Community Allotment Victoria Allotments Cambridge Botanic working with local</p>

# #YES WE CAN

Sustainable Food Places Sustain Soil Association South Cambridgeshire District Council Food Power National Lottery Community Fund Meadows Cambridge Redgate Software Cocobolo Coffee Cambs Cuisine Individual donors	CoVeg Wandlebury Estate The Chestnut Group Garden Kitchen	Cam Yoga John Lewis Trinity Hall Cambridge Central Mosque Zumba and all things fitness with Lara and Kelly	schools
--	--	--	---------