

Gold Food City Bid: Toolkit of resources for organisations

In 2020, Brighton and Hove was awarded the **UK's first Gold Sustainable Food Place** Award. The Food Partnership launched a social media campaign with toolkits of resources for individuals and organisations to show their support for the bid. We called for champions from across the city to share what they were doing in support of the bid so more people could become aware of all the great food work going on.



We're keeping the toolkits available as resources for other places that may find them useful in their pursuit of a Sustainable Food Places Award (at the time of our bid, the awards body was called Sustainable Food Cities).

Here are some ideas below, or you can **get in touch** with us for further info.

Get people involved

The following are really useful ways to help you raise awareness of your bid:

1. Ask anyone **taking an action** to support the bid, to use **#goldfoodcitybid** and tag in your organisation – this will help you to track any activity and conversations across all social media channels
2. Create and share resources like these so people can share their support:
 - ⇒ We're supporting the bid – **Twitter**
 - ⇒ We're supporting the bid – **Facebook**
 - ⇒ We're supporting the bid – **Instagram**
 - ⇒ **Email footer**
 - ⇒ **Round logo**
 - ⇒ **Online banner**

Key messages / call to action

Here are some key messages that we used which you might find helpful when communicating about your bid:

- Brighton & Hove is bidding to become a gold Sustainable Food City in 2020 **#goldfoodcitybid** bhfood.org.uk/golddbid

- I'm proud to support the Brighton & Hove #goldfoodcitybid. Every Action Counts towards healthy, sustainable and fair food for all bhfood.org.uk/goldbid
- I am (insert what **action** you are taking) as part of the Brighton & Hove #goldfoodcitybid – what actions are you taking? bhfood.org.uk/goldbid
- In 2015, Brighton & Hove became the first city to be awarded the silver Sustainable Food Cities award, we've now submitted our bid to 'go for gold!' so everyone can benefit from good food
- From obesity and diet-related ill-health, to food poverty and waste, climate change and biodiversity loss to social isolation, food is not only at the heart of some of our greatest problems but is also a vital part of the solution
- Having a citywide food strategy brings huge wins to Brighton & Hove, improving people's health, the environment and the local economy. Every action taken within the Food Strategy Action Plan will help the city become a gold Sustainable Food City in 2020
- Join in the conversation on social media – take a photo of the action you've taken and share it #goldfoodcitybid
- Join the movement and turn your actions into gold! #goldfoodcitybid