

# Brighton & Hove submission to Sustainable Food Cities Awards:

## Going for Gold in 2020

### Section 1: Significant continued action and outcomes across each of the six key SFC issues achieved at Silver level

- We are confident that despite the extremely challenging external environment – in which even standing still will feel like a huge achievement – our city will fully meet this requirement.
- Evidence to be provided at end of ‘Gold’ process in 2020, as agreed.

### Section 2: Areas of exceptional achievement

#### Introduction

- The activity in our bid is underpinned by a new Food Strategy five-year action plan which we believe to be the most ambitious ever in the UK. It contains 200 far reaching actions involving almost 100 partners including 26 separate City Council departments, and follows a [year-long consultation](#) to gather commitments and ideas from across the city and beyond. It contains actions across the whole food system, including in our two areas of exceptional achievement. See the plan at [www.bhfood.org.uk/food-strategy](http://www.bhfood.org.uk/food-strategy).
- Residents and visitors, schools and food businesses will all play their part via a series of pledges, achieving ensuring that Gold is a city-wide achievement. A key message is that ‘every action counts.’

#### Turning actions into gold: what you can do

In 2015 Brighton and Hove became the UK's first silver Sustainable Food City. Now is the time to ‘Go for Gold’ so everyone can benefit from good food.

The Council and NHS spend millions of pounds on food each year so actions taken by them will have a big impact.

We're also calling on residents, visitors, schools, cafes, restaurants, shops and caterers to all play their part too. Every action counts.

**Top 10 actions for residents and visitors**

- 1 Add an extra portion of veg to your meals
- 2 Swap sugary food and drinks for healthier alternatives
- 3 Plan your meals / use a shopping list
- 4 Sign up to a community composting scheme
- 5 Volunteer at / donate to a community food project (e.g. surplus food distributors, lunch clubs, community gardens)
- 6 Reduce single-use plastics and sign up to [plasticfreepledge.com](http://plasticfreepledge.com)
- 7 Cook more from scratch, use up your leftovers and perfect your portion sizes
- 8 Sign up to food-sharing apps (e.g. Too Good To Go and Olio)
- 9 Reduce your meat and dairy consumption
- 10 Sign up for the Food Partnership newsletter – [bhfood.org.uk](http://bhfood.org.uk)

**Top 10 actions for schools**

- 1 Offer cooking and growing opportunities
- 2 Join Sugar Smart and Peas Please initiatives
- 3 Undertake a food waste audit / food waste collection
- 4 Arrange visits to community food projects and farms
- 5 Develop a whole-school food and drink policy
- 6 Offer a healthy and active breakfast club: low cost for those that need it
- 7 Improve referrals to food banks and Chomp holiday lunch clubs
- 8 Secondary schools to explore benefits of in-house catering
- 9 Provide access to drinking water and reusable water bottles and sign up to [plasticfreepledge.com](http://plasticfreepledge.com)
- 10 Join Fuel for Schools: fresh food for all families

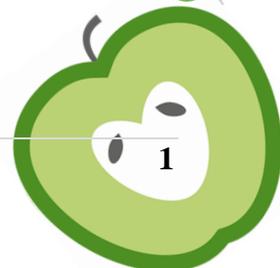
**Top 10 actions for food businesses**

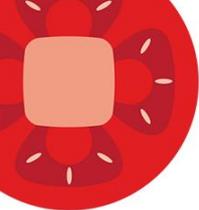
- 1 Offer smaller portion sizes and doggy bags
- 2 Sign up to [plasticfreepledge.com](http://plasticfreepledge.com)
- 3 Undertake food waste audit / redistribute surplus food / arrange food waste collection
- 4 Sign up to become a Water Refill Station
- 5 Get involved at the Community Kitchen
- 6 Source sustainable fish
- 7 Join Sugar Smart and Peas Please initiatives
- 8 Flip the menu: order to read vegetarian, fish, meat
- 9 Go for accreditation (e.g. Healthy Choice Award, Sustainable Restaurant Association, Food for Life, Green Kitchen)
- 10 Sign up to Living Wage Campaign



From Brighton & Hove Food Strategy Action Plan 2018-2023, p.14

Join in the conversation on social media – take a photo of the action you've taken and share it #goldfoodcitybid





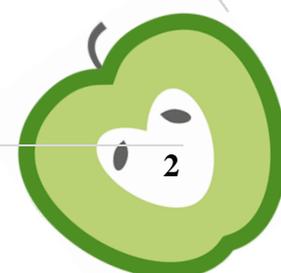
## Exceptional area one: Food poverty and food inequality

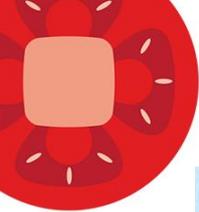
### Background, nature & importance

- We identified the need to focus on food poverty as part of the process to refresh the food strategy in 2012. We were concerned about unemployment, low wages, high housing and increasing food prices. In 2015, together with Brighton & Hove Connected LSP, we jointly ran a senior-level roundtable (chaired by national expert, Martin Caraher) to bring together key decision makers from across the city to set out steps that could be taken to reduce the impact of food poverty on the health and wellbeing of local people, and mitigate against the likely impact on future health and social care budgets of doing nothing about this issue. Whilst we could not fully prevent the issue of food poverty in the city, by looking ahead and working together we were more prepared.
- Food poverty has been a galvanising focus for the city via the 2015-18 Food Poverty Action Plan. Overall there was progress on 78 out of 84 actions (93%). There is a full progress report at <http://bhfood.org.uk/food-poverty-action-plan/>.
- Echoing national concerns, our city has high levels of household food insecurity. According to the annual city tracker survey, 1 in 5 people in the city disagree they will have enough money to meet their basic living costs including food – with much higher levels (around 1 in 3) seen in certain groups including people with disabilities or long-term health conditions.
- In 2018 there are 17 food banks in the city together supplying 358 parcels a week. This is a 25% increase on 2014 figures. 75% of food banks report an increase in demand over the last year. Only one is a Trussell Trust Food bank, 16 are independent in a range of settings from children's centres to faith groups. The Emergency Food Network which started in 2012 has been vital in linking them with each other and a holistic approach including much stronger links with money advisers and advice services. Recent consultation with the network led to the wish to develop a stronger network voice on food issues and broader reasons for food insecurity.
- We have taken a citywide approach not only to tackling but to measuring and monitoring food poverty, which is why we are able to quote the figures above.

### Our Approach

- Partnership – building on the Food Poverty Action Plan and engaging multiple partners – “putting unlikely people in a room together”
- Knowing that resources are tight, taking a looser ‘pop-up’ approach to partnership working, looking for cost benefits, looking to work smart, flexibly and above all make the best of what we have, rather than come up with unaffordable wish lists
- ‘Mainstreaming’ into the new food strategy action plan not just specific actions in the ‘food poverty’ section’ - but including food poverty and increasingly **food inequality** throughout
- Hearing from less heard voices e.g. rough sleepers and migrants
- Sharing what we do with other places via Food Power and Sustainable Food Cities
- Taking a preventative approach – looking for ‘upstream’ solutions (*see infographic*)





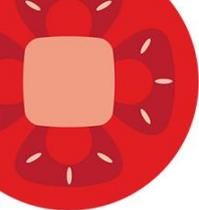
## Key activity in this area

We have a broad range of activity in this area. For the full range see our five-year action plan. As well as containing a specific food poverty section, the whole action plan has been ‘food poverty proofed’ and throughout has been framed under the banner of addressing food poverty and food inequality.

When pioneering new pathways of change, it’s not possible to know the exact direction that will be taken, however we believe the following activities will allow for maximum learning and are likely to feature when we provide evidence of excellence at the end of this process:

1. Health and Wellbeing Board Malnutrition Task Force- a focussed look at malnutrition and food insecurity in older people to cover other vulnerable groups, as part of a city-wide approach to food insecurity.
2. Joint Healthy Start voucher uptake campaign to help low-income families access more fruit and veg, building on previous campaign (see <https://bhfood.org.uk/struggling-local-families-missing-out-on-thousands-of-pounds/>) and linking to ‘veg cities’ area.
3. Becoming “the city that cooks and eats together,” developing the role of shared meals, building on our research into vital role played by shared meals in the city, and making food sharing the norm. Community led activity for example pilot meals on wheels project for people in temporary/ supported accommodation at risk of malnutrition, Real Junk Food Project ‘pay as you feel’ food hub, launch and evaluation of 2 x Community Fridges – exploring the difference between central and suburban locations. Activity in children’s centres in deprived areas, such as ‘soup and stomp’.
4. Expanding the voice of the Food Banks Network and strengthening food bank links to advice, welfare benefits and shared meals settings.
5. Pioneering approaches to measuring and monitoring, including of outcomes.





## Who will benefit?

The approach is to ensure the limited resource available is effectively targeted at groups most vulnerable to food poverty or food inequality. These are identified as:

- a. Disabled people (including people with learning disabilities) people with long term physical or mental ill health
- b. Large families, single parent families & families with disabled children
- c. Working people on a low income, especially younger working age people
- d. Vulnerable adults - including some older people - who are isolated or digitally excluded  
– or who are experiencing transition e.g. bereavement/ becoming ill/ leaving hospital and people moving from homelessness, offending or addiction
- e. 16-25-year olds who are vulnerably housed & care leavers
- f. BME people especially migrants without recourse to funds
- g. Rough sleepers

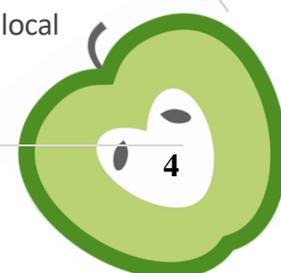
## Exceptional area two: A city-wide approach to helping everyone eat more veg

### Background, nature & importance

- Locally, severe health inequalities exist. Pupils in the most deprived parts of Brighton and Hove are 12 times more likely to be obese at year 6 compared with children in the least deprived areas. Similarly, in schools in the most deprived areas, fewer than 50% of 8-11-year olds eat their recommended five-a-day, compared to the least deprived areas where over 90% of pupils eat their five-a-day. *(for references see [www.bhfood.org.uk/food-strategy](http://www.bhfood.org.uk/food-strategy))*
- Healthy eating is a priority for the city. We are taking veg as a proxy for general healthy eating in our approach, and in our outcomes framework when it comes to measuring the impact of taking a city-wide approach to food.
- In 2017, along with only a handful of cities, Brighton & Hove City Council made a joint pledge with Brighton & Hove Food Partnership to become a pioneer Veg City as part of the national Food Foundation's Peas Please initiative.
- Becoming a Veg City has since been adopted by Sustainable Food Cities as their annual campaign.
- A 3-year city-wide action plan has been developed locally and is being monitored nationally by the Food Foundation and Sustainable Food Cities.

### Approach

- A systemic city-wide approach to generate maximum buy in to one food theme.
- Strategic commitment – embedding Peas Please actions at the heart of the 5-year city-wide Food Strategy Action Plan.
- Partnership – engaging multiple partners – “putting unlikely people in a room together”
- Building on city-wide campaigns such as the Sugar Smart Campaign (Brighton & Hove were national pioneers) and joint Healthy Start uptake campaign.
- ‘National meets local’ – adding value to the Food Foundation's national work through local implementation.





## Key activity in this area

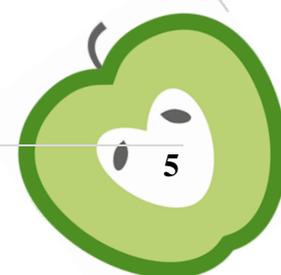
For the full range of activity in this area, see our five-year action plan as the Veg Cities Campaign is interwoven throughout: look for the 'peas please' symbol.

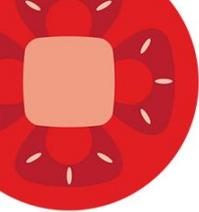
When pioneering new routes, it's not possible to know the exact direction, let alone what will work out best in the end, however we believe these activities will feature as evidence of excellence in this area:

1. Carry out research with at least one national retailer and/or nationally linked convenience store to establish the barriers to people eating veg in deprived areas. Use the research to implement an in-store project or intervention for the public (such as cookery skills) and evaluate the potential for national roll-out.
2. Explore the extent to which the planning system can support food growing; access to healthy food; and preventing obesogenic environments. Develop a Supplementary Planning Document (or enhanced version of existing Planning Advisory Note) with guidance on incorporating food growing spaces in development.
3. Work with large caterers to achieve the "2 by 2020" ambition (two portions of veg served with every main meal – with a portion equalling 80g for adults / 50g for children).
4. Work with the school meals service to change the way veg is prepared and served, to increase the amount of veg eaten as well as served; and integrate Peas Please messages into Healthy Schools Programme alongside Sugar Smart.
5. Work with major events in the city e.g. Take Part Festival / Children's Parade to encourage hot food stalls to serve more veg-based meals
6. Pioneering approaches to measuring and monitoring, including of outcomes.

## Who will benefit?

- Everyone in the city – with an additional emphasis on early years and children, and on those most vulnerable to food and health inequalities e.g. schools where data from safe and well at school survey shows fruit and veg consumption the lowest.



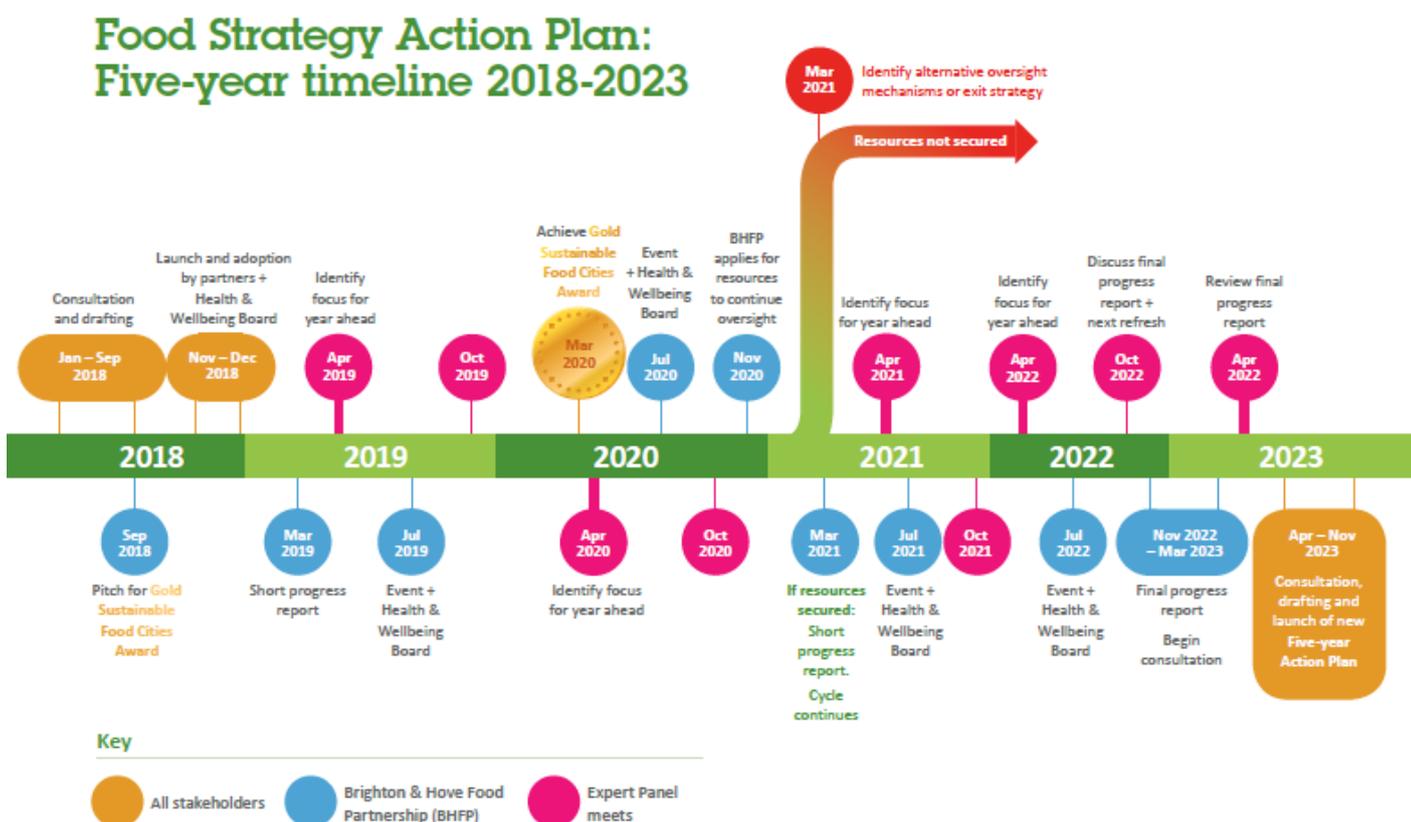


## Output and outcomes, and how we will measure

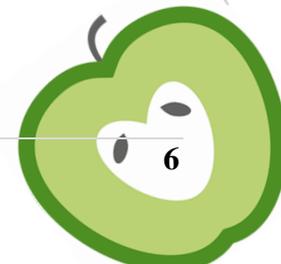
### 1) Activity and outputs

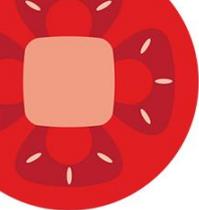
In both areas of exceptional achievement, we will track activity and outputs via the city-wide food strategy reporting structure – see timeline infographic below. We will report on activity as well as the indicators suggested below, which will however be subject to review to ensure they are the most useful measures of progress and effectiveness.

This means that we intend to submit a report to Sustainable food Cities outlining progress on the two areas, as well as confirming continued progress on the wider ‘silver’ areas, for March 2020.



From Brighton & Hove Food Strategy Action Plan 2018-2023, p.10



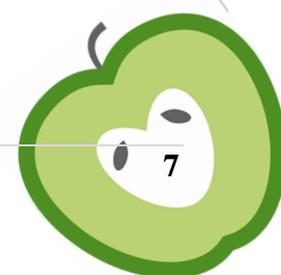


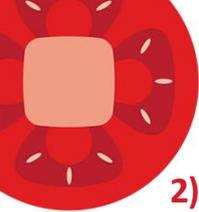
### Indicators for area one – food poverty and food inequality

1. Health and Wellbeing Board Malnutrition Task Force - Report & recommendations by March 2020
2. Joint Healthy Start voucher uptake campaign - Percentage of eligible beneficiaries of Healthy Start Vouchers registered.
3. Becoming “the city that cooks and eats together” and making food sharing the norm – tonnage of surplus food donated and redistributed to community food projects/ narrative account of pilot wheels on meals project and/or case study/ evaluation report on 2 x Community Fridges subject to resources) and/or stats on food intercepted/ Participation in children’s centre activities
4. Expanding the voice of the Food Banks Network and strengthening food bank links / number and nature of food bank links to advice and other services/ narrative account and/or case study of ‘voice’/influence
5. SEE ALSO OUTCOMES FRAMEWORK (appendix) for broader & longer-term outcomes measurement

### Indicators for area two – A city-wide approach to helping everyone eat more veg

1. Research & pilot with national retailer / convenience store: evaluation report and/or case study on the pilot by 2020.
2. Planning system - Update on progress on development of Supplementary Planning Document and other planning mechanisms / Number of developers engaged in consultation process and pilot phase of development / (Longer term beyond ‘gold’ timeframe: Promotion of SPD once launched – local and national / Number of planning applications utilising / referring to advice in SPD)
3. Work with large caterers to achieve the “2 by 2020” ambition: Number of food-service outlets (GFPG members) serving two portions of veg included with every meal / Number of meals served/ Number of chefs from organisations attending cookery sessions
4. Work with the School Meals Service & Healthy Schools Programme - Number of schools taking part in Peas Please activities / Reduced inequalities shown in Safe and Well at School Survey re fruit and veg consumption/ Evaluation report and/or case study of the Powered by Veg pilot in 2019
5. Work with major events in the city - Number of hot food stalls working with BHCC / including healthier options with veg on their menu / Feedback from public / impact on sales – narrative account
6. SEE ALSO OUTCOMES FRAMEWORK (appendix) for broader & longer-term outcomes measurement



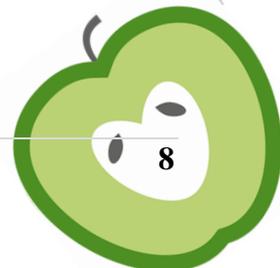
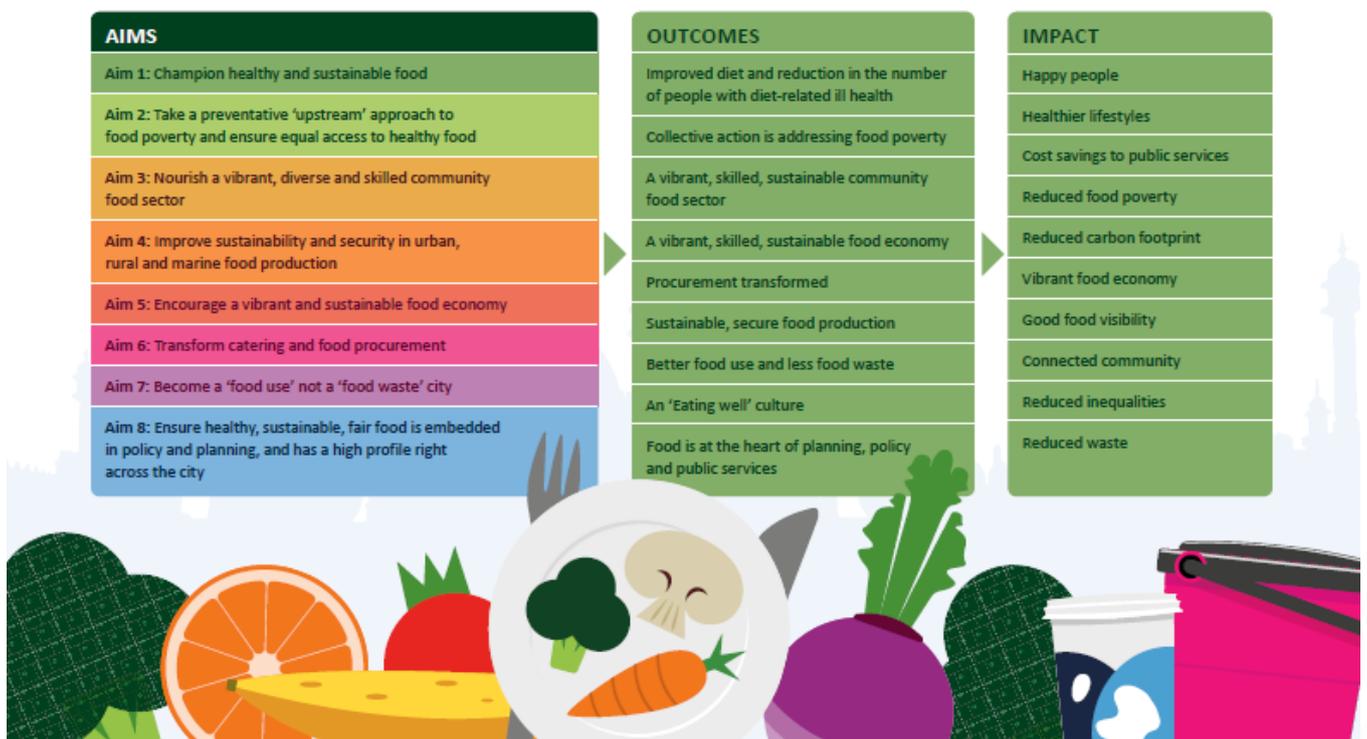


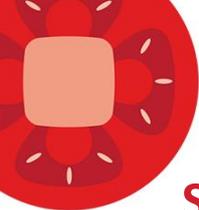
## 2) Outcomes and Impact

As part of our bid for gold and search for best practice, and in response to the fact that, our city’s food activity is increasingly cross-cutting, making simple output measurement less relevant, we are developing an **outcome focused approach** and actively seeking methods for measuring overall **impact**.

- a. With help from university colleagues, we have begun development of an outcome and impact framework (see appendix) in which we are exploring links with Sustainable Development Goals.
- b. Building on a joint event held with the University of Sussex last year, we will work with partners and research students (subject to availability) to develop a series of outcomes indicators which can measure progress against outcomes in relation to areas one and two. They will build on our innovative citywide approach to measuring food insecurity and food poverty; and outcome measurement around veg consumption and veg visibility. They are necessarily broad and cut across both areas of achievement as well as wider food work, e.g. indicators based on diet related health. (See appendix)
- c. The Outcomes Framework also contains ‘aspirational’ measures and we will seek to work with University Partners, paid University interns, and volunteers to make this model as effective as possible, both so that we are able to demonstrate our progress and share learning with other cities who face the same issues around evidencing outcomes and impact. (see appendix)

### Our vision: Healthy, sustainable and fair food for all





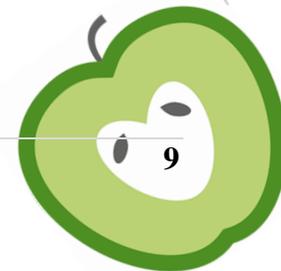
## Section 3: Evidence that the partnership and programme is embedded and will be sustainable over the long term

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

- Food Partnership was founded in 2003 – fifteen years old. First food strategy was 2006, refreshed 2012 now action plan in 2018
- Good funding mix – exceptional track record in securing funding e.g. National Lottery, Local Council (through commissions, grant funding & spot purchases), Veolia, and Trusts including Esmée Fairbairn Foundation
- Position as an exemplar has itself brought in extra funding to allow us to share more widely what we do (via SFC, Esmée Fairbairn Foundation & Food Power)
- Ability to shift both focus and funding streams – challenging climate has closed some funding doors but opening of new avenues e.g. successful crowdfunding campaign
- Recognition of lack of public funding and emphasis on self-sustaining models e.g. community kitchen uses social enterprise model

### The strength/traction of the local food strategy and partnership and the degree to which they include key representatives and are recognised and supported by key institutions and the wider food movement

- Our Food Strategy is a huge partnership exercise and is our primary tool for building our partnership. The recent action plan refresh means 100 organisational partners are involved in delivery, including 26 separate council departments. Over **600 people** participated in the consultation which took place between January 2018 and August 2018 which included:
  - An event hosted by the University of Sussex brought together **30 academics** from across the UK to consider how best to measure and track the difference a city-wide approach to food can make.
  - **7 consultation events** attended by **191 stakeholders** plus consultation at **Surplus Food Network** and **Emergency Food Network** meetings
  - Surveys for residents, businesses and caterers had **368 responses**
  - We ran focus groups for **rough sleepers, food bank users and members of the BME community**. We attended partnership meetings such as Citywide Connect.
- We have deeply embedded partnerships, sitting for example on the Local Strategic Partnership and the Biosphere Board and various incarnations of city environmental/sustainability programme.





- Our Food Strategy has high level cross sector ownership and crucially, given that the balance of power shifts regularly in our city, has cross-party councillor support.
  - Wide organisational buy in and a network of champions – from Director of Public Health to very small community groups and businesses
  - Formal buy in – the food strategy action plan will report into the Health & Wellbeing Board, the main cross sector Council & NHS Board. They have asked for annual reports and have endorsed the bid for gold
  - Cross-Sector Food Strategy Expert Panel comprising key partners will advise on progress and priorities going forward (*see 5-year timeline infographic included on page 5*)
  - BHFP’s board has wide cross sector representation including councillor seat
  - We are using the ‘Going for Gold’ process is an opportunity to enhance the role played by residents, schools and food businesses by including pledges (*See ‘Turning actions into gold’ infographic on front page*)
  - Our communications ensure food work has a high profile locally – with 50,000+ unique website visitors each year; 8,000+ followers on social media; 5,000+ subscribers to email newsletters. [www.bhfood.org.uk](http://www.bhfood.org.uk)
  - All three political parties have publicly stated commitment
- Good food is embedded in other policies and strategies - and this is beginning to happen without BHFP staff having to submit a consultation response. Some examples are: Health & Wellbeing Strategy, Local Transport Plan, Economic Strategy, Visitor Economy Strategy (draft), Sustainability Action Plan, various JSNA’s and Director of Public Health reports including food and food poverty, Financial Inclusion Strategy (adds ‘F for food to the ABCDE community banking model), Fairness Commission recommendations, Planning Advisory note on including food growing in new developments and City Plan (draft).

### **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**

- Vibrant community food sector – community led solutions (from sheep-share to DIY meals on wheels, 75+ community growing projects, community cookery, nearly half a million shared meals eaten per year, 17 independent food banks (just one Trussell Trust Food Bank), multiple surplus food projects, 1000 households engaged in community composting
- Vibrant food economy – one of the largest concentrations of restaurants per head than anywhere in the UK outside London – sustainability is a norm - meat-free restaurants - ethical supermarket HiSbe, - Silo, a zero-waste restaurant
- Brighton & Sussex Universities leadership on food – new food policy MA at the University of Sussex - collaboration with BHFP & each other via Brighton & Sussex Universities Food Network
- Food is embedded e.g. Community Development Workers in poorer neighbourhoods incorporate food poverty issues. Food Champions (see online blog series) throughout the city in all walks of life.

