

## **Food for Change Action Plan Review 2020**

*Cambridge Sustainable Food Internal Review May-July 2020*

*This Cambridge Sustainable Food Action Plan ran from 2017 to 2020 and was based around the three pillars of PEOPLE, COMMUNITY and PLANET, which form the framework for our Sustainable Food Charter (now [Manifesto](#))*

### **PEOPLE ONE**

**Ensuring that all people have access to affordable, nutritious, sustainably produced and tasty food, prepared to high hygiene standards, regardless of income.**

#### **Priority actions**

##### **1.1. Achieve the Silver Award from national Sustainable Food Cities Network to gain national recognition for Cambridge as a Sustainable Food City**

We were originally planning to have achieved Silver by 2019, but this was held up by the redesign of the [national scheme](#), which was published late that year. In early 2020 we received Sustainable Food Places funding to work on our Silver Award during 2020/21, with a view to submitting our application Summer 2021. [Cambridge City Council's Sustainable Food Policy](#) (2018) explicitly mentions that the Council supports Cambridge going for Silver. Cambridge has been working towards Silver for over 2 years, initially with a Silver sub-group, but now with all Partnership Board meetings focusing on progress towards Silver.

##### **1.2. Run a World War 2 Rationing Challenge campaign in June and July 2017, focusing on eating a healthy, low-cost diet with reduced animal protein, reduced sugar; local, seasonal vegetables and fruit, with minimal food waste**

This was held in Summer 2017, with 90 participants, but with 530 people engaged at 5 stalls at public events and the launch. A media campaign included 2 radio interviews, 2 press articles and social media. People completing the challenge reduced their intake of meat and dairy as well as sugary food. They also increased their buying of seasonal local food. (See [page 6 of our 2017/18 Annual Report](#).)

##### **1.3. Run the year-long Sugar Smart Campaign (with funding from Sustainable Food Cities), to be launched in September 2017.**

CSF, in partnership with Everyone Health, Health at Work, Cambridge United Community Trust and Cambridge University Colleges Catering Managers, ran the campaign from September 2017 to June 2018, with funding from Sustainable Food Cities. Sugar Smart, aiming to reduce people's sugar consumption, was launched very publicly at half-time on Match Day at Cambridge United, watched by nearly 5000 people, also appearing on BBC Look East. 200 staff at Addenbrooke's Hospital were engaged, a group of young people made a short film about sugar to show other young people, and Cambridge United worked on sugar reduction with 3 of their men's groups. 200 people pledged to reduce their sugar consumption. (See [page 4 of our 2018/19 Annual Report](#).)

##### **1.4. Establish a local cross-sector food procurement group to improve the sourcing of sustainable food on a larger scale.**

A cross-sector food procurement group is now established and has met twice (17/10/19 and 11/2/20). Currently attending: City Council Procurement Officer, Cambridge Food Hub representative, CSF, local Food for Life rep (schools). [Terms of Reference](#) have been agreed but from March 2020 the work has been interrupted by the COVID-19 pandemic.

## Other actions

### **1.5. Contribute to the priority areas set out in the Cambridgeshire Healthy Weight Strategy, aligning our projects where possible to achieve the outcomes sought.**

CSF projects which align with the Healthy Weight Strategy:

- Sugar Smart campaign
- World War 2 Rationing Challenge (esp sugar reduction element; also reduced meat and dairy and increased seasonal veg)
- Sugar-reduction cookery workshops with long-term low-income family cookery group in Arbury/King's Hedges
- [Veg Cities campaign](#)

### **1.6. Continue to promote the Healthier Options Scheme in Cambridge, encouraging local food businesses providing eat-out food to offer healthier choices, including the scheme as part of our Sustainable Business Pledge**

CSF's [Pledge/Award scheme for Businesses](#) was amended to include extra points for membership of the [Healthier Options Scheme](#). As a result, 3 more local businesses signed up to the scheme (Taste of Cambridge, Wintercomfort and ARU). Cambs County Council continues to promote this scheme.

### **1.7. Promote the City Council's Free Holiday Lunch project in our cookery workshops for low income families and other events and promotional materials**

This was done with CSF's cookery workshops leading up to Holiday Lunches. Things have since moved on, and during 2018/19 CSF ran 2 trial sessions where local families signed up to help prepare the Holiday Lunches before attending. These were successful and led to CSF running Holiday Lunches (with pre-lunch prep by families and other activities) in 2 new venues during 2018/19 and part of 2019/20. During the COVID-19 pandemic, the Holiday Lunch programme changed into healthy free [emergency food provision](#) for families and others in need, coordinated by CSF.

CSF currently leads the Cambridge emergency food provision during the COVID-19 pandemic, on behalf of the Food Poverty Alliance, involving a three-pronged approach:

- Phone and online signposting service
- Establishing community food hubs, with eight spread across the city (31 tonnes food collected (or delivered) 23 March – May 31)
- Community meals/ shopping bag delivery service, which grew out of the existing Holiday Lunch provision (4,000 meals and 852 shopping bags delivered)

Local businesses, the Council, a wide range of community organisations and individual volunteers are involved in this effort.

### **1.8. Participate in Anti-Poverty events and work with the City Council's Neighbourhood Community Development Team to convene Food Poverty Action Group meetings in Cambridge.**

In October 2017, with the support of Cambridge City Council, CSF convened the first [Cambridge Food Poverty Alliance](#) (CFPA) meeting, which has met regularly ever since. The Alliance has 25 local members; the Steering Group now consists of Cambridge City Council, CSF, FoodCycle, Cambridge City Food Bank, CHS Group, Church of the Good Shepherd, Cambridge United Community Trust, Cambridge Community Ethnic Forum. The CFPA continues to meet online weekly during the COVID-19 pandemic, and coordinates the Cambridge [emergency food provision](#).

In October 2018, the CFPA published a [report](#) on food poverty in Cambridge, which was launched at Cambridge's first Food Poverty Conference, attended by 100 people. During early 2019, the CFPA held several stakeholder workshops to gather material for

Cambridge's 1<sup>st</sup> [Food Poverty Action Plan](#), published in 2019 and fully endorsed by Cambridge city Council. The CFPA also published a report on [Food Deserts and Food Swamps](#) in Cambridge in the same year. The Action Plan forms the basis for funding bids to reduce food poverty in Cambridge.

**1.9. Develop the Good Food For All scheme as a part of the Cambridge Sustainable Hub project to provide subsidised fresh fruit and vegetables for people on low incomes, in addition to improving access for all Cambridge residents to locally grown sustainable food.**

The [Good Food For All](#) scheme is an integral part of [Cambridge Food Hub's](#) business plan, and will become reality once the Food Hub is fully operational, improving accessibility of fresh fruit and vegetables for people on low incomes.

As a pilot, with funding from Food Power, CSF, in collaboration with Cambridge Food Hub and Cambridge Organic Food Company, during June/July 2020, ran an 8-week pilot veg-box scheme for families eligible for Healthy Start vouchers, whereby a family can receive a weekly fruit and veg box delivery in return for a Healthy Start Voucher + £2. Families also receive weekly emails with tips for using the veg box contents from celebrity chefs. After the success of the pilot, his scheme is now set to continue with 10-12 families.

**1.10. Hold a workshop looking at a local application of the Institute of Manufacturing's Value Mapping Toolkit.**

This workshop, convened by Cambridge Food Hub, was held in November 2017 and invited stakeholders to look at how the Good Food For All scheme could benefit people at risk of food poverty in Cambridge.

**1.11. Support a local Food Mapping project and monitoring of the availability of good food for vulnerable people, such as meals on wheels services and lunch clubs.**

In 2018 the CFPA produced an online [signposting tool for emergency food access](#) for those in food poverty, and in 2019 revised the [Community Food Map](#), which will be regularly updated. During the COVID-19 pandemic, as most of the regular provision has stopped, the CFPA keeps a regularly updated [page with details of services providing free emergency food](#) for vulnerable people. Annual figures are kept of the number of food bank parcels, community meals, uptake of Healthy Start Vouchers, free school meals and holiday lunches.

**1.12. Continue to promote the local Food for Life Partnership in schools, funded by Cambridgeshire County Council.**

CSF maintains links with the local Food for Life Partnership and the local FFLP coordinator is part of the local Sustainable Food Procurement group. CSF keeps track of the [number of participant FFLP schools](#) as part of its data-gathering for the Silver Award application. Where possible, CSF partners with local schools on specific projects, for example, during the 2019 Summer Veg Fest, 3 primary schools used the "Eat them to defeat them" packs (part of the Veg Cities campaign), and Queen Edith's School also promoted the [Veg Power campaign](#) through their school garden.

**Other actions, not in the original Action Plan, which meet the aim of "People One" (above)**

**1.13. Maximising Family Income grant from Food Power**

In 2018, CSF, on behalf of the CPFA, was able to work with low-income families to ensure they were receiving all the income they were entitled to. This included a successful campaign to increase the uptake of Healthy Start Vouchers (also increasing the number of outlets which would take the vouchers), as well as the creation of an online [sign-posting tool](#) explaining how to get help for those at risk of food insecurity. The campaign included work with relevant professionals, including midwives, to encourage them to be more proactive

about Health Start Vouchers. With more funding from Cambridge Community Foundation, this work has continued into 2019 and 2020.

#### **1.14. CoFarm's first crops in 2020 promised to Coronavirus Emergency Food Project**

A new initiative in Cambridge, [CoFarm](#), a community farm involving the whole area around it, is donating its first crops summer 2020 to the Coronavirus Emergency Food Project (where fresh produce and donated surplus food is turned into delicious healthy meals for people in need).

### **PEOPLE TWO**

**Helping people gain and pass on the knowledge and skills to grow, prepare, cook and enjoy food**

#### **Priority actions**

##### **2.1. Collaborate with the City Council's Neighbourhood Community Development team to run the Thyme to Cook project, a programme of 40 local cooking skills project per year for low-income families and other vulnerable groups, funded by the Anti-Poverty Strategy fund**

[Thyme to Cook](#)'s courses of 6 cookery workshops and some one-off sessions, all targeting low-income families and other vulnerable groups such as teenagers, take place every year with funding from Cambridge City Council, with between 30 and 40 workshops per year. A total of 536 different individuals (including children) have participated over 3 years. CSF works with the City's Neighbourhood Teams, who recruit the participants. An accompanying [Thyme to Cook recipe book](#) is given out at workshops and available to download free on CSF's website.

##### **2.2. Run the Arbury Cookery Club, with funding from the People's Health Trust, from November 2015 to December 2017 (44 sessions per year)**

The Arbury Cookery Club, working with 7/8 low-income families, continued in its original form into January 2018. Because 5 of the families wanted to continue meeting and were prepared to take over running the group themselves, there was a period of 9 months when the group received training to become independent, after which they carried on independently for some time, finishing in September 2019.

##### **2.3. Take up stalls at local community events in Cambridge, such as local carnivals and festivals, to promote the Cambridge Sustainable Food Charter to raise awareness of food issues related to health and sustainability (reduced meat and dairy, local, seasonal veg) - working with local partners including neighbourhood community development and Recycling Champions (Love Food, Hate Waste campaign}**

Every year CSF has stalls at 15+ public events, such as Abbey Big Lunch, Arbury Carnival and Mill Road Winter Fair. Over 3 years we engaged with over 4,000 people in this way. The stalls are often linked to a particular campaign, such as Sugar Smart or Veg Cities, and may encourage people to attend other events or sign a pledge. Stalls include awareness-raising leaflets, taster foods, Love Food Hate Waste materials/give-away bag clips/compost caddies, games and quizzes for children and adults.

#### **Other actions**

##### **2.4. Support and promote (in particular via the CSF website) local community groups that give practical experience of food growing**

There are a number of community growing projects in Cambridge, such as [Cambridge Cropshare](#) and [Growing Spaces](#), several run by [Transition Cambridge](#). These can be found on the CSF website in the "[Community Growing Projects](#)" section, which includes links to particular projects where people can volunteer, plus information on [how to get an allotment locally](#), a link to Sustain's "[Grow More Food](#)" guide and a section on [how to set up a community garden](#).

## **2.5. Encourage local growing groups to participate in the Big Dig in 2018**

As part of our year-long Veg Cities campaign, CSF organized a Big Dig day in March 2019, 3 organisations took part (the weather was very bad!): The Edible Roundabout, Romsey Community Garden and Clay Farm Community Garden. 10 groups are now registered on the Big Dig national website.

## **2.6. Use social media such as Facebook, Twitter and the CSF website to promote messages about sustainable food**

CSF has a very active social media presence on [Facebook](#) (1,937 followers as of 29/6/20), [Twitter](#) (2,648 followers) and [Instagram](#) (1,335). CSF's [website](#) was upgraded during 2019, with new branding coordinated with our social media and event posters. At the same time the strapline "[Food for Change](#)" was adopted, to ensure consistency in our messaging

## **2.7. Run local radio and press campaigns to promote the projects CSF is involved with, including: WW2 Rationing Challenge (2017), Love Food Hate Waste campaign (ongoing), annual Pumpkin Festival; Sugar Smart (2017/18); Sainsbury's Waste Less, Save More Campaign (2017/18), Veg Cities (2018/19)**

All our campaigns have an accompanying press campaign, always including print media (Cambridge News, [Cambridge Independent](#), Velvet Magazine) and radio (BBC Radio Cambridgeshire, [Cambridge 105](#)). Sometimes we succeed in appearing on TV: BBC Look East (Sugar Smart). Here is a list of media coverage for the [Veg Cities campaign](#). We also promote with a social media campaign.

## **2.8. Stage local events, such as evening talks involving external speakers, film shows and activities to help local people gain knowledge of food issues and appropriate skills (e.g. Pumpkin Festival events)**

CSF organized Cambridge's 3<sup>rd</sup> [Pumpkin Rescue Festival](#) (to draw attention to the scandal of food waste) in October 2017, with 7 stalls and events organised by CSF (including a Farmers' Market and Family Fun Day, a kids' Disco Soup and a "Feed the 1,000" event to launch the festival, attended by Cambridge's MP) and 7 by other organisations. 3000 festival programmes, including food waste tips and recipes, were distributed, and the festival was attended by over 3000 people. 46 local businesses were also involved.

The keynote talk at the launch of CSF's World War 2 Rationing Challenge was about lessons for today from the rationing experience by a dietician, with a demonstration of World War 2 food from a food historian. In early 2019, as part of the Waste Less Save More food waste campaign, CSF organized a sell-out Celebrity Chef Ready Steady Cook evening (see page 17 of our [2017/18 Annual Report](#) for a photo)

Transition Cambridge took the lead in organizing a green film festival, "[Films for our Future](#)", in February 2018, with several films about sustainable food, including CSF's evening showing of "Just Eat It" (about food waste), with a community meal made from surplus food, to advertise the launch of the first Community Fridge in Cambridge.

In 2019 CSF ran a summer [Veg Fest](#), as part of a year-long Veg Cities campaign, with a Farmers' Market/town meal, veggie geocache hunt, allotment celebrity chefs' cookery tour, various community meals, and the After School Club's Mini Mobile Vegetable Garden.

In October 2019, CSF [launched](#) our revised [manifesto](#) (formerly Cambridge Sustainable Food Charter) at the Grafton Centre, encouraging people to [make a Sustainable Food Pledge](#) and give input into the consultation for our new Action Plan.

## **2.9. Provide speakers from CSF to promote our work and initiatives at events organised by others, including the national Sustainable Cities annual conference, EAT**

## **Cambridge Festival and Earth Optimism Day, as well as talks to local groups, such as WIs.**

Every year CSF staff and members/volunteers give talks about sustainable food for other organisations, for example at a Green Formal at one of the Cambridge College, a University society or a church group. For example, in 2017/18, CSF gave 15 such talks and reached 459 new people.

### **2.10. Investigate the feasibility of setting up a Sustainable Food Tourist Trail for Cambridge 2018**

A [Sustainable Food Tour](#) was established in 2019 and is now available on CSF's website and promoted at events through printed leaflets.

### **2.11. Investigate setting up a local skills-share programme to allow local food activists to come together to discuss the way they deliver their programmes, liaising with CCVS to provide the skills required to do so.**

CSF discussed this in 2019 with CCVS, who would be happy to collaborate, but CSF has not had the capacity to follow this up yet. This is likely to be a focus for the new 2020 – 2025 Action Plan. [Cambridge Community Growing Group](#) for community gardens was recently set up and led by Cambridge University Botanic Gardens.

## **People Three**

### **Supporting the rights of workers throughout the food chain to fair pay and safe working conditions**

#### **Our actions**

#### **3.1. Encourage local employers in the food-related sector to become Living Wage employers, accredited with the Living Wage Foundation, working with the City Council's Living Wage Coordinator, in particular by including the Living Wage as part of the Cambridge Sustainable Food Pledge for Businesses and inviting the Living Wage Coordinator to speak at business events where relevant.**

In 2017 CSF revised the Sustainable Food Pledge for businesses and gave points for paying the Living Wage and signing up as a Living Wage employer. Several of the 14 businesses who gained an award that year signed up the Living Wage. On 3 occasions over the last few years, CSF has invited the Council's Living Wage Coordinator to speak at events organised by CSF.

#### **3.2. Encourage the adoption of Fairtrade principles across the local food chain, in particular by including Fair Trade as part of the Cambridge Sustainable Food Pledge for Businesses and inviting Fair Trade representatives to business events organized by CSF.**

Points are awarded for selling Fairtrade products in the Sustainable Food Pledge for businesses and almost all businesses who work with us sell Fairtrade products if relevant. Fairtrade representatives have had stalls at CSF's business events.

## **Community One**

### **Encouraging a diverse range of independent enterprises that provide sustainable local food and employment**

#### **Priority actions**

**1.1. Continue to work with local businesses and independent enterprises to get them to sign up to the Cambridge Sustainable Food Pledge for Businesses and to seek funding to continue signing up businesses to the pledge post March 2018, when current funding finishes.**

Unfortunately there has been no opportunity to apply for funding for the continuation of this work in the last 2 years, although we have continued to work with businesses on food waste during this time. In spite of this, we have had 6 expressions of interest in the business pledge and 2 of these businesses have succeeded in gaining an award. For 2020/21 we have received funding from Cambridge City Council and Sustainable Food Places to rework the pledge as a modular scheme, aiming to engage new businesses in particular with reduction of greenhouse gas emissions. The start of this scheme has been delayed by the COVID-19 pandemic, but will happen.

**1.2. Continue to work towards establishing a Sustainable Food Hub in the Cambridge area to provide a local distribution service and food enterprise incubator**

The Cambridge Food Hub became an independent organisation in 2017 (and is therefore no longer a CSF project) and continues to work towards finding a venue for the Hub. In the meantime, a local distribution service has been established, using an online platform. 27 local businesses have signed up to this service (11 retailers and 16 producers). The local food enterprise incubator has a number of local businesses wishing to use this service, but cannot start until a venue for the Hub is found. CSF continues to support the [Cambridge Food Hub](#).

**Other actions**

**1.3. Support any possible national roll-out of our Sustainable Food Business Pledge, working with other organisations to achieve this as appropriate**

In 2018, at the request of Sustainable Food Cities, CSF coordinator Sam Dyer gave a talk at the national SFC conference.

**1.4. Continue to bring different groups of people together who have an interest in sustainable food, ensuring that the CSF committee represents a wide range of views and covers different economic sectors, including independent enterprise. Ensure a smooth transition from the current structure of CSF (unincorporated association) to a more suitable structure as it develops**

CSF became a Community Interest Company (CIC) in January 2018. The CSF Partnership Board became a separate entity (with terms of reference) and provides direction for the practical work of CSF CIC. It is the CSF Partnership Board which has wide representation from local food stakeholders, including independent enterprise (farmers, retailers, caterers).

**1.5. Run an annual Pop-up Farmers' Market to promote local sustainable food producers and suppliers to the public**

CSF ran a pop-up Farmer's Market in October 2017 as part of the 3<sup>rd</sup> Pumpkin Rescue Festival. In July 2019 CSF ran a pop-up farmers' market (nearly 900 attending) as part of our [Veg Cities campaign](#)

**1.6. Continue to engage with local councils and other public bodies to ensure that sustainable food is included in all relevant policies and to promote the adoption of Sustainable Food Policies by the councils along the lines of that developed in 2016/7 by Cambridge University, as well as encouraging councils to take advantage of planning regulations to make growing food for local use easier. To encourage the City Council to create a local food procurement policy and to set up a multi-agency food procurement group.**

The City Council adopted a Sustainable Food Policy in 2018 and the Council's food procurement officer is part of CSF's multi-agency food procurement group. Sustainable Food continues to feature in the City Council's Anti-poverty Strategy and Climate Change Policy and also in a Supplementary Planning Note for new developments.

**1.7. Promote local sustainable food businesses through inclusion in CSF's online Sustainable Food Directory**

CSF's online [Sustainable Food Directory](#) continues to be regularly updated so that it can effectively promote local sustainable food businesses.

**1.8. Encourage interest in the Food Hub and work with others to promote the approach in other localities**

Duncan Catchpole continues to promote the Food Hub approach, including speaking at the SFC conference in 2018 and at Oxford Real Farming conference.

**1.9. Work with local independent enterprises through the Cambridge Sustainable Food Pledge for Businesses to promote legal compliance on food hygiene matters, food allergen information, product description and to attain a Food Hygiene rating of 5 stars**

As compliance on food hygiene matters is a legal requirement for Cambridge City Council and undertaken by them, the recommendation is that this action should be removed from the Sustainable Food Action Plan.

## **Community Two**

**1.1. Bringing communities together to celebrate the culinary traditions of our diverse population**

During the Veg Fest (culmination of the Veg Cities campaign) in 2019, there was a free Town Meal, shared by over 250 people, featuring Bangladeshi, North African and Catalan food, to celebrate Cambridge's ethnic diversity.

**1.2. Run and promote local community events, such as bring and share meals and grow-your-own workshops, which bring communities together.**

From Saturday 13th to Sunday 21st July 2019 CSF ran the [Cambridge Veg Fest](#), in which over 3,388 people took part. This was a city-wide celebration of local and seasonal vegetables, bringing people together to grow, cook, eat and enjoy delicious veg and was also the culmination of our year-long Veg Cities campaign. This was widely publicised throughout the City. Three allotment societies (Victoria Homes, Rock Allotments, and Cambridge Cyrenians) hosted local celebrity chefs cooking freshly-picked veg for the general public. Community organisations (Edge Café with a "Pay as you feel" meal, FoodCycle)

regularly serving community meals, participated in the Summer Veg Fest in 2019 (Edge Café with a “Pay as you feel” meal).

**1.3. Hold a bring-to-share meal focusing on the use of local ingredients and reduced (or no) dairy, where different ethnic communities can share food and food culture.**

The multi-ethnic Town Meal mentioned in section 1.1. above, focused on locally grown ingredients and was vegetarian/ vegan.

**Community three: PROVIDING SUPPORT FOR COMMUNITY FOOD GROWING PROJECTS AND OTHER FOOD RELATED ACTIVITIES**

**1.1. Identifying local food enterprises and other local initiatives to help understand what is going on locally and to make connections with them to promote their work with the wider public**

CSF has identified local food enterprises and promotes them on the online Sustainable Food Directory, which is regularly updated. CSF also sometimes promotes specific activities by local food enterprises on social media. Local community food organisations are promoted on CSF’s website, including a regularly updated community food map, and special events are promoted on CSF’s social media. A big event for the local growing calendar is [Seedy Sunday](#) in January, organised by Trumpington Allotments and widely promoted across the City.

The Queen Edith’s area has a number of growing projects, all to be found on the excellent [Nightingale Garden](#) website, which also includes useful information for gardeners. A recent success has been the creation of “Joy’s Garden”, after much lobbying of the City Council, which has now granted a “meanwhile” lease.

**1.2. Promote the Queen Edith’s Abundance project in running swap-and-share fruit and vegetable stalls and other projects including Fruit Harvest and Growing Spaces.**

Rock Abundance/Queen Edith’s Abundance still sometimes holds stalls during periods of allotment glut (for example, CSF’s 2019 July Veg Fest featured a [Rock Open Morning](#) - with (pre-glut) Abundance stall and information about community gardening in Queen Edith’s and beyond.)

CSF still promotes the [Growing Spaces](#) project, which looks after a number of small and larger sites around Cambridge and organizes events, such as swap-and-share. The [Fruit Harvest project](#) has been archived on the Transition Cambridge website, in case anyone would like to start it up again.

**1.3. Support the City Council’s take-up campaigns for allotment sites in the city, including grow-your-own promotions and incentives such free soil improver.**

CSF encourages people to take up allotment sites and promotes local give-aways of soil improver (produced by Amey from the garden- and food-waste collections by the Council). Allotment use has increased over the last few years

Allotment use is steadily increasing. There are now 22 active allotment sites in the City and, in addition, several new ones being incorporated on new developments around the City (Eddington, Clay Farm, Trumpington Meadows, Great Kneighton, Mill Road Depot). As of June 2020, there are [vacancies on the following “growth sites”](#): Clay Farm, Glebe Farm, Nine

Wells, and Trumpington Meadows. Because there are now waiting lists for other Cambridge allotment sites, [Cambridge City Council](#) has [increased the number of plots available](#) both by providing new allotment spaces (new site at Kendal Way and the new developments mentioned above), and, in some instances, by reducing the size of plots when a plot becomes vacant, thus allowing three new allotment-holders where there was one before. These “starter plots” are often best for inexperienced allotment-holders, who can often be discouraged by too large a plot. 6 of the allotment sites are directly managed by the City Council, while the rest are run by area-specific allotment societies. There is an overall [allotments association](#).

#### **1.4. Lobby for the incorporation of food growing into the new developments around the city and the take-up of non-growth community garden sites.**

A [Sustainable Design and Construction Supplementary Planning Note](#) (SDCSPN), aimed at incorporating more food growing into new developments around the City was published in 2019, but its contents had been put into practice by the City Council earlier than that where possible.

It is a requirement for all new developments beyond a certain size to have allotment provision and the 2019 SDCSPN, included community gardens (including rooftops) and orchards in addition to allotment provision. Even before its formal adopted (delayed by a national inspection of the Local Plan), this document, in preparation from 2014, has influenced planning decisions on the many recent major developments in Cambridge. Planner Emma Davies says “We do already have adopted policy in relation to allotment provision, and this is being carried through to the new local plan, but not all sites can deliver allotments on site so the aim of the guidance in the SPD will be to promote other ways to integrate space for food into developments that don’t have a lot of land to play with.”

In the new University development of Eddington in North West Cambridge, a whole [section of their sustainability statement referred to food](#) (page 9), eg “The landscaping will be used to provide food through fruit trees concentrated in specific areas, and allotments for residents to grow their own produce. Dwellings without gardens will be provided with window boxes or tubs.” (North West Cambridge Sustainability Statement, Sept 2011). These have been provided, as well as rooftop provision.

#### **1.5. Support local LEAF Open Farm events to help connect local people to local producers.**

CSF normally promotes LEAF’s Open Farm Sunday, including giving information on local farms participating, every year.

### **PLANET One**

#### **REDUCING GREENHOUSE GAS EMISSIONS FROM FIELD TO FORK**

##### **Priority action**

#### **1.1. Continue to campaign for a local Food Hub in Cambridge that brings together sustainable food producers and retailers.**

The Cambridge Food Hub became an independent organisation in 2018 (and is therefore no longer a CSF project) and continues to work towards finding a venue for the Hub. In the meantime, a local distribution service for local producers has been established, using an

[online platform](#). 13 local producers and 11 local retailers had signed up to this service at the start of the pandemic. The local food enterprise incubator has a number of local businesses wishing to use this service, but cannot start until a venue for the Hub is found. CSF continues to support the Cambridge Food Hub..

## **Other actions**

### **1.2. Emphasize in our Business Pledge measures that reduce greenhouse gases through consumption of meat and dairy products and reduce food waste**

When the Business Pledge was revised in 2017, more weight was given in the scoring to measures which reduce greenhouse gases through reduction of meat and dairy products and reduction of food waste. The food waste section was enlarged to incorporate the Food Waste Hierarchy.

### **1.3. Run campaigns at stalls at public events that raise awareness among the public of the important of reducing meat and dairy consumption and reducing food waste as a way individuals can contribute to reduced GHG emissions through games and info leaflets**

Every year CSF has stalls at 15+ public events, such as Abbey Big Lunch, Arbury Carnival and Mill Road Winter Fair. Over 3 years we engaged with over 4,000 people in this way. The stalls are often linked to a particular campaign, such as Waste Less, save More or Veg Cities, and may encourage people to attend other events or sign a pledge. Stalls include awareness-raising leaflets, taster foods, Love Food Hate Waste materials/give-away bag clips/compost caddies, games and quizzes for children and adults.

### **1.4. Local food-related businesses who sign up to the Business Pledge achieve additional status for committing to buying a proportion of their ingredients locally.**

Additional points are awarded to retailers and caterers who commit to buying a significant proportion of the food locally.

### **1.5. Promote the adoption of sustainable food policies by public bodies (e.g. Cambridge University's 2016/17 policy to colleges) and other institutions including the City Council**

In 2018 Cambridge City Council, with the encouragement of CSF, formally adopted a Sustainable Food Policy and appointed a Lead Councillor for Sustainable Food. In 2018/19 the Cambridge Colleges followed the lead of Cambridge University and produced their own sustainable food policies. The University Catering Service also dropped ruminant meat from its menus and increased the number of daily plant-based options, with some colleges doing the same.

### **1.6. Support local LEAF Open Farm events by blogging about them and promoting in the Events section of the CSF website to help connect local people to local producers.**

CSF normally promotes LEAF's Open Farm Sunday, including giving information on local farms participating, every year.

### **1.7. Support and promote local organic food businesses (e.g. COFCo), using the Sustainable Food Directory and by giving points for organic food in the Business Pledge**

This is part of the Business Pledge, and organic food is promoted in the Sustainable Food Directory.

**1.8. Encourage public agencies and independent businesses to procure sustainable food and to obtain sustainable catering accreditation, such as Food for Life Partnership and the Sustainable Restaurant Association that will promote healthy eating and the preservation of the environment and reduction in food-related greenhouse gases.**

Monitoring of sustainable catering accreditation is part of the work of the Sustainable Procurement Group (established in 2019). See [here](#) for a list of sustainable catering accreditation among Cambridge University and colleges, based on research in summer 2019.

**1.9. Promote the Sustainable Fish Cities pledge to local caterers and retailers and work towards Cambridge achieving a second star as a Sustainable Fish City, as part of the business pledge.**

In the Business Pledge, points are given to businesses which sign up to Sustainable Fish Cities.

**PLANET TWO: REDUCING FOOD WASTE AND PACKAGING**

**Priority action**

**2.1. Support the delivery of a local ‘Love Food Hate Waste’ campaign (2016/17) in particular the use of recipes for leftovers and leaflets about how to waste less food; Sainsbury’s Waste Less, Save More campaign (2017/18); annual Cambridge Pumpkin Festival to encourage local people to think about uses for the food they would otherwise throw away.**

Every year CSF has stalls at 15+ public events, such as Abbey Big Lunch, Arbury Carnival and Mill Road Winter Fair. Over 3 years we engaged with over 4,000 people in this way. The stalls are often linked to a particular campaign, such as Waste Less, Save More, and may encourage people to attend other events or sign a pledge. Stalls include awareness-raising leaflets, taster foods, Love Food Hate Waste materials/give-away bag clips/compost caddies, games and quizzes for children and adults. The theme of the 3<sup>rd</sup> [Pumpkin Rescue Festival](#), which reached over 3,000 people in October 2017, was reducing food waste.

**Other actions**

**2.2. Promote the work of FoodCycle and other groups seeking to use food that would otherwise be thrown away; support FareShare to establish itself locally; work to encourage businesses to sign up to the OLIO app in order to increase its use locally (2017/18); establish a Community Fridge as part of the Sainsbury’s Waste Less, Save More campaign (2017/18)**

FoodCycle and other community food projects are promoted on the Community Food Map on CSF’s website and on social media. FareShare was established in the East of England (in Ipswich) in 2018, with a local collection depot in Waterbeach, and a number of local groups now receive regular deliveries of surplus food from FareShare. During the Coronavirus Pandemic CSF is coordinating the delivery of regular food supplies from FareShare to the 8 newly-created local food hubs. During the Waste Less, Save More campaign, businesses were encouraged to sign up to the OLIO app and the first Cambridge Community Fridge was opened at the Edge Café, since joined by three others in 2019/20.

**2.3. Run food waste events for local businesses and develop the food waste section in the Cambridge Sustainable Food Pledge for Businesses to give more detail on how to reduce food waste and increase the weighting given to this section to incentivise businesses to do more to reduce their waste, working 1-1 with local food businesses using WRAP materials.**

The food waste section of the Sustainable Food Pledge for Businesses was enlarged and more points are now awarded for good practice in reducing food waste. Over the last 3 years CSF has worked with businesses in depth to support them to reduce their food waste, using WRAP tools Your Business is Food, Don't Throw it Away (including a food waste campaign at Anglia Ruskin University) and the campaign [Taste, Not Waste](#) (working with 10 local food businesses to reduce their food waste, resulting in over 20 tonnes of food waste savings).

#### **Other relevant action not mentioned in the Action Plan**

#### **2.4. Establish a Cambridge surplus food redistribution hub to supply repurposed food to local community organisations which can pass it on to individuals and families in need.**

In 2019/20 Cambridge City Council proposed to allow CSF to use one of their buildings at a peppercorn rent as a surplus food redistribution centre and to provide funding for a part-time worker for 5 years. In August 2020 CSF moved into Buchan Street Neighbourhood Centre, which will temporarily provide a base for redistribution until a permanent base can be found. CSF is redistributing surplus food from FareShare and also from local retail businesses.

#### **Planet three: INCREASING COMPOSTING AND RECYCLING**

#### **3.1. Support the delivery of a local 'Love Food Hate Waste' campaign, especially the recycling element, through distribution of compost caddies at public events.**

2017/18 saw a year-long Waste Less, Save More campaign encouraging residents to waste less food. In addition to the Pumpkin Festival and establishment of the first Community Fridge already mentioned, this campaign included a Zero Waste Kitchen challenge involving 30 households over a period of time, as well as a high-profile Celebrity Chef Ready Steady Cook evening, which created a splash in local media.

Compost caddies are given out at CSF stalls where reducing food waste is a main theme. (City Council Recycling Champions regularly promote Love Food Hate Waste and give out caddies and other materials at public events.

#### **3.2. Promote the understanding of the food waste hierarchy with the aim that no food waste ends up in landfill as part of the food pledge for businesses, encouraging businesses to sign up for the City Council's commercial waste scheme or other such schemes.**

In the Business Pledge/Award Scheme, businesses get points for signing up to the Council's Scheme, as well as a reduction in cost if they do so as a result of participation in the Pledge. The food waste hierarchy now features more prominently in the Pledge/Award Scheme's guidance. The hierarchy and commercial waste scheme were also promoted through the Taste Not Waste project.

#### **OTHER ACTIVITIES (not originally included in Action Plan)**

#### **3.3. Surplus food redistribution from businesses to people in need**

In 2019/20, with funding from the City Council, CSF established a small-scale redistribution scheme, whereby food businesses could donate surplus food, which would then be collected by volunteers and taken to organisations providing community meals for those in need and

community fridges. This had just started when the Coronavirus pandemic lockdown began, so is currently on hold. Several of the businesses involved, however, did provide surplus food for the emergency community meals mentioned previously.

**3.4. Cambridge Food Hub introduced a [Green Coffee Shop Scheme](#) in 2018**

This scheme involved delivering fresh local produce to coffee shops and restaurants, at the same time as taking away their coffee grounds and delivering these to Bio Bean for repurposing. Later crisp packets were added. 27 businesses were the scheme at the start of the Coronavirus pandemic.

*Bev Sedley*