

SUSTAINABLE FOOD CITIES

Award Renewal Form



Each Sustainable Food Cities Award is given for a three-year period. If an award



holder has not started the process of applying for a higher level of award by the end of that period, they must successfully reapply for their existing level of award to maintain their award status or stop referring to themselves as award holders.

The reapplication process is straightforward and involves providing evidence that both your food partnership and activity across all six key issues continues. We recognise that some previously cited activity may now have come to an end, so in completing this renewal form you are not expected to report under each of the individual action areas you cited in your original award application but rather to tell us about those areas of work across the six issues you have continued to build on and about any new areas of activity.

Your renewal form will be reviewed by the Sustainable Food Cities Team and, if there is sufficient evidence that your food partnership and activity across all six key issues continues, we will confirm your award status for a further two years.

The renewal process not only enables us to verify that your SFC partnership and programme remains robust, but also to identify innovative areas of activity that might be of interest to other members of the Sustainable Food Cities Network, so please do consider this as you complete the form and, where relevant, provide hyper-text links on these areas of work so that we can access more detail.

The renewal process can be used as an effective tool for celebrating your more recent successes with your partnership and your wider stakeholders and for identifying gaps and opportunities for action and building the support needed to progress them further.

We would also like you to use the renewal process to identify and describe any significant areas of weakness in your partnership or programme, so that we can support you in helping to resolve them. Any issues you raise in this way will not be shared and will not influence the renewal decision, which will be based entirely on the evidence you provide on the continuation of your food partnership and activity across the six issues.

If you have not already done so, we would urge you to complete the Sustainable Food Cities 'health check' as a way of reviewing the strength of your partnership and programme and feeding this back to us so that we can tailor our support to you in the most effective way.

If you would like further information on the renewal process, please contact Tom Andrews: email tandrews@soilassociation.org or call 07717 802 188.



Name of partnership: Cambridge Sustainable Food

Name and contact details of person completing this renewal: Bev Sedley, chair of CSF Partnership Board, bev@cambridgesustainablefood.org, 07773 862982

Please provide a brief update on your food partnership including current membership, frequency of meetings and recent achievements:

Formed in December 2013, the CSFPB celebrated its 5th birthday in February 2019 with a well-attended meal and illustrated talk of recent achievements. There are currently 13 members of the Partnership Board:

Alex Collis (Lead City Councillor for Sustainable Food and for Anti-poverty))

Ann Mitchell (Transition Cambridge)

Ben Aveling (Radmore Farm Shop)

Bev Sedley (Cambridge Carbon Footprint)

Duncan Catchpole (Cambridge Food Hub/Cambridge Organic Food Company)

Gavin Shelton (Cofarm)

Gemma Birley (CSF Project Manager)

Graham Saint (City Council Strategy and Partnerships Officer)

Ivan Higney (University of Cambridge Colleges' Catering Managers' Committee)

Kati Preston (Transition Cambridge)

Katie Thornburrow (Executive City Councillor for Planning Policy and Open Spaces)

Rosie Sykes (food writer and chef)

Sam Dyer (CSF Partnership Coordinator and vegan chef)

The CSFPB met 8 times in 2019, usually in the Guildhall. Recent achievements include:

- supporting the City Council to formally adopt:

- a [Sustainable Food Policy](#), which included formally supporting CSF to achieve the Sustainable Food Cities' Silver Award. (CSF was already mentioned in the Anti-Poverty and Climate Change strategies.)

- the Cambridge [Food Poverty Action Plan](#) (written by CSF for the Cambridge Food Poverty Alliance, which CSF initiated and convenes). The Food Poverty Action Plan was produced after CSF's initial [scoping report](#) on food poverty in Cambridge, much consultation (see K12 below), a food poverty conference and topic-based workshops. The action plan, formally endorsed by the City Council, now



forms the basis for several funding bids to implement the recommendations.

- In addition, the City Council, at the suggestion of CSF, created the new post of Lead Councillor for Sustainable Food. There are now 3 Council representatives on the Partnership Board, 2 councillors and an officer.

Further achievements include

- the formation of a city-wide procurement group and
- the adoption of a sustainable food policy by the Colleges' Catering Managers' Committee, which is being emulated by many colleges and implemented through the CMC joint buying scheme and the successful trialling of Choice Architecture to reduce the consumption of meat in University and College eateries (see Key Issue 5 below).
- the independence of the Cambridge Food Hub (initially a project of CSF), which became a separate entity in 2018 and has now set up a [Green Coffee Shop Scheme](#) (bringing local produce to food businesses and removing coffee grounds and crisp packets for recycling) and is trialling an online trading platform/distribution system for local food producers, caterers, processors
- a complete revamp of our brand, with collaborative involvement of the whole Board, leading to a relaunch in February 2019 of a [new website](#) and new-look social media. The new branding closely follows the Sustainable Food Cities' [6 key issues](#), which form the basis for the Silver Award.
- The establishment of the Cambridge Sustainable Food CIC (Community Interest Company), which commits to carrying out the work of the CSF Partnership Board

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300-500 words

Please provide a brief update on new and continued activity you have undertaken under each of the six key issues (please provide links to further information where relevant):

Key Issue 1: Promoting Healthy and Sustainable Food to the Public

300-500 words

- Every year since 2014 CSF has had 15+ stalls at public events focusing on healthy eating and environmentally sustainable food with taster food, food footprints game, recipes and information leaflets, "tip tree" for public suggestions. Usually the stalls have been linked to a specific campaign: **Sugar Smart** 2017/18; **Veg Cities** 2018/19. [Sugar Smart](#) also involved pledges; young people's film; cookery workshops; collaboration with Cambridge United FC, with a "takeover" of match day; collaboration with Health at Work at Addenbrooke's Hospital. Veg Cities also involved "Veg Pledge"; "kids Veg Out" media campaign; celebrity chef tour of allotments; Summer [Veg Fest](#) (inc Farmers' Market/town meal; veggie geocache hunt; food tour). **World War II Rationing Challenge** June-July 2017 (local, seasonal, reduced meat and dairy, cooking from scratch). Sugar Smart and WWII (pp 6/7) can also be seen in CSF's 2017/18 [annual report](#).
- In 2018, a group including CSF, led by Transition Cambridge, organized a well-attended and widely publicised [Films for our Future festival](#), including several films relating to food.
- We have a [charter](#), originally created and consulted on in 2013, which was used as the basis for our ongoing [Action Plan](#) (till 2020). (We have recently begun the process of consulting widely on the new

Action Plan, [launched at an event](#) in a large shopping centre.) The charter is officially endorsed by Cambridge City Council. The charter was redesigned in 2019 and is now being promoted as our manifesto to individuals, who sign a pledge. It will soon be promoted to organisations.

- In 2014 CSF created a distinctive brand and logo, used for our newly established website and social media as well as posters and T-shirts. This identity successfully promoted all CSF's activities over the following 5 years. In March 2019 at our 5th birthday celebration, CSF launched its [new website](#) and social media rebrand, following an extensive consultation with the Partnership Board and pro bono assistance from a marketing consultant.
- social media ([Facebook](#) 1703; [twitter](#) 2507; [Instagram](#) 1076)
- (every 2 months) CSF newsletter (884 recipients)
- a lot of [local media coverage](#) (including BBC Look East)
- the high profile annual [Eat Cambridge Festival](#), at which CSF has a stall, promotes local food to the public via a Food Fair at the Corn Exchange attended by thousands, and an extensive programme of fringe events
- CSF website has [info about community food initiatives](#), including whether people can volunteer and who to contact. CSF social media regularly promotes these projects as does the [Transition Cambridge Bulletin](#). The Veg Cities Campaign promoted volunteering through a Big Dig day and events at community gardens. [Empty Common Community Garden](#) invites the public to volunteer every Sunday. CSF regularly recruits volunteers through a stall at the annual [Volunteer for Cambridge Fair](#).

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Key Issue 2: Tackling Food Poverty, Diet-Related Ill Health and Access to Affordable Healthy Food

300-500 words

- CSF initiated (2017) and convenes the [Cambridge Food Poverty Alliance](#) (CPFA), with 25 members, who receive regular newsletters. The steering group includes representatives of the City Council, a housing association, Cambridge City Food Bank, FoodCycle, Church of the Good Shepherd, Cambridge United Charitable Trust. (CSF's Partnership Coordinator is also Food Power's mentor for other FPAs in the East of England.) The CPFA produced "[Towards a collaborative food action plan: a report on food poverty in Cambridge](#)" (2018). CSF organized Cambridge's first food poverty conference, which launched the consultation process for a [Food Poverty Action Plan](#) (2019), covering 2020-2023. The consultation included the views of people with experience of food poverty.
- Cambridge City Council has been [officially accredited](#) by the Living Wage Foundation since 2014. They pay the Living Wage to all staff and agency workers. They also commit to paying the Living Wage to all contracted staff engaged through their procurement processes. The Council employs a Living Wage Officer to encourage more businesses (70+) to become Living Wage Accredited and holds a well-publicised awards event during Living Wage Week every year. In 2019 Cambridge again received an award from the Living Wage Foundation.
- The website [Making Money Count](#) provides useful referral to agencies in the whole of Cambridgeshire, including Cambridge City. CSF has produced a [sign-posting tool](#) for professionals (eg doctors' surgeries, community midwives and children's centres) to help rapid referral for those needing emergency food aid in the City.
- The CPFA is running a campaign to promote the uptake of Healthy Start Vouchers, including a widely distributed [local information poster](#) and workshops for local professionals, as well as signing up more

local food shops. (Recent 5% increase in uptake in Kings Hedges ward.)

- There is a [Holiday Lunch programme](#) operating in low-income areas
- To accompany its regular council-funded cookery workshops for low-income families, CSF has produced a [booklet](#) with healthy low-cost recipes and other information such as budgeting, avoiding food waste, store cupboard staples.
- Cambridge City Food Bank has introduced [Fairbite Food Club](#), a twice-weekly shop for 100 members, who pay a small flat fee and then take whatever they need from the shop - fruit and veg (via Fareshare) are often available. Healthy items are freely available, whereas popular but unhealthy items such as biscuits and sweets are limited.
- Free community meals are provided by [FoodCycle](#) and a number of churches
- There are many initiatives to help people with weight, healthy diet and exercise eg [breastfeeding groups](#), [Everyone Health Change Point](#), [Cambridge City Exercise Referral Scheme](#), [Forever Active](#) for people over 60. Cambridge United's Community Trust runs [several community fitness groups](#) such as [Man v Fat](#) football
- CSF helped to set up Cambridge's first [community fridge](#) at the Edge Café and a second will be launched in the north of the city in December, with 2 more due over the next few months, funded by the City Council.
- The CFPA has recently produced a [report on food deserts and food swamps](#) in Cambridge.

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Key Issue 3: Building Community Food Knowledge, Skills, Resources and Projects

300-500 words

- CSF has comprehensive [Community Growing Projects](#) webpages, including "How to" sections.
- Transition Cambridge, which runs [food growing projects](#) (including CSA scheme Cropshare) for which people can volunteer, has a [What Can I do?](#) webpage including information about GYO veg/fruit + storing/preserving + a twice-monthly newsletter (circulation c 2,000), which promotes food-growing sessions and a community section where people ask for help picking fruit, offering surpluses or sharing tools (eg apple presses). CSF website/social media also promote food growing sessions.
- [Seedy Sunday](#) is a major annual event for food-growing activists where hundreds learn about local food growing projects with films, speakers, seed-swaps.
- A Sustainable Design and Construction Supplementary Planning Document (2019) included community gardens/orchards in addition to allotment provision. In the new Cambridge University district, Eddington, a whole [section of their sustainability statement referred to food](#). All new urban extensions to Cambridge have good food-growing provision.
- Allotment use is steadily increasing, with 22 active City allotment sites and new ones being incorporated on 5 large new developments around the City. Some large plots are divided on becoming vacant to meet growing demand.
- The City Council has handed over land to be managed by community groups (allotments and community gardens) – only 6 of the current 22 allotment areas are now managed by the council. Clay Farm development is building The Shed as a community education building next to the new

community garden there.

- [Cambridge City Council provides land](#) for six community gardens/orchards in addition to several residents-only growing spaces within specific developments. There are also several allotments available only to particular groups of people, such as one for people recovering from head injuries. Community project [Growing Spaces](#) utilises empty land in various places, including on verges and on estates to grow vegetables. Over several years they have started up 18 city plots in the City, with four handed over to local residents. Growing Spaces went through a fallow time recently but is now more active again and currently supports 9 plots; CSF is supporting them to recruit volunteers.
 - Cambridge University Botanic Garden runs a [Community Gardening Club](#)
 - 19 Primary schools and nurseries have or are working towards FFLP awards in and around Cambridge (commissioned by Cambridgeshire County Council)
 - CSF runs 30-40 council-funded free [cookery sessions](#) for vulnerable people every year. Over 1,400 people have participated (including teenage groups, families, older people).
 - During 2018 and 2019, CSF supported a group of low-income families who attended a free long-term cookery course to run their own group. Having received training in menu planning and budgeting, healthy food, food hygiene, health and safety, fundraising, risk assessment etc, the group raised funds to keep their group going independently for another year, inviting other families to participate. They received [Spice Time Credits](#).
 - [CoFarm](#) community farm project has taken over a Farm Business Tenancy in a low-income area of Cambridge and expects to be growing crops by 2020, with ambitious plans for education/training in partnership with other organisations including CSF, as well as providing low-cost veg to local people.
- 500**

Key Issue 4: Promoting a Vibrant and Diverse Sustainable Food Economy

300-500 words

- CSF's website gives a number of ways in which local sustainable food start-ups can [access advice and support](#), including help from the City Council and [Allia Future Business](#) (which also provides 6-months rent-free office space for new projects). CSF has a free [mentoring scheme](#). (Previously experienced members of CSF have informally mentored food start-ups, eg vegan café.)
- Food start-ups associated with Cambridge University have the possibility to bid for funding for healthy and environmentally sustainable food projects from [EIT](#).
- The City Council has several [commercial units](#) for independent local businesses (considerably lower rents than normal). Businesses can give much shorter notice to quit time (3 months or less) than with commercial lenders (2-year leases).
- Rate relief is available to eligible businesses
- The Council allows award-winning pasture-fed [CamCattle](#) to graze on common land in the city.
- 33 [local food businesses](#) have worked with CSF's **Cambridge Sustainable Food Pledge and Award Scheme for Businesses** (28 receiving a gold, silver or bronze award). Winners receive a certificate, a window sticker and a logo to put under their email signature.
- CSF has 59 sustainable food businesses on its business newsletter mailing list, which functions as a peer learning network, offering training events and sharing good practice.
- CSF has a searchable [Sustainable Food Directory](#), where people can find out where to buy locally grown sustainable food from farmers' markets and market stalls, shops selling local produce, box and delivery schemes and an "eating out" section including restaurants and street food.

- The Cambridge News holds annual Food and Drink Awards, nominated by the public. (CSF sponsored the 2016 Local Food Champion category.) Several businesses known for their sustainability have won, eg [Radmore Farm Shop](#)'s Ben Aveling (2018 Local Food Hero).
- The 2-week high-profile annual [Eat Cambridge Festival](#), with its central Main Event food fair and dozens of exciting fringe events, promotes local food producers and processors and is very well attended and publicized.
- CSF promotes [Open Farm Sunday](#), an opportunity for the public to visit [LEAF Marque](#) accredited local farms.
- Large annual outdoor fairs/festivals feature local produce ([Food, Farming and Produce Fair](#); [Milton Country Park Autumn Festival](#))
- Cambridge Sunday Market features local food and drink, including from local smallholders. CSF has held 3 Farmers' Markets promoting local growers and producers (part of [Pumpkin Festival](#) and Veg Festival), inspiring independent drinks retailer Thirsty to hold several Farmers' Markets the following summer.
- The [Cambridge Organic Food Company](#), a local veg box scheme, promotes its 12 growers through its "Our Growers" section on its website (see, for example, [Wild Country Organics](#)) and its newsletter.
- The Cambridge Farmers' Outlet ([Facebook page](#)) sells a wide range of locally produced food displayed on a "sale or return" basis, ie the shop functions partly as a cooperative.
- Collective [foodPark](#) (high-quality street sellers at various locations around Cambridge) use high-quality ingredients, many sourcing local/seasonal produce.
- [Cambridge Food Hub](#) is piloting an online trading platform
- The Council runs a [Healthier Options](#) scheme for local food outlets.

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Key Issue 5: Transforming Catering and Food Procurement

300-500 words

- There is a cross-sector procurement working group which includes the City Council procurement officer, chair of University/colleges catering managers' committee, Cambridge Food Hub, and FFLP regional manager, meeting 4 times a year. [Terms of reference](#) include tracking/recording sustainable catering accreditation and promoting this to others.
- Cambridge City Council has a [Sustainable Food Policy](#), as do [Anglia Ruskin University](#) (ARU) and [Cambridge University](#). The [implementation of the latter](#) includes removal of ruminant meat from food outlets and an increase in vegan options. (University food outlets and colleges have been collaborating in a Cambridge [research project](#) which shows that doubling the vegetarian options increased the proportion of plant-based purchases by 40-80% without affecting overall food sales.) The Colleges' Catering Managers' Committee (CMC) has agreed a Sustainable Food Policy (inspired by that of CU), which is being applied to the joint CMC procurement group. 9 colleges have their own sustainable food policies. (NB not only do the University Catering Service and the colleges serve thousands of students during term-time, the colleges also take tourists and provide high-end conference services throughout the rest of the year, with revenue of millions.)



- 22 Cambridge Colleges have taken the [Sustainable Fish Cities](#) pledge; 9 have the Good Egg Award; the University Catering Service and ARU have Fairtrade status, as do 3 colleges, while 8 other colleges have Fairtrade products on sale or follow the principles but are not accredited; 2 colleges have a SRA award; ARU and 11 colleges have MSC accreditation, while a further 2 colleges only serve MSC certified fish; 14 colleges have awards under Cambridge University's [Green Impact Scheme](#), run by the Department of Environment and Energy (which includes sustainable food), (4 platinum, 7 gold, 2 silver; 1 bronze).
 - 13 of the colleges have a “no single use plastic bottles” policy with water fountains available and/or sale (at cost) of Keep Cups; Cambridge City Council has removed plastic cups from its water fountains within buildings and expects users to bring their own reusable cups. Most colleges now offer tap water in reusable glass bottles at formal meals rather than still and sparkling water in branded bottles as previously.
 - Cambridge-based school meals provider [Lunchtime Company](#) works with over 10 schools throughout the city, making its menus in line with the School Food Plan, holds the Bronze Food for Life Catering Mark and uses ethically sourced ingredients: RSPCA Freedom Food Meat, free-range eggs, Marine Stewardship Council fish, Fairtrade bananas and chocolate. [Pabulum](#) provides meals to 5 Cambridge Schools; it received the Gold Food for Life award as well as the Good Egg Award from Compassion in World Farming. [Aspens](#) has FFL Gold, Good Egg and is MSC certified. Cucina has FFLP Bronze and is MSC certified.
 - Organic box scheme, [Cofco](#), already supplies 11 retail/catering outlets with local food (in addition to Cofco's main business of supplying local produce to local residents). CSF has a [wholesale suppliers page](#) in the business section of its website, and the Colleges Catering Managers' buying group sources local produce where possible.
- 500

Key Issue 6: Reducing Waste and the Ecological Footprint of the Food System

300-500 words

- CSF runs a food waste reduction campaign most years: Love Food Hate Waste, Waste Less Save More (17/18, including [Pumpkin Rescue Festival](#); Feeding the 1,000; Kids' Disco Soup; Ready Steady Cook celebrity chefs' event; Zero Waste Kitchen Challenge; establishment of Cambridge's first [Community Fridge](#) at the Edge Cafe, including events such as community meals and Ready Steady Cook made from surplus food from the Fridge and film showing ([see annual report](#))); Kids' Disco Soup 2019
- CSF also runs public stalls every year focusing on how people can reduce their food-related greenhouse emissions, including a 'food footprints' activity. In 2019 this was done at the summer [Veg Fest](#), as part of the Veg Cities campaign.
- Cambridge City Council employs someone to recruit, train and support a team of [Recycling Champions](#), who attend events in the city to promote recycling, including of food waste, using WRAP's Love Food Hate Waste materials and the Food Waste Hierarchy.
- [Waterbeach Waste Management Park](#) has an education department and works with schools and others to promote recycling
- The Food Waste Hierarchy is an important part of the CSF [Pledge Award Scheme for Businesses](#) and features in the explanatory booklet.
- CSF runs a [Taste Not Waste](#) scheme for food businesses, using WRAP tools to help businesses to

measure and reduce their food waste, including a [chefs recipe competition](#). As part of this, ARU catering department ran a successful campaign. [Food waste: Sort It Out!](#), with the students' union to reduce bin contamination and preparation waste. [Cambridge Cookery School](#) became [Cambridge's first zero-waste kitchen](#) and [St John's College successfully used a new app, Chef's Eye](#), to reduce college food waste.

- Cambridge University and the Colleges Catering Managers' Committee have also made progress with reducing the ecological footprint of food in other ways, eg the reduction of ruminant meat and introduction of more plant-based main meal options in collaboration with [researchers](#) at the university, as mentioned in KI5.

- CSF's business pages include general [Environmental Guidelines](#)

- Cambridge City Council's waste service has now widened to include South Cambridgeshire as the [Greater Cambridge Shared Waste Partnership](#), with separate food waste collections for [residents](#) and for [businesses](#). Free [kitchen caddies](#) for food waste are available free of charge as is [free compost](#) from city food waste (with give-away sessions outside ASDA twice a year or self-collection from the Waste Management Park).

- [Master Composter training](#) was provided in 2018 by Garden Organics (commissioned by the council)

- [FareShare](#) has an East Anglian centre in Ipswich and a local distribution centre in Waterbeach. Several Cambridge charities and community organisations receive regular deliveries of food that would otherwise be wasted to distribute to people in need or to make community meals eg Cambridge City Food Bank's Fairbite Food Club.

- [Cambridge Foodcycle](#) provides 3 weekly community meals to vulnerable people using surplus food collected by volunteers from various sources, including Sainsbury's.

- Cambridge City Council has reinstalled water fountains in the city and supports a [Refill campaign](#) working with [Cambridge Water](#) (104+ outlets in City)

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Please tell us about any other areas of activity which you feel are not covered by the six key issues:

300-500 words

- We are beginning to build more of a relationship with South Cambridgeshire District Council since they declared a Climate Emergency and are providing Zero Carbon Communities funding. If we receive funding from them, we will run a Food for Our Future campaign in S Cambs in 2020, with a sustainable food challenge across the whole district and a particular focus on events in 3 key villages/towns: Cambourne, Cottenham and Sawston. (We will be working with green groups in these places and have parish council support.) The main focus will be on reducing food waste, reducing meat and dairy and cooking from scratch with seasonal, local food. We are also in discussion with Greater Cambridge Shared Waste Partnership to promote residents' food waste reduction and reduction of bin contamination, their specific target for 2020, but this is at an early stage.

- We will be collaborating with Cambridge Carbon Footprint, who has just been appointed the lead organisation in developing the City Council's Climate Change Charter and Pledge. We expect to use our expertise to provide the food sections of the charter.

- I don't think the descriptions of work under the 6 Key Issues gives a true idea of the number of organisations we work with. For example, we are currently working on a Partnership Bid to the National Lottery with CoFarm, Groundwork East Anglia, Abbey People, Cambridge United Community

Trust, with the City Council also involved. This will be an ambitious place-based project in the most deprived area of Cambridge (Abbey), which will focus on food growing, education, healthy eating/cooking.

Please tell us about any issues or areas of weakness you are currently facing that you think we may be able to help with:

- Since the County Council nutrition specialist (who used to be on the CSF Partnership Board) moved on, we have not yet been able to find a replacement, which means that we currently have no health specialist or representative from Cambridgeshire County Council on our board. We are trying to remedy this. We have an excellent relationship with Cambridge City Council but a very distant one with Cambs County Council.
- We still find it difficult to secure all our core funding. Some funders will still only pay for direct project costs and do not allow Full Cost Accounting to cover a share of overheads,
- With 6 key areas to work on and only 2 paid members of staff (in addition to our freelance cooks), we find it difficult to cover all six of the Key Issues every year (and which areas we cover can depend a lot on what funding we get). During 2019/20 we have been focusing on the Food Poverty Action plan and associated work with the Cambridge Food Poverty Alliance, but this has meant we are behind with other things, such as actively seeking out new businesses to take the Business Pledge or work on food waste.
- It is difficult to find time to write time-consuming but essential funding bids. Also, we would like to do less project work and function more as a backbone organisation, but, apart from SFC coordinator funding and match funding for that, we have to manage by making up the partnership coordinator salary by top-slicing from project funding – the core funding is never enough.