
Spade to Spoon Digging Deeper

A food strategy for
Brighton & Hove

Summary document for Strategic
Partnership meeting Feb 2012

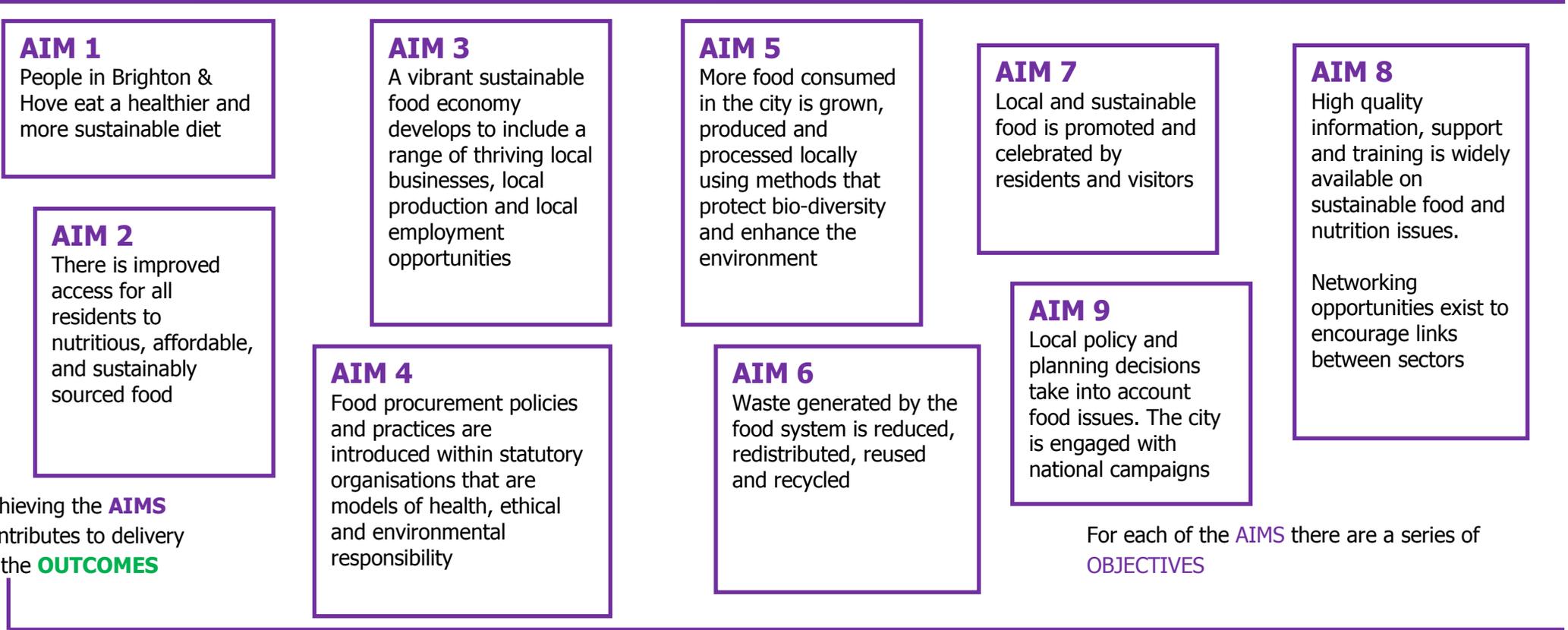
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Delivery of **OUTCOMES** contributes to realisation of the **VISION**

VISION A healthy, sustainable and fair food system for Brighton & Hove

FOOD STRATEGY STRUCTURE



Achieving the **AIMS** contributes to delivery of the **OUTCOMES**



Vision

A Healthy, Sustainable and Fair Food System for Brighton & Hove

Our vision is a city where everyone has the opportunity to eat a healthy and sustainably sourced diet.

It is a place where all residents feel confident in cooking nutritious meals, where health inequalities associated with a poor diet are reduced and where there are no longer areas of the city where fresh produce cannot be bought. All children and young people have the chance to learn about cooking and growing.

It is a city where a range of local food businesses achieve high standards of sustainability, generate employment and contribute to economic prosperity. It is a place where the meals served by public institutions lead by example in the choices of food served.

City dwellers have stronger connections with the people that feed us from the surrounding land and sea. Local food producers, from farming and fishing to bakers and cheese makers, operate in ways that respect environmental limits and in return are able to get a fair price for their produce. There is more local produce in the city and we are a place renowned for sustainable food and a vibrant food culture.

Communities are empowered to engage in the food system through access to land and joint buying initiatives and people come together to enjoy and celebrate food. Healthy and sustainable food choices are not a niche market, they are an affordable option for everyone.

Recognising that resources are limited it is a place that emphasises has moved away from excessive consumption and waste. Diets have changed so they are better for us and better for the planet. Waste from the food system is minimised, recycled and reused.

In establishing a sustainable food system we have capitalized on what we have - natural resources such as the sea and surrounding farmland; a vibrant cafe and restaurant sector; a young population keen to work; a thriving tourist industry; strong neighbourhoods; and a growing network of community food projects.

Spade to Spoon: Digging Deeper

A food strategy and action plan for Brighton & Hove

Introduction

Spade to Spoon: Digging Deeper is the second Brighton & Hove Food Strategy. It sets out a long term vision for the city's food system: one that is healthy, sustainable and fair. It includes a set of aims, objectives and a five year action plan for partners. It provides a framework to help us realise the vision. It shows how a focus on food can help achieve many of the city's social, health, economic and environmental priorities. The full version of the strategy and annually updated action plan can be found at www.bhfood.org.uk

Vision	• A healthy, sustainable and fair food system for Brighton & Hove
Citywide Priorities	• The Food Strategy will help achieve a number of citywide priority outcomes
Aims	• Nine aims of the Food Strategy that lead to achievement of the vision
Action plan	• A series of objectives and actions for 2012-17 agreed by partners as steps to achieving the aims

This document builds on the 2006 Brighton & Hove Food Strategy, which was one of the first citywide food strategies to be published in the UK. Progress has been reviewed (90% of the actions were achieved) and new priorities identified in consultation with a wide range of organisations and individuals.

As the consultation process has shown there is no shortage of ideas and Brighton & Hove has already demonstrated that it is an ideal location in which to support innovation around food work.

There is a role for everyone, including the city council and health authorities, food producers, retailers and caterers, community groups, schools and colleges, universities and, not least, the residents of Brighton & Hove. Work will be brought together through the city's Food Partnership. The spirit of the strategy is to harness our collective power, to find effective solutions to the challenges that face us and to be inspired to take action at all levels.

Why a food strategy?

Like air, water and shelter, food is an essential part of our everyday lives. It sustains us, is part of our culture and provides livelihoods for many. It is often central to life's positive and enjoyable experiences. It can provide a focus to bring together communities and opportunities for adults and children to learn about a range of interconnected environmental and health issues.

Yet the complex web that is the modern food system often leaves us disconnected from how and where our food is produced and the impacts it has on our health, the environment, our economy and the lives of those working in the food production chain. Locally many of the challenges we face as a city – poverty, health inequalities, economic development, climate change and waste – have a food dimension.

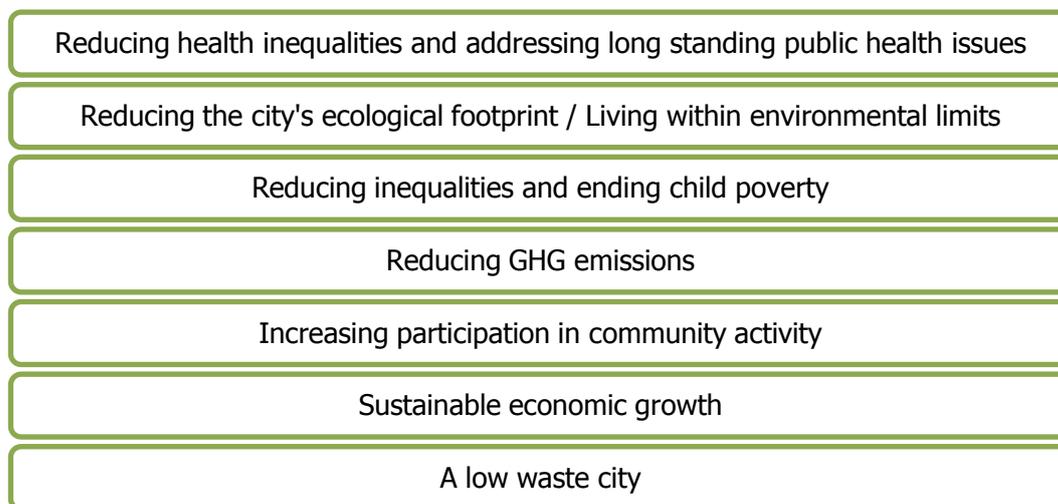
Establishing a sustainable food system for a city in a global economy may seem a daunting task because of the huge changes that will need to take place on a national and global level, but there is action that we can take here in Brighton & Hove, which *Spade to Spoon: Digging Deeper* sets out.

It provides a strategic context for the wide range of food related activities across the city. It takes an integrated, cross-sectoral approach to food, which links initiatives within public health, environmental sustainability, community development, procurement education, agriculture, cultural and economic development, waste management, urban planning and tourism.

The work done to realise the aims of the *Food Strategy* will also help to achieve a number of the high level, city-wide social, economic and environmental priority outcomes that the Brighton & Hove Strategic Partnership have committed to, as expressed in the *Sustainable Communities Strategy*.

Spade to Spoon: Digging Deeper has been set against these to demonstrate how food work contributes to achieving them. This work is available as a Policy Appendix to this strategy.

Citywide priority outcomes that action on food will help achieve.



The strategy has been produced at a time of financial uncertainty for all of the partners involved. The statutory, commercial and community sectors all report that resources for work will be tight for the foreseeable future. *Spade to Spoon: Digging Deeper* sets out a programme of work that provides true value when measured against a range of economic, social, environmental and health criteria.

Spade to Spoon: Digging Deeper identifies where the city is doing well and where the challenges lie. It has been developed in the knowledge that, by working in partnership, we can take the work on transforming a city's food system to the next level and that in doing this we should seek to share what we learn nationally and internationally.

Having a *Food Strategy* has already made things happen, but we cannot afford to stop. Now is the time to dig deeper and be bold if we are to face the challenge of creating a food system for the future; one that is far more sustainable – economically, environmentally and socially.

Taking a food systems approach

The term **food system** includes all processes and infrastructure involved in feeding a population: growing, harvesting, processing, packaging, transporting, marketing, consumption, and disposal of food and food-related items. It also includes the inputs needed and the outputs generated at each of these steps. Food security (ensuring food availability and access) is underpinned by food systems. Food systems also contribute to a range of other socioeconomic and environmental issues. An understanding of how food systems operate also requires the consideration of the financing of the activities within the system. On a national level recognition is increasingly being given to the importance of food system planning as an approach.

The **current food system** is unsustainable. Our diets contribute to chronic diseases. Production practices and food waste create huge environmental impacts, are a factor in climate change and damage ecosystems. Finite natural resources such as soil and water are becoming depleted. Food prices are rising and becoming increasingly unstable. Many farmers struggle to get a fair return for their work. Food supply chains are often dependent on low wages, poor working conditions and migrant labour. The majority of decisions and profits from the UK's food system are taken by a handful of very large companies, leaving consumers and producers disconnected from each other. Our food systems currently rely heavily on fossil fuels - for fertilizers, food processing, packaging and to transport food all over the world. With food prices closely linked to the cost of oil, our current food system won't be able to deliver cheap food for ever.

Brighton & Hove's current food system

- 35% of what households throw away is food waste, most of which could have been eaten, costing an average household £420 a year (£680 for families)¹
- 26% of the city's ecological footprint² relates to food³(also known as the city's 'foodprint')
- We have about half the number of recommended allotment plots. The total number of allotment plots at the beginning of 2011 was 2,795, 10.9 per 1,000 population. The number of residents on the waiting list is 1,612.⁴
- In order to produce enough food to feed the population of Brighton & Hove we need approximately 70,000 hectares of productive agricultural land. Each year the food produced on that land requires in the order of three-quarters of a million barrels of oil, & almost 625 million tonnes of fresh water. In all, this generates an estimated half a million tonnes of greenhouse gases.⁵
- The infrastructure supporting the local food supply chain in the area is not as advanced as in some regions where work has been undertaken to develop local distribution centres, establish co-operative wholesalers and invest in local processing (eg milling or abattoirs).
- Over recent years, the number of Brighton & Hove residents employed in agriculture has fallen by 40% (the UK average is closer to 20%).⁶
- 43,600 adults in the city are obese and about 6,400 morbidly obese. This is estimated to have cost the NHS in Brighton & Hove £78.1 million in 2010⁷.
- Poor diet is associated with many of the causes of premature death and life limiting illness such as diabetes, heart disease, strokes and cancers and is a significant factor in the difference in life expectancy of up to ten years between the most and least affluent areas of the city.
- 30% of children in Year 6 (10-11 yrs old) are obese or overweight⁸.

But it's not all bad news Brighton & Hove is leading the way nationally and internationally in the approach we have taken to setting out a strategic framework for sustainable food work that unites different sectors and is driven forward through its Food Partnership. The importance of our food system is recognised at a strategic level and we have developed robust partnerships that are delivering high quality services for residents. A number of key citywide policy documents now consider the role of food work (see appendix 1)

Community based cookery and nutrition programmes are addressing health inequalities associated with poor diets; we have a 'one stop shop' healthy weight referral service; all of the city's schools have achieved healthy school status and have a whole school policy on food; we are the first place in the UK to introduce guidance for planners on including food growing in developments; our childhood obesity strategy is halting the year-on-year increase in the prevalence of obesity in children; we have introduced a Healthy Choice Award for restaurants, nurseries and care homes; an ambitious urban food growing programme (Harvest Brighton & Hove) is getting people growing food, sharing skills and finding more space for food growing; we have started composting on a community level and have been running a 'love food: hate waste' community education programme; we have the highest number of restaurants per person in the county and run popular food events such as the Big Sussex Market; we are in the unique position of owning 11,000 hectares of farmland (most of it in the South Downs National Park); our school meals service, Sussex Partnership NHS trust and universities have sustainability standards in their food purchasing policies; we are a Fairtrade city; and a vibrant network of more than 100 food projects across the city are providing education, opportunities to participate in community activity and access to healthy, sustainable food.

¹ Brighton & Hove City Council Domestic Waste Strategy (2009)

² The City Sustainability Partnership has chosen the Ecological Footprint as the headline sustainability indicator for Brighton & Hove. The key overarching goal is to ensure that Brighton & Hove can exist within its ecological means. That is, there is a balance between what the environment can provide and what people consume.

³ Best Food Forward, A One Planet Framework for Brighton & Hove, Adopted by the City Sustainability Partnership 2011

⁴ Brighton & Hove State of the City Report (June 2011)

⁵ Resource requirements and GHG emissions are based on a population of 250,000 for Brighton and Hove, assuming average UK food consumption patterns, and are estimated from results of LandShare's 'How to Feed a City' work, developed in conjunction with Food Matters and Best Foot Forward (2011)

⁶ Brighton & Hove CSA feasibility study, Food Matters (2011)

⁷ NHS Brighton & Hove Public Health Directorate (2011)

⁸ National Childhood Measurement Programme (2010)

A sustainable food system for Brighton & Hove

There is no definition of 'sustainable food,' although some aspects, such as the terms 'organic' or 'Fairtrade', are clearly defined. A working definition is that sustainable food should be produced, processed, traded and disposed of in ways that:

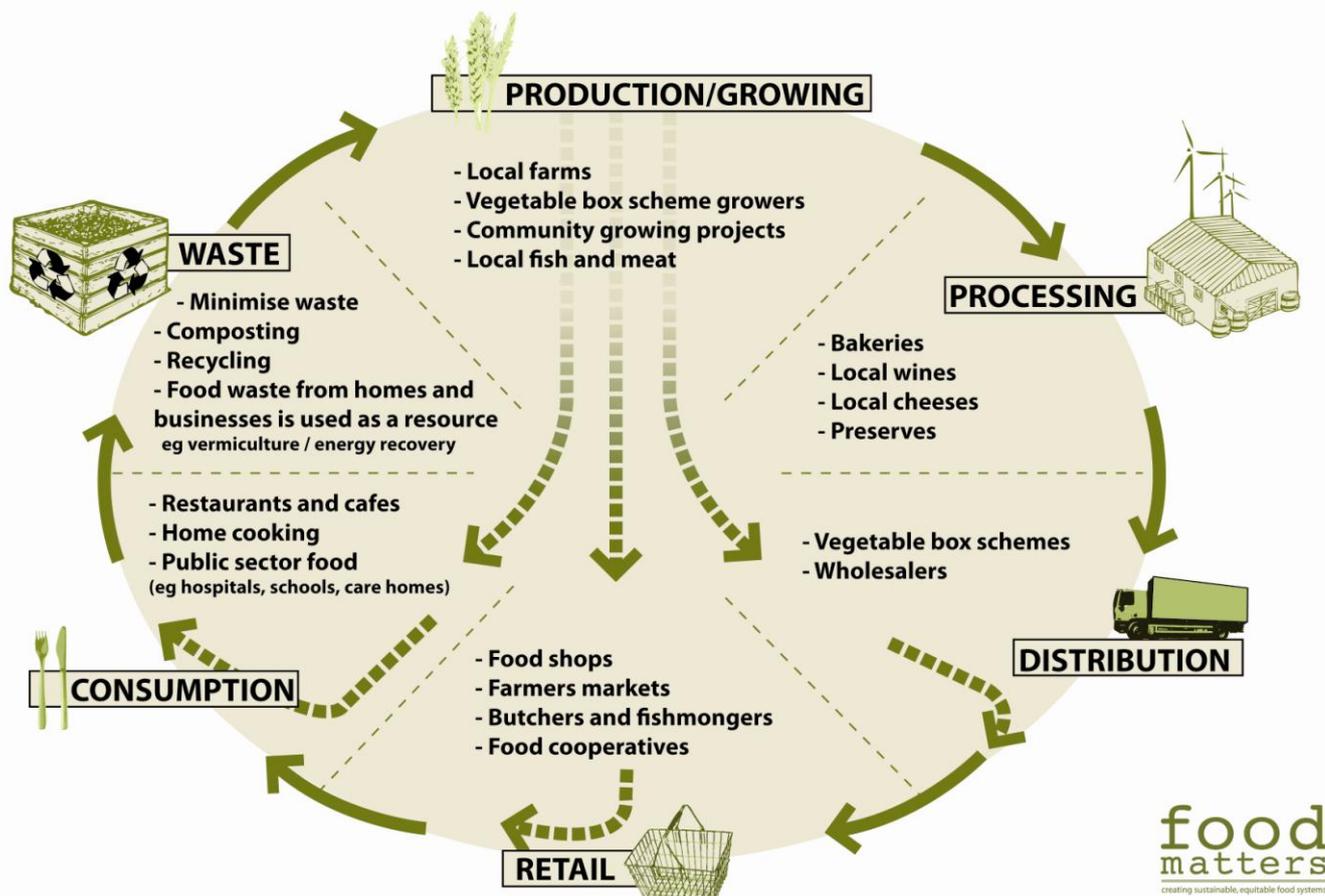
- contribute to thriving local economies and sustainable livelihoods – both in the UK and, in the case of imported products, in producer countries;
- protect the diversity of plants and animals (and the welfare of farmed and wild species), and avoid damaging natural resources and contributing to climate change;
- provide social benefits, such as good quality food, safe and healthy products, and educational opportunities.

Because of the interconnected nature of food, achieving a sustainable food system will require co-ordinated action on all of these points.

Research carried out by Food Matters in 2011 for the *Feeding Brighton & Hove* report aims to understand where our food is coming from, how much is currently produced and processed within the city and local area, and how much of what we need to feed the city we can realistically produce locally. It concludes:

"The figures speak for themselves. With our current diet, Brighton & Hove would need farmland eight times the size of Brighton & Hove, a third of the area of West Sussex in order to feed ourselves. Of course, there is room for improvement, and this dramatic portrait is based on current consumption patterns, diets rich in meat and dairy produce, high in empty calories and out of season fruits and vegetables. What is clear is that we will only ever be able to produce a small amount of our food requirements from our locality, but we need to understand what the potential is, what we should be aiming to achieve, and how we can encourage local farmers and producers to grow more of what they can for the city. We also need to be looking at how we can start to change consumption patterns so that they reflect a more sustainable way of eating. Brighton & Hove will probably never become an agricultural superpower, but that's not our aim. The challenge resides in mixing the successful service and tourist industry of our city with an improved network of local farming, fishing, distribution and retail"

Brighton & Hove's Sustainable Food System



Summary of key areas:

A sustainable food system for Brighton & Hove will need to:

1. encourage and enable people to eat a healthy and sustainable diet
2. reduce greenhouse gas emissions
3. respect natural resources
4. reduce and reuse waste
5. achieve economic resilience and build skills
6. strengthen communities
7. be based on sound research and planning.

1. Encourage and enable people to eat a healthy and sustainable diet

What we eat is at the heart of any food system and our diets are influenced by many factors including culture, personal finances, knowledge and skills. The good news is that food that is good for the planet is also good for us, and making small changes to the way we eat can make a big difference. The *Food Strategy* highlights the areas where dietary changes by individuals and to food served in schools, universities, hospitals, workplaces, restaurants and hotels will have the most benefit for the environment and for health. This includes:

- reducing overconsumption, particularly of foods high in empty calories (i.e. alcoholic beverages, sugary drinks and sweets)⁹
- eating fewer processed foods (preparing more meals 'from scratch')
- reducing food waste (throughout the food chain)
- reducing consumption of meat and dairy (particularly grain-fed cattle)
- eating seasonally
- reducing food miles; both those travelled to buy food and the distance food travels from 'field to shop'
- choosing methods of farming that reduce fertilizer / pesticide use
- ensuring people have the skills to shop and cook to make the most of their food budgets
- and being aware of which 'cheap' products are nutritionally very poor value.

Obesity and diet related ill health The *Food Strategy* sets out ways to support residents to achieve healthy lifestyles that will help prevent and reduce obesity and other diet-related ill health. It recommends an 'all life stages' approach to delivering programmes that educate about healthy diets and in offering weight management interventions for people above their ideal weight.

It recommends building on the achievements of the childhood obesity strategy,¹⁰ to offer obesity prevention and healthy weight intervention measures for children and young people. It calls for experiential food education (hands on cooking and growing) alongside education about healthy and sustainable diets to equip young people to make confident food choices now and when they become adults.

Good nutrition There is clear evidence that good nutrition is linked to educational attainment and behaviour in children and young people and to mental health and wellbeing. Schools should be supported to take a whole school approach to food. There should be information and support on good diet and nutrition available to people living with long term mental and physical health conditions.

Procurement Due to the volume of meals served the procurement practices of large organisations have the potential to make a significant impact. Public institutions such as schools and hospitals have a role to play in ensuring that sustainable food is 'normalised' and not seen as a niche market. Sustainable food practices and reducing food waste are key for large purchasers in meeting carbon reduction targets. The *Food Strategy* highlights the need for large organisations to lead by example, to ensure that food served to vulnerable people is of a universally high standard of sustainability and nutrition and to consider the role of catering in

⁹ The UN Food and Agriculture organisation reports that we each consume around 3,500 calories per day in the UK which is 1000 above recommended amount.

¹⁰ The Brighton & Hove childhood obesity strategy is working to achieve the national target of halting the year on year rise in obesity in children. It uses a partnership approach to bring together schools, the hospital dietetics department, the public health team, the Food Partnership's community nutrition team, Albion in the Community, the community sector, teams from the council and health workers to offer obesity prevention and healthy weight intervention measures for children and young people.

the health and wellbeing of employees. Taking a systematic approach to procurement of healthy and sustainable food is a 'value for money' approach and does not always lead to increased costs. Extensive work in other parts of the country has demonstrated that improvements can be made within current budgets.

The Food Strategy recommends setting up a cross-organisational group to explore sustainable procurement issues and to extend the use of the Healthy Choice Award as a menu planning tool for nurseries, breakfast clubs and care homes. It identifies the opportunities for running cross organisational campaigns (such as the Good Egg Award or Sustainable Fish City) and emphasises the importance of communicating with customers when changes have been made.

2. Reduce Greenhouse Gas (GHG) emissions

The *Sustainable Communities' Strategy* commits Brighton & Hove to reducing its GHG impacts by 42% by 2020 and by 80% by 2050¹¹. A reduction in the emissions related to food is a key component in any attempt to meet this target. Emissions from food processing, refrigeration and transport account for 10% of the city's carbon footprint. Carbon dioxide is not the only greenhouse gas and the most significant impacts from the food system are the release of the very powerful gases methane and nitrous oxide, mainly from meat and dairy production and from fertilizer use in agriculture. Food waste is also a significant contributor. The processing and transport of edible food that goes to waste accounts for around 3% of UK's GHG emissions¹² which doesn't include the methane emissions from the 7 million tonnes of food waste that ends up in landfill each year.¹³ Reducing GHG emissions will require different parts of the food system to collaborate and to focus on the areas where they can have most impact.

Farming practices Since agricultural inputs and farming methods are the largest source of GHG emissions in the food system, a key component of meeting emissions targets will be to encourage the farms owned by the city council and those in the local area to adopt environmentally sustainable practices.

Meat and dairy consumption Animal products account for just under a third of nutritional intake in the UK yet their consumption is responsible for nearly twice that share of emissions (58%).¹⁴ Discussing reducing meat and dairy consumption is challenging, not least because the subject is an emotive one that includes questioning customs and habits around food (meat based meals) that have a strong cultural element. The messages are not clear-cut as different animal products have different impacts, with the most concerning being cattle fed on grain or soya (especially if land such as rainforest has been cleared to plant this feed). However, dietary substitutions could also have important consequences – say for fish stocks or land clearance for increased soya production. The overall message is that reducing meat and dairy consumption offers large reductions in total GHG emissions, yet care is needed in translating this finding into policy or consumer advice.

The Food Partnership will lead on a communications and education campaign to raise awareness of the benefits of enjoying seasonal variations in vegetables and fruit, and treating meat as a high quality item to be consumed in lower quantities for the health of residents, the benefit to their wallets and the health of the planet.

Food transport Understanding the GHG emissions in the food system requires a life-cycle assessment of products not just a measure of the total distance travelled. However, food transport is still a significant factor accounting for about 12% of the UK's total GHG Emissions and for 25% of the distance travelled by lorries in the UK. A further 12 billion miles are driven a year by consumers to buy food¹⁵. We need to take action locally to reduce the total number of journeys that customers drive by car to buy food. To achieve this local transport plans will need clear policies on public transport, positioning of bus stops, appropriate timetabling and location of cycle racks. Producers and retailers should provide efficient delivery services to homes or bulk drop offs at food co-ops, preferably using green energy vehicles.

¹¹ Brighton & Hove Sustainable Communities Strategy, reduction from the 2005 baseline of 5.7 tonnes per person

¹² The Water and Carbon Footprint of Household Food Waste in the UK, WRAP (2011)

¹³ Food Ethics Council (2009) Waste: dishing the dirt, Food Ethics Magazine Vol 3 and WRAP (2009) Household food and drink waste in the UK

¹⁴ How Low Can We Go? An assessment of greenhouse gas emissions from the UK food system and the scope for reduction by 2050, Food Climate Research Network and WWF (2010)

¹⁵ Food Distribution, An Ethical Agenda, Food Ethics Council (2008)

We will also need to reduce the overall distances travelled by food from 'field to plate'. There is potential for more local meat, fruit and vegetables and sustainable fish to be sold in the city. Sites on the urban fringe could produce more fresh produce including using Community Support Agriculture models. Stanmer has the only certified organic land in the city and is the location of productive orchards. Combining of delivery by producers and more retailer co-operation would help reduce the transport impacts of food coming into the city.

The role of local food in a sustainable food system This *Food Strategy* addresses ways in which we can localise our food production and increase consumption of food produced from within a 50 mile radius as part of a sustainable food system. It recognises that the distance travelled by food, whilst significant, isn't the only measure of food's environmental impact, and other factors such as the energy intensiveness of production and storage are crucial factors.

"The problems with products that have long supply chains include their contribution to climate change, compromised animal welfare standards, and a deeper industrialisation of food and food culture. But efforts to shorten 'food miles' can neglect the social and economic benefits associated with trade in food, especially for developing countries. And while consumers are rediscovering local, seasonal produce, they still want diversity and choice. The relationship between food and sustainable development is complex, and 'food miles' is just one variable. Others include workers' health, community well-being and rural development. However 'food miles' is important as it captures a wide range of concerns about our food system." *Food Ethics Council*

3. Respect natural resources

Finite natural resources such as soil and water are becoming depleted both here in the UK and abroad. Using organic or other measures of environmental stewardship and reducing soya based products can help protect ecosystems. If the ambitions of the South Downs National Park for conserving natural assets, increasing access and protecting bio-diversity are to be realised, farmers will need support to diversify.

Ethical Food The strategy also looks to raise the profile of the city's Fairtrade status and encourage the use of products that specify minimum welfare standards such as cage free birds, or 'RSPCA freedom foods' meat. Again, the procurement practices of large organisations have a significant role to play in this area because of the scale of their purchasing power.

Fish The city's location is in a favourable position to source much of its fish supplies from the local Sussex fishery - which extends from Dungeness in the East to Chichester Harbour in the West – and lands a wide range of fish and seafood including cod, whiting, sole, plaice, crab, lobster, scallops and whelks, according to the season. Although some of the fish landed by boats fishing out of Brighton Marina and Shoreham harbour goes directly to the fishmongers, restaurants and hotels in the city that use local fish, a significant proportion leaves the city and enters the national or global food market.

As with other local foods there are issues on both demand and supply sides – customers ask for a limited range of fish species most of which are not landed locally, caterers create dishes out of fish they know, restaurants want continuity of supply due to customer demands and static menus, which isn't always possible from a small fishing fleet, and the fishing industry is bound by EU fishing quotas.¹⁶

A key issue is that the majority of fish consumed in the city is sourced from far away for example tuna, salmon and prawns and the vast majority of fish sold is bought in the supermarket and therefore sourced from global supply chains. Even if the fish was originally caught in waters off our coast they may have travelled long distances to end up back on our supermarket shelves.

Fish is a nutritious local food and the *Food Strategy* recommends work with restaurants, large catering providers, the fishing industry and residents on a local sustainable fish plan.

¹⁶ Brighton & Hove CSA: feasibility study, Food Matters (2011)

4. Reduce and re-use waste

Reducing avoidable¹⁷ food waste throughout the system and increasing composting at home, at work, in schools and communities is a priority for the *Food Strategy*. Throwing away uneaten food is a waste of the water, energy, natural and human resources that have gone into production. A 2011, WRAP report¹⁸ looks at the water footprint of avoidable food waste and calculates this at 243 litres per person per day, approximately one and a half times the daily average water use in the UK. A quarter of this water represents water used to grow and process food here in the UK and the rest is abroad. Significant products in terms of food waste and impact on both water and carbon footprints are milk, beef, poultry, coffee and rice.

In addition to reducing the 35% of domestic waste that is food, restaurants, cafes, pubs, hotels and fast food chains are coming under scrutiny for the amount of food they waste. Nationally the hospitality sector produces 600,000 tonnes of food waste every year, two thirds of which could have been eaten if it had been better portioned, managed stored and/or prepared¹⁹. Here in Brighton & Hove with our high number of restaurants and hotels there is the potential for businesses to save money and significantly reduce waste impacts.

The *Food Strategy* promotes food waste reduction measures as the priority followed by measures to treat waste from the food system as a resource.

5. Achieve economic resilience and build skills

The *Food Strategy* aims to support the development of a vibrant sustainable food economy that includes a range of thriving local businesses, local production and local employment opportunities. It seeks better links between schools, colleges and the food industry to ensure we have a skilled local workforce. It seeks to expand and develop markets for local and sustainable produce by raising the profile of sustainable food to residents and visitors. In doing this it seeks to safeguard the diversity of food retail (including shop and markets) and support local food businesses such as cafes and restaurants.

Throughout the consultation on this strategy, there has been debate on the role of supermarkets. They are significant employers in the city, provide convenient shopping for most people and have the ability to make large scale differences when it comes to sustainability issues (such as introducing only free range eggs or Fairtrade foods). However, there has been concern that too many of the 'big four' are opening up in the city and the *Food Strategy* aims to support alternative models of retail to operate alongside them. This is to safeguard retail diversity, maintain the unique character of our shopping streets and offer alternatives where more of the money spent by local people on food remains within the local economy. This is difficult where planning regulations do not allow for limits on types of premises, and in an economic climate where shop owners would rather have the security of a large multi-national occupier of their premises than an independent operator. We are not the only city in the UK grappling with this issue and will look to other places for information and ideas. The 2011 Brighton & Hove City Council Scrutiny Panel on Support for the Retail Sector will also inform this work.

The *Food Strategy* recommends exploring how our local food infrastructure needs developing and how to increase collaboration between local suppliers and local food outlets. The strategy identifies the potential for small scale growers and community projects to co-operate to improve access to affordable local food.

6. Strengthen Communities

The *Food Strategy* aims to be rooted in the participation of residents across neighbourhoods, to reflect diversity and to celebrate the part food plays in the culture of the city. It encourages opportunities to share and celebrate good food for people of all ages.

It prioritises community food work to improve access to sustainable, affordable food for residents across the city and recommends using food as a focus to empower communities. The strategy highlights that as well as providing access to fresh food, community food projects²⁰ play a role in education, in community cohesion, in skills development, in reducing anti social behaviour and in providing opportunities for physical activity.

¹⁷ Avoidable food waste includes that which is thrown away because too much has been cooked, it has passed its date, or has gone off. It doesn't include items such as onion skins or meat bones which couldn't have been eaten. 4.1 million tonnes of avoidable food waste is thrown away each year in the UK accounting for 61% of all food waste (WRAP)

¹⁸ The Water and Carbon Footprint of Household Food and Drink Waste in the UK, WRAP (2011)

¹⁹ The Composition of Waste Disposed of by the UK Hospitality Industry, WRAP (2011)

²⁰ Community food projects include lunch clubs, cookery groups, growing projects, buying groups and can take place in a variety of community settings. They usually run off minimal resources. In 2011 there were 100 community food projects in Brighton & Hove.

The *Food Strategy* recommends that existing community food initiatives should be supported and that there should be an increase in the number of projects working in deprived communities and with people who experience disadvantage.

The *Food Strategy* aims to give all residents the skills and confidence to cook and make healthy and sustainable food choices. It highlights the importance of ensuring services are targeted where they are most needed. The consultation process highlighted gaps in support for adults with learning difficulties around food including healthy weight advice, growing and cooking skills and the strategy recommends work to address these gaps. It also identified the need for more work to support people living with long term conditions such as diabetes and HIV/AIDS.

Access and affordability of healthy and sustainable food There are many neighbourhoods in the city where it is not possible to buy a decent loaf of bread or fresh fruit and vegetables. This is particularly an issue for residents who are reliant on public transport or have limited mobility. The strategy recommends carrying out a retail study to identify these 'food deserts' and considering the results as part of future planning decisions. Food access is not just about location but other factors such as opening and delivery times and cost. The strategy recommends considering and supporting the development of alternative food retail models such as food co-operatives, community food projects and a mobile food unit.

Addressing food poverty This strategy is being produced in a time when household incomes are going down and prices (including food prices) are going up. More households in the city are living in, or close to, poverty and a concern raised often during the consultation has been about the increase in the numbers of people experiencing food poverty²¹. A key objective of *Spade to Spoon: Digging Deeper* is to undertake research into how food poverty is experienced in the city and what can be done to address this form of social injustice in the short, medium and long term

The cost of food is an issue at the heart of the *Food Strategy*.

Research carried out in Brighton & Hove in 2011²² suggests that the overwhelming issue when shopping for food is the cost. It was clear from the research that many people are aware of the wider issues and that interest in local food had multiple motivational factors. Most participants acknowledged that their shopping and eating habits would probably be different if money, children or health status were different. As with national attitudes, local surveys²³ suggest that supporting local farmers and the local economy were the most significant influences for people when buying local food and cost was the most significant barrier. Those that were growing their own food were motivated to have access to food that was fresh and healthy but importantly affordable.
Brighton & Hove CSA feasibility study, Food Matters (2011)

Food has become progressively relatively cheaper, but the current food system disguises costs that show up elsewhere such as high healthcare costs, environmental damage and costs to rural economies. If the true cost of producing food is to be reflected in pricing then it is only going to become more expensive.

The Equalities Impact Assessment (EIA) on the *Food Strategy* (available from the Food Partnership) took time to consider this point. The long term answer is for overall incomes of the poorest to increase, not food prices to decrease. In the short term the *Food Strategy* recommends actions to help ensure that individuals have the skills to shop and cook to make the most of their food budgets, minimise food waste and be aware of which 'cheap' products are nutritionally very low value. Schemes such as Healthy Start vouchers, breakfast clubs and the opportunities provided by food projects will be supported and promoted. Work on debt advice, child poverty and food poverty should be better linked. The strategy identifies food buying groups²⁴ as important in addressing this issue. The redevelopment of the Open Market offers the city an opportunity to put the sale of healthy, sustainable, affordable food at its heart.

²¹ Food poverty means that an individual or household isn't able to obtain healthy, nutritious food, or can't access the food they would like to eat. Despite the increasing choice and affordability of food in the UK, many people eat what they can afford, not what they want. Food poverty and economic poverty are linked but other factors such as availability and cooking and shopping skills are significant.

²² Harvest Brighton and Hove Evaluation Report – Bevendean Street Survey, Food Matters 2011

²³ Brighton and Hove Alternative to Supermarkets Group (BHATS) survey, 2011, Brighton Community Agriculture group survey, 2010, *Food: What's on your Doorstep?* A series of participatory workshops exploring the relationship between communities and local, organic food, Food Matters 2007

²⁴ Food buying groups or food co-ops where a community comes together to bulk buy produce direct from the wholesaler or producers to be delivered to a central pick up point

7. Based on sound research and planning

The role of planning The city's application to become a UN Biosphere Reserve offers enormous potential to bring together work to integrate food, biodiversity, water quality measures and landscape heritage making the most of our position between the sea and the Downs. The city's compact, urban location is a challenge and citywide strategies to improve our food system will require intelligent land-use planning. Within the city boundary there are a surprising number of potential plots that could be used for growing.

Harvest Brighton & Hove²⁵ has worked closely with landowners to establish processes by which local residents can apply to run growing projects on land around housing or other underused land using 'meanwhile leases'. This gives people the opportunity to take part in food growing close to where they live and reduces pressure on allotment waiting lists by finding alternative land spaces. Harvest Brighton & Hove is supporting the development of a community orchard, community supported agriculture projects and helping more schools to establish or develop food growing areas. To make the most of these opportunities a mapping exercise needs to be undertaken where land suitable for food growing is identified along with other open space requirements such as leisure, landscape conservation and biodiversity protection.

The *City Plan* (being completed in early 2012) is an opportunity to support a sustainable food systems planning approach, to recognise the importance of land for food growing, to provide space for food infrastructure and to emphasise the importance of urban design that encourages healthy behaviours.

There is a need to undertake local research / data gathering on food issues and attitudes and that this should be used to inform the city's *Joint Strategic Needs Assessment, State of the Local Environment* report and other policy decisions. The city is the base for offices for two key national food policy organisations (Food Ethics Council and Food Matters) and our universities already undertake research on issues of relevance to the food system. The *Food Strategy* recommends taking forward work to establish a food policy / research forum to initiate and co-ordinate research locally and to keep up to date with research nationally and internationally.

Spade to Spoon: Digging Deeper next steps

The *Food Strategy* is ambitious, in order to achieve the aims and objectives we will need to:

- develop stronger cross sectoral partnerships both within the city and beyond into East and West Sussex and Kent
- underpin the work developed and delivered with rigorous evaluation
- communicate clearly
- attract investment for new ways of working
- ensure that food work is given a strategic prioritisation at a citywide level
- co-ordinate work so that resources are focused where they are most effective and ensure equal access
- celebrate and enjoy the role food plays in the identity of our city.

The role of the Brighton & Hove Food Partnership is to drive forward delivery of the strategy, to support innovation, encourage partnerships and to deliver some of the actions identified in the strategy. The strategy acknowledges the importance of the Brighton & Hove Food Partnership as the mechanism by which food work in the city will be taken forwards.

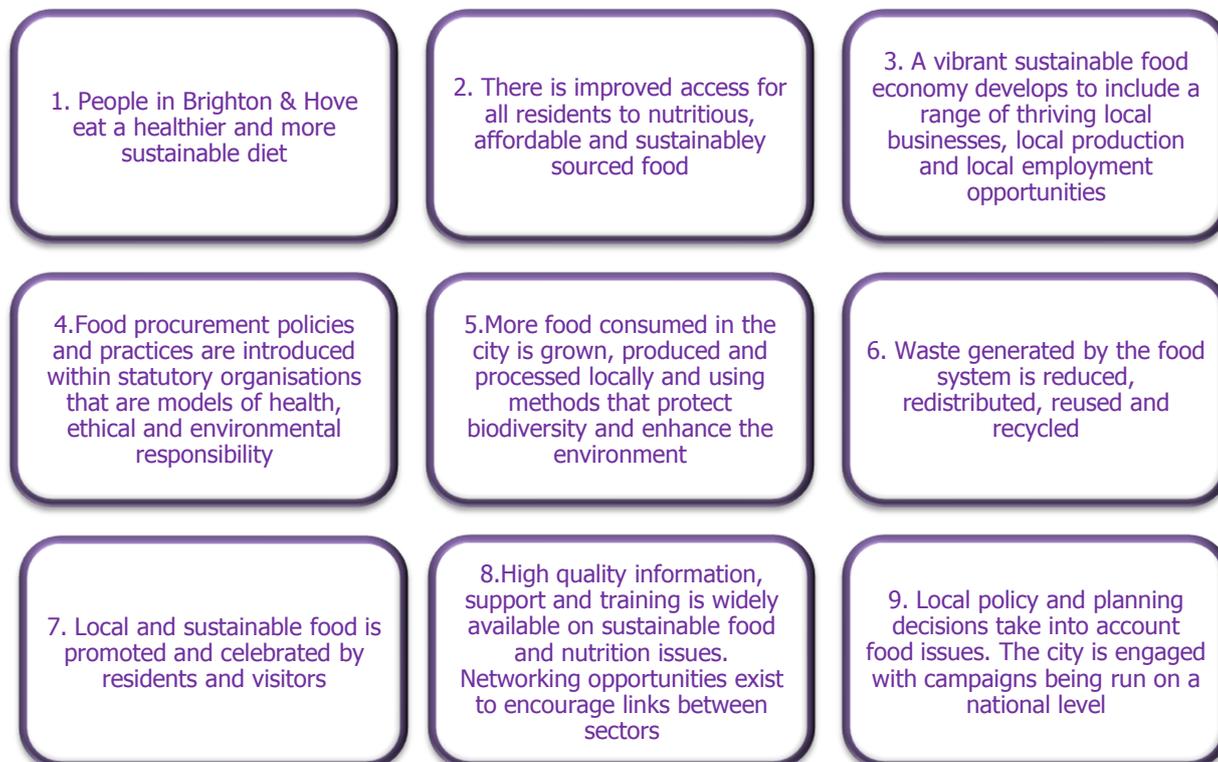
The ambition is to create a city that has invested in projects, developed policies and engaged people to make a healthy, sustainable food system a reality. Brighton & Hove has the enthusiasm, skills and above all the desire, to be this city. *Spade to Spoon: Digging Deeper* is our plan to harness this potential and make it happen.

²⁵ Harvest Brighton & Hove is a partnership project which aims to get the city growing more food www.harvest-bh.org.uk

Key aims and objectives

Spade to Spoon: Digger Deeper sets out work against nine aims. The aims are long term and are the areas for change that we should focus on in the next 20 years if we want to achieve our vision for Brighton & Hove. If we are to achieve the vision we will need to work on all of the aims acting locally on those components that we can influence whilst lobbying at a national and international level for other improvements.

Each of the aims is broken down into a series of objectives which we will work to over the next 5 years.



The objectives are represented in the detailed action plan (which will be available online). All objectives and actions have named partners against them who have committed to taking forward that area of work. The Food Partnership will have the responsibility for driving forward the delivery of the strategy and action plan and reporting back to all partners on progress annually.

AIM 1 People in Brighton & Hove eat a healthier and more sustainable diet

Key Objectives

- 1.1 Deliver education initiatives across all sections of the community to promote healthy and sustainable food choices and inspire people to make them
- 1.2 Deliver an 'all life stages' approach to preventing and reducing obesity and other diet-related diseases in adults and children
- 1.3 Deliver a co-ordinated weight management service for adults and children above an ideal weight driven by a clear care pathway, co-ordinated referral system and robust evaluation.
- 1.4 Ensure that adults have the skills and confidence to cook from scratch
- 1.5 Support existing community food initiatives and increase the number of projects working in deprived communities and with people who experience disadvantage
- 1.6 Children and young people have the opportunity to take part in practical food experiences (including cooking skills and food growing) and to learn about food and food choices
- 1.7 Extend the use of the Healthy Choice Award and develop additional sustainability criteria
- 1.8 Offer advice and support on good diet and nutrition to people living with long term mental and physical health conditions.

AIM 2 There is improved access for all residents to nutritious, affordable and sustainable food

Key Objectives

- 2.1 Ensure that people throughout the city are well-served for outlets selling affordable fresh produce within walking distance
- 2.2 Ensure citywide availability of and accessibility to food produced using sustainable methods
- 2.3 Ensure that nutrition services and food projects are delivered within neighbourhoods and in partnership with community groups.
- 2.4 Improve understanding about the issue of food poverty in the city; establish baseline data and agree an action plan
- 2.5 Ensure that food work is appropriate to cultural diets
- 2.6 Create healthier environments where walking and cycling for food shopping are encouraged

AIM 3 The city has a vibrant sustainable food economy that includes a range of thriving local businesses, local production and local employment opportunities

Key Objectives

- 3.1 Increase and develop the outlets where residents and visitors to the city can purchase sustainable food
- 3.2 Support food businesses to operate more sustainably
- 3.3 Expand and develop the market for local and sustainable produce
- 3.4 Safeguard the diversity of food retail including shops, markets and other delivery methods
- 3.5 Increase employment opportunities in the sustainable food sector and support the development of a skilled workforce
- 3.6 Ensure that the redeveloped Open Market operates as a space where a cross section of the community is able to access healthy, sustainable, affordable food

AIM 4 Food procurement policies and practices are introduced within statutory organisations that are models of health, ethical and environmental responsibility

Key Objectives

- 4.1 Increase the number of public institutions serving healthy food.
- 4.2 Set up a working group to look at purchasing and procurement issues learning from good practice elsewhere in the country
- 4.3 Statutory organisations to introduce purchasing policies that encourage environmental sustainability, local sourcing, animal welfare, healthy eating and fair trade.
- 4.4 Celebrate successful policies and publicise to customers what has been achieved.

AIM 5 More food consumed in the city is grown, produced and processed locally using methods that protect bio-diversity and enhance the environment

Key Objectives

- 5.1 Find more land for food growing
- 5.2 Support local food growers
- 5.3 Support and encourage residents who wish to grow their own, and foster skills and confidence so more residents are engaged in food-growing.
- 5.4 Build and strengthen the infrastructure needed to support a local food system
- 5.5 Develop a vision for the sustainable future of farmland owned by the city council to fit in with Biosphere Reserve principles
- 5.6 Develop a local fish plan to promote and support local sustainably caught fish in restaurants, hotels and by residents
- 5.7 Implement Sussex Food Hub / Community Supported Agriculture report recommendations in order to get more locally produced food into the city's cafes and restaurants
- 5.8 Support the projects in Stanmer Park in their development and role as small scale food growers on the boundary of the national park.

AIM 6 We live in a low waste city where waste generated by the food system is reduced, redistributed, reused and recycled

Targeting across domestic, statutory and commercial waste streams.

Key Objectives

- 6.1 Minimise the amount of avoidable food waste through education, awareness-raising and network-building
- 6.2 Reduce the amount of packaging relating to food that is thrown away and increase recycling of food packaging
- 6.3 Treat unavoidable food waste as a resource (e.g. promoting composting, vermiculture and anaerobic digestion)

AIM 7 Local and sustainable food is promoted and celebrated by residents and visitors

Key Objectives

- 7.1 Increase the amount and visibility of Fair-trade food in the city
- 7.2 Increase the connections between city residents and local farms and food producers
- 7.3 Celebrate the cultural diversity of food across the city
- 7.4 Increase awareness of opportunities to buy sustainable food
- 7.5 Make local and sustainable food visible across the city through events, festivals, markets etc

AIM 8 There is high quality information, support and training available on sustainable food and nutrition issues; networking opportunities exist to encourage links between sectors and build skills and capacity

Key Objectives

- 8.1 Support and develop the Brighton & Hove Food Partnership as the mechanism to achieve this aim
- 8.2 Encourage partnership work to build skills and capacity and to encourage links between diverse sectors
- 8.3 Create a 'food centre' providing a focus for food work (including office space, meeting rooms, community kitchen and training facilities)
- 8.4 Provide opportunities for training and learning on sustainable food and nutrition issues
- 8.5 Provide networking opportunities for the exchange of information, support and advice on food and nutrition issues

AIM 9 Policy and planning decisions within the city take food issues into account and the city is engaged with campaigns being run on a national level

Key Objectives

- 9.1 Ensure that the *Food Strategy* is widely known about and adopted by the Local Strategic Partnership and other decision-making bodies
- 9.2 Undertake research/data gathering on food issues and attitudes and use it to inform the city's Joint Strategic Needs Assessment and other policy decisions
- 9.3 Incorporate consideration of food issues into city-wide plans and strategies
- 9.4 The city's planning processes take into account local food issues
- 9.5 Brighton & Hove's experiences of food work are shared nationally and we take part in national campaigns

A detailed action plan which will be reviewed annually is available for all of the aims and objectives.

Example action plan – similar available with timelines for all actions.

AIM 6: We live in a low waste city where waste generated by the food system is reduced, redistributed (reused) and recycled

Objective 6.1 Minimise the amount of avoidable food waste through education, awareness raising and network building

- Deliver a community based education/skills programme linked to the national initiative 'love food: hate waste' (Brighton & Hove Food Partnership BHFP)
- Support and promote schemes that make use of excess produce including the Scrumping project (unwanted fruit picked and juiced) and harvest share scheme for allotment holders (Permaculture Trust, Allotment Federation, BHFP)
- Extend the use of Fareshare across more food processing organisations / supermarkets in the city (Fareshare, Food Processing Organisations, Supermarkets)
- Supermarkets to promote food waste reduction habits to shoppers and to influence their approach to reducing food waste (BHFP, Supermarkets)
- Hotels, restaurants, cafes and workplace canteens, develop, implement and improve their food waste minimisation programmes (BHFP, Tourism Alliance, Local Cafes, restaurants and hotels, Universities)
- Research existing sustainable catering policies on food waste and create a check list. Link this to the Healthy Choice Award (BHFP)
- Work with Universities on food waste reduction programmes (BHFP, University of Brighton, University of Sussex, Cityclean)
- Work with schools on food waste education and minimisation BHCC CYPT (BHFP, BHCC Cityclean, BHCC Sustainability, Environment Education Contract deliverers, Eco Schools Delivery Service)
- Produce information / guidance on leftover food at events linked to food safety messages and link this guidance to the Eden Project's Big Lunch (BHFP, BHCC Food Safety Team, The Eden Project's Big Lunch Team)

Objective 6.2 Reduce the amount of packaging relating to food that is thrown away and increase recycling of food packaging

- Promote waste minimisation and recycling to residents (BHCC Cityclean, Waste Advisory Group)
- Encourage recycling of food packaging eg cans, bottles at point of use, eg cafes, canteens (BHCC, Restaurant Association)
- Review the possibility of increasing the range of materials collected for recycling including potential costs and reliability and sustainability of end markets (BHCC)
- Run a pilot project to look at a whole systems approach to tackling waste reduction and recycling (Waste Advisory Group)
- Increase the amount of recycling and composting in public institutions (BHCC, CYPT)
- Assess the feasibility of bringing school waste and recycling collections in house when the existing contract comes to an end in 2013 as set out in the Draft Waste Strategy Review (BHCC)

Objective 6.3 Treat unavoidable food waste as a resource (e.g. promoting composting, vermiculture and anaerobic digestion)

- Promote the benefits of home composting / food digesters (where people have space) and continue the programme of subsidised compost bins and encourage home composters to share bins with neighbours who don't have space to compost (BHCC Cityclean, BHFP, Neighbourhood groups)
- Support the development of community composting schemes for fruit and vegetable waste (Community Compost Campaign, BHCC Cityclean)
- Increase composting on allotment sites (BHCC Allotments Service, Allotment Federation)
- Promote composting at work, including increased use of Anaerobic Digestion (BHFP)
- Work with school meals service provider on their food waste reduction programmes (BHCC School Meals Contract Manager)
- Support Stammer Community Compost Centre in promoting green waste collection service (BHFP)
- Explore potential for veg box schemes to collect compostables for use on farm (BHFP, Veg Box schemes)
- Update and publicise directory of waste collection services available (BETRE) – (BHCC Cityclean)
- Lobby for major new developments to include space for composting / Anaerobic Digestion (BHFP)

Appendix 1: National, Regional and Local Policies, Strategies and Research Documents

National Policy				
	Date	Organisation	Type	Aim
General Food				
Food Statistics Pocketbook	2011	Defra	Report	To provide a roundup of statistics in food
Food Issues Census	2011	Food Ethics Council	Census	To provide an overview of the work of civil society groups in the UK
Family Food	2011	Defra	Survey	To provide statistical information on food and drink purchases
Food 2030: The UK's National Food Strategy	2010	Defra	Strategy	To provide direction and coherence to food policy across government
The Future of Food and Farming	2011	Government Office for Science	Foresight report	To identify possible policies to address future issues in the global food economy
Food and Health				
Obesity : the prevention, identification, assessment and management of overweight and obesity in adults and children	2006	National Institute of Clinical Excellence (NICE)	Guidelines	To prevent and manage overweight and obesity
Healthy Lives, Healthy People	2011	Department of Health	Policy statement	To set out the government's vision for a new health system
Marmot Review: Reducing Health Inequalities in England	2010	UCL Institute of Health Equity	Strategic Review	To propose strategies to reduce healthy inequalities
Sustainability				
Looking Back, Looking Forward: Sustainability and UK Food Policy	2011	The Sustainable Development Commission	Report	To provide recommendations to make food systems more sustainable, including the establishment of food partnerships
Planning				
Planning Act 2008	2008	Ministry of Justice	Legislation	
Local and Regional Policy				
	Date	Representative Organisation	Type	Aim
General				
City Plan	2011 (2012 in development)	Brighton & Hove City Council	Strategy	To provide the strategic vision for the city until 2030
Brighton & Hove Economic Strategy 2008-2016	Updated 2010	Brighton & Hove Economic Partnership and Brighton & Hove Business Forum	Strategy	
Sustainability				
Brighton & Hove State of the Local Environment	2011	Brighton & Hove Sustainability Partnership with Brighton and Hove City Council	Report	To present a picture of the state of the local environment
Sustainable Community Strategy	2010	Brighton & Hove Strategic Partnership	Strategy	To explain how Brighton & Hove's Strategic Partnership will work together to improve, in a sustainable way, quality of life in Brighton & Hove

Biosphere Reserve Application	Application to be submitted in 2013	City Sustainability Partnership and BHCC		To develop a unified approach to the management and care of the environment in the Biosphere Reserve
Environmental Policy, including guidelines on Sustainable Procurement	2010	BHCC	Policy	To protect the environment while growing the economy
Climate Change Strategy	2011	BHCC	Strategy	To become a low carbon city adapting well to climate change
One Planet Framework	2011	Brighton and Hove City Sustainability Partnership		To decrease the city's ecological footprint
Waste				
East Sussex and Brighton and Hove Waste and Minerals Development Framework	In development	South Downs National Park Authority, BHCC, ESCC	Planning Document	To reduce the waste generated by the city and East Sussex
Brighton and Hove Waste Strategy	2010	BHCC	Strategy	To reduce household waste across the city
Food and Health				
Brighton and Hove Health and Wellbeing Joint Strategic Needs Assessment	2011	BHCC and NHS Brighton and Hove	Report	To inform the development of strategic planning and the identification of local priorities
Promoting Children's Healthy Weight and Healthy Lives in Brighton and Hove	2009	BHCC and NHS Brighton and Hove	Policy	To reduce childhood overweight and obesity
Healthy Schools Programme				
Healthy City Status		Brighton and Hove Healthy City Partnership		WHO led network for urban health improvement and equity. Brighton and Hove achieved Healthy City Status in 2004 and until 2012 will be focusing on Healthy Workplaces, Active Living and Healthy Urban Environments
NHS Annual Operating Plan	2011	NHS Brighton and Hove		
Communities and Equalities				
Reducing Inequalities Review	2007	Brighton and Hove Strategic Partnership	Research	To review the current situation and to determine future priorities and initiatives
Joining the Dots: City Volunteering Strategy	2010	BHCC and Volunteering Strategy Steering Group	Strategy	To set out an understanding of current volunteering and future strategies
Brighton and Hove City Employment and Skills Plan	2011	BHCC	Strategy	To set out the City's priorities for employment and skills