

# THE SUSTAINABLE FOOD CITIES AWARD



## Criteria and application process



The Sustainable Food Cities Award is designed to recognise and celebrate the success of those places taking a joined up, holistic approach to food and that are achieving significant positive change on a range of key food health and sustainability issues.

The Award is open to any place - be it a city, town, borough, county or district - which:

- Has an established cross-sector food partnership in place
- Is a member of the Sustainable Food Cities Network
- Is implementing an action plan on healthy and sustainable food.

There are three tiers to the award - bronze, silver and gold - each requiring an increasing level of achievement in terms of action and outcomes. Details on how to apply for the bronze and silver awards are presented below. The gold award will be launched in 2017. Applications will be reviewed on an annual basis by a national panel of experts. Places achieving an award will be able to use an award badge in their communications and marketing materials.



For each level of the award, a place must meet a number of **minimum requirements** relating to their: **1) food partnership**, **2) action plan** and 3) the extent to which healthy and sustainable food is embedded in **local policy**.

As well as meeting these minimum requirements, applicants will have to provide evidence of action and outcomes **across six key food issues**:

1. Promoting healthy and sustainable food to the public
2. Tackling food poverty, diet-related ill-health and access to affordable healthy food
3. Building community food knowledge, skills, resources and projects
4. Promoting a vibrant and diverse sustainable food economy

5. Transforming catering and food procurement
6. Reducing waste and the ecological footprint of the food system.

**BRONZE AWARD - for bronze you must meet the relevant minimum requirements and achieve three points for action/outcomes under each of the six key food issues.**

**SILVER AWARD - for silver you must meet the relevant minimum requirements and achieve six points for action/outcomes under each of the six key food issues.**

The awards aim to recognise both the totality of food-related activity and continuous improvement year on year. So while a bronze award may be given based entirely on evidence of food related activity and achievements to date, silver and gold awards will only be given where there is clear evidence that such activity and achievements are building year on year.

We recognise that circumstances, challenges and opportunities differ between places and want to celebrate innovation, so **under each of the six issues you can score one of your three bronze points or two or your six silver points for actions that are not listed in the tables but that you believe are contributing to tackling that issue.**

To score a point, your action must be deemed 'significant' by the selection panel. So, for example, if you want to score a point for 'The public have a wide range of free opportunities to see, taste and learn about healthy and sustainable food - e.g. through demonstration, sharing and celebration events such as food festivals and town meals', you will need to show that you are doing a number of these things, not just one or two. There may also be a number of actions which contribute to tackling more than one issue. Where this is the case, you will only be able to cite this action under more than one issue if you can show that it is being done to a sufficiently significant degree to warrant the additional points.

To help places navigate the award process and to provide guidance on the relative significance of various actions, applications will be facilitated by a member of the Sustainable Food Cities Team. This will involve an initial discussion, reviewing a draft application, providing feedback on areas of weakness, attending a meeting of the local food partnership (at silver) and, should a final application go to the expert panel, acting as the advocate for that application. The selection panel's decision is final, but feedback will be given on both successful and failed applications.

You do not have to achieve the bronze award before applying for the silver.

To make the process as transparent as possible, one condition of receiving the award is that all successful applicants agree to make their application accessible to other members of the Sustainable Food Cities Network through the Sustainable Food Cities web site. We will also expect applicants to provide short case studies on selected areas of their work. We will help you to identify the most suitable case studies during the application process, based on particularly innovative and inspiring initiatives that other members of the Sustainable Food Cities Network can learn from.

Each award is given for a three year period. If the award holder has not made an application for a higher award by the end of that period, they will be expected to stop using the award and to stop referring to themselves as awards winners in all communications and promotional activity or to reapply for their existing level award.

If you would like further information on the award or to discuss a prospective application, please contact Tom Andrews: email [tandrews@soilassociation.org](mailto:tandrews@soilassociation.org) or call 07717 802 188.



**MINIMUM REQUIREMENTS RELATING TO FOOD PARTNERSHIP, ACTION PLAN AND POLICY:**

	<b>BRONZE</b>	<b>Achieved?</b>
<b>Partnership</b>	<p><b>Terms of reference for partnership in place with list of member names and organisations.</b></p> <p><b>Cross-sector (public sector, business, NGO, community group) membership of partnership.</b></p> <p><b>Partnership has met at least 4 times spanning the last 12 months and evidence that meetings are leading to implementation.</b></p> <p><b>Good Food Stoke-on-Trent</b>            Established in 2016, Good Food Stoke-on-Trent brings together representatives from a range of different sectors in Stoke-on-Trent including:</p> <ul style="list-style-type: none"> <li>• Local Authority -Public Health, Waste Management, Health Protection, Parks and Allotments, City Catering, Visitor Economy, Markets, Adult Health and Social Care, Workplace health and Communications.</li> <li>• Education - City Learning Trust, Food for Life Schools Programme, Staffordshire &amp; Keele Universities.</li> <li>• Economy - British Ceramic Biennial.</li> <li>• Local community organisations - Brighter Futures, North Staffs Community Food Network, Groundwork</li> </ul> <p>The multi-agency partnership meets quarterly to share successes, discuss challenges and work collaboratively to identify new opportunities to add value to the sustainable food agenda in Stoke on Trent. (Appendix 1 - GFSOT Membership). In addition, in March 2019 the network has also built links with Good Food East Midlands to share best practice and learning.</p> <p>The Terms of Reference for Good Food Stoke-on-Trent outlines the aims and responsibilities of the group and is reviewed on an annual basis. (Appendix 2 - Terms of Reference)</p> <p>An associate group known as the <u>North Staffordshire Community Food Network</u> (NSCFN) makes a significant contribution to the partnership, bringing together a range of community groups, charity and voluntary sector organisations to share celebrations and address issues focused on and around the food agenda.</p> <p>Themes include:</p> <ul style="list-style-type: none"> <li>• Sustainability and security of food supply</li> </ul>	<p>Yes/No</p> <p>Yes/No</p> <p>Yes/No</p>

	<ul style="list-style-type: none"> <li>• Food poverty</li> <li>• Food waste</li> <li>• Health and welfare.</li> </ul> <p>Since July 2016 Sustainable Food Cities has become a standard agenda item. The Network has worked with a number of local groups to develop a <a href="#">Food Charter</a> which has been adopted by the Good Food Stoke-on-Trent partnership. The partnership will continue to work in collaboration with NSCFN to embed the ethos of the food charter across the city.</p>	
<b>Plan</b>	<p><b>Action plan outlining key objectives for at least one year ahead. It does not matter if the action plan is in draft form, but it should be available for interested parties to read and reflect the six key issues listed previously.</b></p> <p>Attached as separate document</p>	Yes/No
<b>Policy</b>	<p><b>Evidence that healthy and sustainable food is ‘recognised/referred to’ in city policies and strategies.</b></p> <p>‘Sustainable food’ is part of the Stoke-on-Trent’s <a href="#">Joint Health and Wellbeing Strategy 2016 - 2020</a> (pg 12).</p> <p><i>‘Food is not just good for people and their health, but good for the local economy and local businesses too’.</i></p> <p>Furthermore, the need for healthy and sustainable food is recognised in the City Council’s Healthy Weight strategy document, <a href="#">Stoke-on-Trent Healthy Weight Strategy 2016-2019</a> (pg 8_&amp;10).</p> <p><i>‘Our food, and the path that food travels from field to fork, influences our health and the quality of our lives. Food must not just be good for people and their health; it must also be good for the local economy and businesses. Creating a sustainable food city helps to build resilient communities and addresses the issue of food insecurity.’ <a href="#">Stoke-on-Trent Sustainable Food City Film</a> .</i></p> <p>A key outcome of the Healthy Weight Strategy is for Stoke-on-Trent to become a Sustainable Food City and achieve the bronze award/status.</p> <p>Healthy and sustainable food is ‘recognised/referred to’ across a number of other local policies and strategies:</p> <ul style="list-style-type: none"> <li>• The Council has adopted a Sustainability and <a href="#">Climate Change Supplementary Planning Document</a> which shapes procurement and waste strategies, including the sourcing of food for schools and the disposal of waste.</li> <li>• <a href="#">Healthy Urban Planning supplementary planning document</a> <i>‘Encourage opportunities for access to fresh food, for example through the provision of allotments, local markets, and providing usable private amenity spaces’</i></li> <li>• <a href="#">Draft Hot Food Take Away Supplementary Planning Document</a> <i>‘Seek to restrict the inappropriate location of fast-food</i></li> </ul>	Yes/No

outlets/hot-food take-aways'

- [Stoke Visitor Economy Strategy and Action Plan](#) - Tourism is identified as one of the 7 sectors for the city to achieve growth and identifies *'Stoke as having many growth opportunities, with the potential to increase the number of places to eat and identify locations for pop-ups that work for visitors supporting inward investment needs, for example where they bring temporary uses into disused buildings or encourage visitors to the canal or to different parts of the city.'*

City Catering also have policies in place, these include:

- **Healthy Eating & Nutrition Policy** - *'by providing pupils with a healthy, nutritionally balanced meal, we help to support their learning and development during the day. We are committed to helping our customers move towards a better diet, yet understand that they do not just eat food for its nutritional value, but also for enjoyment'*
- **Drinking Water Policy** - *'ensure that there is access to fresh drinking water during every lunchtime service.'*
- **Food Additives and Composite Ingredients Policy** - *'It is our wish not to use foods which contain certain additives or ingredients which have been found to have an adverse effect on a percentage of the population'*
- **GMO Policy** - *'will not knowingly use any genetically modified materials in the provision of school meals. City Catering's Nutritionist will screen all products, prior to testing for customer acceptability. Any product without a GMO-free statement cannot be considered for use by City Catering.'*

**The University Hospital North Midland's (UHNM)** Food and Drink Strategy is currently being updated. A copy of the previous Food and Drink strategy is included as **appendix 3**:

*'We are committed to delivering high quality care and improving patient well-being. This includes the choice, quality, nutritional value and clinical appropriateness of food served and eaten.'*

THE TABLES BELOW LIST THE SORTS OF ACTIONS/OUTCOMES WE WOULD EXPECT TO SEE UNDER EACH OF THE SIX KEY ISSUES:

KEY ISSUE 1: PROMOTING HEALTHY AND SUSTAINABLE FOOD TO THE PUBLIC		
1	Healthy eating campaigns - such as breastfeeding, healthy weight, 5-a-day, Eatwell, cook from scratch, and sugar, salt and fat reduction - that aim to change public behaviour, particularly among hard to reach audiences, are being delivered.	1 point
1a	<p>Stoke-on-Trent City Council (SOTCC) has a Public Health Communications plan which incorporates a range of targeted campaigns across public health priorities, one of which is Healthy Weight (Appendix 4). The Healthy Weight communication plan links with various national campaigns including <a href="#">Change4Life</a>, Veg Power and local campaigns for oral health and breastfeeding. SOTCC has a health-specific presence across social media platforms: <a href="https://www.facebook.com/healthysot">https://www.facebook.com/healthysot</a> and <a href="https://twitter.com/healthysot">https://twitter.com/healthysot</a> which actively promotes key messages relating to healthy eating, breast feeding and other food related issues, as well as <a href="#">signposting</a> to local opportunities.</p> <p>Change4Life -Be Food Smart/Sugar Smart (2016 campaign – In Stoke-on-Trent there were <b>318</b> registrations to download the Sugar smart app, this was higher than comparable LA's. A range of communication forms used including social media, bill boards and bus panels. The National Change for Life Roadshow attended a local Tesco supermarket on 30 January 2018, with approximately <b>1950</b> contacts being made.</p>  <p>To improve engagement with local families and children the Public Health Advisory Service (School Nursing) have recently revised their approach to tackling obesity in 5-19 year olds by taking a 'whole school approach' and focusing on campaign such as oral health and healthy eating and hydration. The PHAS has supported a range of activities at community events, high schools/academies and colleges reaching over <b>240</b> parents/carers. Engaging activities have been used to promote the key healthy eating and hydration messages using educational presentations, information leaflets and visual resources to illustrate the sugar content of foods/drinks. <b>31</b> High school pupil champions have been promoting the key healthy eating messages and hydration to over <b>1,000</b> of their peers through delivering presentations in year assemblies and information stands within the school. The service is supported with social media: <a href="https://www.facebook.com/Our-Health-5-19-594344144090659/">https://www.facebook.com/Our-Health-5-19-594344144090659/</a></p>	Yes/No



[The Soil Association's Food For Life Programme](#) (FFL) in schools incorporates campaigns/events as part of the award criteria to encourage/promote a healthy and sustainable approach to food in school and the wider community. This includes:

- [Roast Dinner Day](#) 2018\_City Catering provided all **71** schools (**15,000** roast meals) throughout November compared to **10** schools the previous year
- [Grandparent/children gardening sessions](#) – Facilitated sessions incorporating sharing of skills/knowledge, supporting of intergenerational connectivity/social engagement through gardening activities and provision of school lunch for all involved.

Veg Power 2019

- 8 Food For Life [Primary schools](#) engaged with the campaign reaching **1800** KS2 pupils. The 'veg of the week' featured in the celebration menu for the FFL School awards in March. (See Appendix 6).
- City catering delivered nutritional workshops to 495 pupils as part of the Veg Power campaign, this included activities such as 'eat a rainbow' and 'fruit and veg bingo'. City Catering also included '[veg of the week](#)' in the school menu and hosted additional activities around [Chinese New Year Celebrations](#) and [food markets](#)

A [short video clip](#) was produced by working with local GP's to promote awareness of healthy eating/lifestyle messages during Ramadan for the local Muslim community. **538** views were achieved by the end of the campaign against a target of 100 page views. (Appendix 7-Ramadan 2017 Evaluation)

3	<b>A food charter or equivalent that encapsulates the food ambitions/vision for your city/place has been developed and a range of organisations have pledged/committed to taking specific practical actions to help achieve those ambitions.</b>	<b>1 point</b>
3a	<p>Becoming a Sustainable Food City is a priority of the local Healthy Weight strategy with the need for the following to happen to facilitate change:</p> <p><i>"The City Council and its partners lead and inspire local organisations and businesses to create an environment which promotes healthy living and tackle obesity"</i></p> <p>To engage local residents and keen to create a <a href="#">Food Charter</a> developed by the community for the community, SoTCC provided a grant to</p>	Yes/No

	<p>North Staffs Community Food Network to work with local residents to produce this. The charter was developed at a one day workshop facilitated by the outreach department of the local Theatre, <a href="#">New Vic Borderlines</a> and the Community Animation and Social Innovation Centre (CASIC) at Keele University and North Staffs Community Food Network. The charter was developed to set out an ambition for the future and to encourage others from members of the public, organisations and other community groups to make a similar commitment and join this journey. The <a href="#">Food Charter</a> was launched on 1 May 2017 at the <a href="#">Food Festival</a> organised by the North Staffs Community Food Network. Visitors showed their support for the charter by signing up to it. The video clip captures the Food Festival in action. <a href="https://youtu.be/Y7_np5zOOM">https://youtu.be/Y7_np5zOOM</a></p> <p>Following the Food Festival the Charter was circulated at various local community events to gain further support. Over <b>140</b> pledges supporting the charter have been made to date including local food charities, voluntary organisations, residents and the City council.</p> <p>The charter is a key step in the cities desire to be recognised as a sustainable food city with a number of organisations playing a part in this. One example includes a recent <a href="#">stakeholder event</a>, 'becoming a sustainable food city' with a panel debate which brought together policy makers, members of the public and community groups to discuss the future of food in Stoke-on-Trent. <b>80</b> people attended. Local schools also got involved with the event, gathering 'thought of the day' (Appendix 8 - Thought of the Day). <a href="#">Social media</a> comments highlighted experiences of the day and <a href="#">virtual minutes</a> were used to summarise the event. A further event in <a href="#">November2018</a> called Food Unwrapped at Keele University explored food waste and sustainability highlighting the footprint and impact of everyday foods.</p> <p>A Healthy Weight Alliance was established in June 2016, made up of partner organisations (Appendix 9 - HWA Membership) from the public/private and voluntary sector including members of the NSCFN. In June 2017's members made pledges how to support delivery of the Healthy Weight strategy priorities, on example included City Catering working with the school sport network to produce a storyboard promoting the benefits of a school lunch v's a packed lunch. Members pledged to promote respective areas of work and activities via their social media platforms. Presentations from previous Alliance meeting are available <a href="#">HWA June 2018</a> and <a href="#">HWA - Nov 18</a></p> <p>To continue to build momentum and increase awareness and engagement with the Food Charter we have included a number of actions in the action plan for this coming year.</p>	
6	<p><b>The public have a wide range of <u>free opportunities to see, taste and learn about healthy and sustainable food</u> - e.g. through demonstration, sharing and celebration events such as food festivals and 'town meals'.</b></p>	<p><b>1 point</b></p>
6a	<p>The Healthy Weight strategy places families and communities at the heart of its plan aiming to equip families with skills and knowledge to support them now and in the future. A pop-up fruit and veg stall in Stoke-on-Trent (2015) highlighted that local resident's knowledge of how to prepare, cook and include fruit and veg as part of family meals was limited. This identified a need to commission a service to support local people to eat healthier.</p>	<p>Yes/No</p>

Groundwork West Midlands deliver the [Cook & Eat](#) programme in Stoke-on-Trent with free cook and eat taster sessions offered to introduce the principles of the programme. This provides a fun, interactive/engaging session to increase knowledge of healthy eating and encourage engagement in the free 6 week Cook & Eat programme. In 2018, **21** taster sessions have been delivered in Food banks, schools, community festivals and events reaching **over 1500** participants.

The cook and eat programme supports learners to plan, budget and prepare healthy meals. In one year of delivery, **272** local residents completed the programme (Appendix 9 - Cook & Eat Case Study) and outcomes achieved included:

- **93%** reporting **increased confidence** to try/taste new foods
- **96%** reporting **increased skills/knowledge** in healthy eating
- **84%** reporting **cooking from scratch** instead of reliance on pre/prepared meals
- **91%** reported achieving **outcomes beyond nutrition**- improved family relationships, increased social skills/confidence.

[Monthly Cook & Eat Newsletters](#) containing tips/recipes and active social media platforms [Facebook](#) and [twitter](#) (**249** and **384** followers respectively). Further development from the Cook and Eat programme saw 3 clients and 1 member of staff from North Staffs Carers establish an independent cooking club aimed at providing a place of learning and support for the whole community (Mar 19).

Since 2014, [YMCA North Staffordshire](#) have delivered a [monthly community meal](#) to local residents providing freshly prepared/home cooked food, this social event regularly attracts over **150** local people. The event is supported by a range of local agencies ([PM Training](#), [Staffordshire Fire Service](#), Stoke City Community Trust, Hanley Economic Building Society and Staffordshire University) who provide funding and help to prepare/cook the food. Visit [ymcans twitter](#) Future plans include involving a local mosque.

The delivery model has been cascaded to other areas of the city; [Meir Community Centre](#) recently adopted this approach offering a quarterly [Community meal](#).

The YMCA is involved with local holiday hunger initiatives, providing training to **10 community** members in food safety enabling them to support holiday hunger sessions. [Made in Stoke-on-Trent \(from 3min 40\)](#). **12** holiday hunger sessions reached **360** children/parents/carers giving additional value by empowering parents to cook from scratch to provide healthier/wholesome meals.

On 1st May 2017 the Stoke-on -Trent [Food Festival 2017](#) was held at the Burslem School of Art, to coincide with 'Our Burslem' festival as part of Staffordshire Day. Organised by NSCFN, this celebration of food included interactive demonstrations and information on food growing, cooking, food science and food art highlighting healthy and sustainable food. This event welcomed over **1000** visitors. Images and activities from the event can be viewed here: [https://youtu.be/\\_Y7\\_np5zOOM](https://youtu.be/_Y7_np5zOOM)

**TOTAL POINTS AWARDED**

**KEY ISSUE 2:TACKLING FOOD POVERTY, DIET-RELATED ILL HEALTH AND ACCESS TO AFFORDABLE HEALTHY FOOD**

1	<b>A multi-agency partnership - involving key public and voluntary organisations - has been established to assess and tackle the full range of issues that contribute to food poverty in a joined-up strategic way.</b>	<b>1 point</b>
1a	<p>The Hardship Commission is an independent multi-agency partnership which promotes a strong strategic direction and collaborative action on key causes of poverty-related hardship, to help local residents experiencing financial difficulties. It includes representation from the Food Bank, Citizens Advice Bureau (CAB), Financial Inclusion Group (FIG), Money Advice Services, Housing, Co-operative Working, Employment Support, Chamber of Commerce, Health and Wellbeing, Age UK, Gingerbread, Staffordshire Police, user groups including Disabilities, Police, Voluntary Sector Partners such as the YMCA, Brighter Futures, Saltbox and Council departments.</p> <p>In a joined up strategic way the Financial Inclusion Group provides support to the Hardship Commission on minimising costs and maximising income for those in poverty and the Wider Welfare Reform Group (WWRG) provides advice on mitigating the impact of welfare reforms. Working in collaboration these partnerships work together to gain insight on the extent of poverty on Stoke-on-Trent and to identify and implement effective measures to address poverty. Examples of this work includes:</p> <ul style="list-style-type: none"> <li>• Commissioning research to understand poverty locally <a href="#">Hardship Commission Report 2015</a></li> <li>• Improving the take-up of means tested benefits e.g. <a href="#">Money matters Week</a> and <a href="#">Support to people struggling to manage their money</a></li> <li>• Provision of debt advice, budgeting and financial capability training for those in need e.g. In 2016/17 the CAB financial capability team helped <b>1,000</b> people manage their money better <a href="#">Impact report 2017</a> pg 15-16. See also <a href="#">Money Matters results</a> and FIG Money advice website <a href="#">Chatterbox NS</a></li> <li>• Provision of advice and support to challenge benefit decisions that may be wrong. <a href="#">Disability Solutions benefit support service in partnership with Co-operative working</a></li> <li>• Potteries Gold – A Big Lottery Funded programme to recruit and train local people as benefit champions. <b>33</b> champions (benefit claimants, or friends, family or carers of) were trained. Many used their experience to expand into new roles or activities including setting up a new foodbank, volunteering with Citizens Advice, Disability Solutions and employment as a money advisor with a local VCSO <a href="#">Impact Report 2017</a> (Pg 19-20).</li> <li>• Training frontline staff to enable them to support people experiencing financial hardship - when and how to signpost /refer to specialist support - <b>108</b> training sessions delivered; <b>12</b> monthly luncheon clubs for voluntary sector partners and <b>27</b> ‘in house’ sessions for staff/volunteers. A total of <b>617</b> participants attended these sessions. For the outcomes from this training see <a href="#">Impact Report 2017</a> (Pg 20 – 21).</li> <li>• Measures to reduce costs for people in poverty such as fuel or water payments or increase access to support available such as foodbank vouchers, grants or schemes e.g. warm homes, boiler replacement and help with one off purchases such as a cooker or washing machine. The top 3 reasons for referral to the foodbank are benefit delays, low income and benefit changes. <a href="#">Foodbank article - working with the hardship commission</a> demonstrates partnership work to support people out of crisis. Four <a href="#">case studies</a> (Pg 5-6) highlight the impact of the service.</li> </ul>	Yes/No

	<ul style="list-style-type: none"> <li>Digital inclusion training to support access to benefits and access to work <a href="#">Digital Inclusion Strategy</a> (Pg 11)</li> </ul> <p>A recent report (2017) explored work to reduce the impact of child poverty in Stoke-on-Trent (Appendix 10 - Stoke-on-Trent Child Poverty Strategy and Action Plan update)</p>	
4	<p><b>Health professionals, welfare advisers and/or housing/voluntary organisations are trained in food poverty issues and are able to advise clients on accessing affordable healthy food and skills training such as menu planning, food buying and cooking.</b></p>	1 point
4a	<p>In Stoke-on-Trent, frontline staff (NHS, Local Authority teams including housing, Adult Health &amp; Social Care and voluntary organisations) have been trained to advise/support clients on how to access affordable and healthy food through local initiatives:</p> <ul style="list-style-type: none"> <li>Members of Adult Health &amp; Social Care Team completed community Cook &amp; Eat training, focusing on supporting local people to plan/prepare meals from scratch/how to eat healthily on a budget.</li> <li><a href="#">Stoke-on-Trent Food Bank</a> delivers free introductory sessions to demonstrate how healthy meals can be achieved using typical <a href="#">food bank ingredients</a>. Clients are signposted to <a href="#">Local cook &amp; eat programmes</a>. The Foodbank has <b>200</b> active ‘trained’ volunteers working in the distribution centres. There are <b>485</b> referral agencies with over <b>1,000</b> people trained to make a referral.</li> <li>48 WTE Health visitors and 9WTE Public Health Advisors (School Nurses) make referrals to relevant support for families identified as living in food poverty. Public Health Advisors delivering the National Child Measurement Programme (NCMP) are trained to offer support to children and families and/or to signpost to relevant support and services. The team regularly attend parent’s evenings to raise awareness and promote local services including Free School Meals, <a href="#">Cook &amp; Eat</a> and <a href="#">Active Families</a>. The health visiting service works with the local foodbank, issuing vouchers directly to clients in need and signposting to the available distribution sessions.</li> <li>A Staffordshire pig farmer and community food project have been commended for their work to encourage local families to eat more healthily. 3 Stoke-on-Trent schools are currently involved in the project which involves offering free meat and vegetables to families with supporting recipes. <a href="http://www.staffordshirenewsroom.co.uk/community-food-project-transforming-lives-staffordshire/">http://www.staffordshirenewsroom.co.uk/community-food-project-transforming-lives-staffordshire/</a>. The initiative has also included cook and eat sessions at some of the schools it is currently working with including a parents session at <a href="#">Sandon Primary Academy</a> and <a href="#">St Nathaniels Academy</a>.</li> <li>Care to Cook (part of the Soil Association’s Food for Life Programme) a practical 1 day course for people who care/prepare food for older people in their home/community setting. The key aims are to raise awareness of signs, symptoms, risks and consequences of insufficiency and to pass on achievable tips/activities around recipe adaptation, practical cooking skills, portion sizing, store cupboard basics and supporting eating. <b>7</b> completed the days training. Participant evaluation comments included : <ul style="list-style-type: none"> <li><i>‘We run our own cooking course so I will definitely use the skills I learnt’</i></li> <li><i>‘I will enjoy sharing with my co-workers’</i></li> </ul> </li> </ul>	Yes/No

	<p><i>'Understanding the importance of calorific content of meals and also incorporating different food groups'</i></p> <ul style="list-style-type: none"> <li>• Adult and Social Care have been invited to attend the Food For Life Better Life Conference in May 2019</li> <li>• Safe and Sound Homes project (SASH) – An innovative housing project to tackle health inequalities and poor physical and mental health caused by poor housing conditions and lifestyle. The project targets areas with homes in physical disrepair and intervenes to identify housing and health needs including addressing poverty issues and providing advice/support around diet and healthy eating. Where issues are identified SASH will refer/signpost to agencies for support and follow up to ensure contact has been made. Between Oct 2014 and Dec 2016 the SASH project targeted <b>1,776</b> households in 2 areas resulting in <b>193</b> referrals to agencies and <b>250</b> residents provided with information about support and advice available.</li> </ul>	
6	<p><b>Efforts are being made to maximise the uptake of Healthy Start vouchers, free school meals and social food provision - such as lunch clubs and meals on wheels - for vulnerable people who might otherwise go hungry or suffer malnutrition.</b></p>	1 point
6a	<p>Meals on Wheels delivered by RVS to older people at risk of malnutrition to enable independent living. This city-wide service involves three organisations:</p> <ol style="list-style-type: none"> <li>1. <u>ICareCommunity Meals Ltd</u> – Frozen meals and desserts (<b>30,000 per annum</b>)</li> <li>2. RVS – Frozen food storage and regeneration (<b>3,000 meals/month</b>)</li> <li>3. Stoke-on-Trent Meals on Wheels Voluntary Service – meal deliveries.</li> </ol> <p>Free School Meals (FSM) The take-up of FSM provided by City Catering is <b>87%</b>, currently in the top quartile nationally and Universal free school meals (UFSM) is <b>84%</b> (target – 87%) similar to national picture. To address this; packed lunches are available as part of FSM. CC conduct surveys to understand why parents prefer a packed lunch from home and use feedback to address issues and inform sessions for parents.</p> <p><u>Stoke-on-Trent Food Bank</u> established in 2012 with <b>15</b> distribution centres to ensure city-wide access, provides <b>3 days emergency food</b> to those referred by one of <b>485</b> referral agencies. 2016-17 <b>10,330</b> emergency food parcels were issued (<b>3913</b> to children) as part of a package of <u>support</u> which includes sign posting to healthy start vouchers, free school meals, holiday hunger activities and luncheon clubs.</p> <p>Holiday Hunger was presented to parliament as a significant issue for Stoke-on-Trent by MP <u>Ruth Smeeth</u>. In recent years there have been a number of local initiatives working with schools, families, local businesses and charities to address Holiday Hunger. Engaging activities such as sports, crafts, reading, food growing, preparation and waste reduction have been used to encourage participation in positive social experiences, whilst offering healthy food:</p>	Yes/No

	<ol style="list-style-type: none"> <li>1. Ay - Up Duck Initiative <a href="http://www.ay-up.org/">http://www.ay-up.org/</a> - Development from the pilot in 2017 the network has expanded to include: Tesco, City Catering, Port Vale and Stoke City Community Football, Makro, Streetgames, Netbiz and Freshways. Delivering in schools, community church halls, Keele University and the YMCA, during summer holidays <b>5926</b> meals (<b>2385</b> by City Catering) were provided supporting over <b>1039</b> children and <b>460</b> adults. Activities included arts and crafts, fitness and sporting activities, circus skills, practical cook and eat, basic First Aid, and Food Hygiene training (these were the first formal qualification gained by many parents since leaving school).</li> <li>2. Libraries and <a href="#">B Arts</a> - '<a href="#">The Little school of Improbable Cooking</a>' 2018 25 sessions delivered across 5 different localities of the City engaging <b>443</b> children /<b>198</b> adults, up on 2017 numbers of <b>24</b> sessions in <b>4</b> different areas. <b>357</b> children/<b>106</b> adults attended. (Appendix 11 - Feedback ) Sessions were also replicated at October half term. Video link <a href="https://www.youtube.com/watch?v=HqO6TdW6ICU&amp;t=18s">https://www.youtube.com/watch?v=HqO6TdW6ICU&amp;t=18s</a>. The initiative featured on ITV <a href="#">Healthy Holidays series</a></li> <li>3. Stoke-on-Trent Foodbank activity clubs (summer/school holidays). 2016/17 <b>22</b> holiday clubs, <b>734</b> attended. Families also engaged more with other support/activities e.g. coffee mornings, toddler groups, cook and eat training. A toolkit produced to share learning and enable others to develop or sustain their own holiday hunger provision. (see Appendix 12)</li> <li>4. Stoke Recovery Service - The objective was to engage residents recovering from substance misuse and use food and nutrition sessions as a form of recovery. A bespoke session plan planned and the first session was attended by 6 residents and received positive feedback.</li> <li>5. The Lighthouse Community café opened in Jun 18 and plans to use surplus food to provide meals during the school holidays to the community. <a href="https://twitter.com/ourlanterncafe">https://twitter.com/ourlanterncafe</a> Between Jun - Oct 2018, <b>2188</b> community members accessed the café.</li> </ol>	
	<b>TOTAL POINTS AWARDED</b>	

<b>KEY ISSUE 3: BUILDING COMMUNITY FOOD KNOWLEDGE, SKILLS, RESOURCES AND PROJECTS</b>		
<b>1</b>	<b>A network for community food activists that enables them to share information and resources and that helps direct them to advice, training, grants and/or tools has been established.</b>	<b>1 point</b>
1a	There are two key networks that have played a part in the development and co-ordination of the Sustainable Food agenda with <a href="#">North Staffs Community Food Network</a> (NSCFN) being the more established network and the driving force behind the set-up of the <a href="#">Good Food Stoke-on-Trent</a> (GFSot). Over recent years <a href="#">NSCFN</a> has built up a network of community food activists with approximately <b>100</b> members, working together to address food issues related to health, poverty, education, economy and waste. The group's membership includes: professionals,	Yes/No

	<p>community and voluntary organisations, allotments, education establishments, the Arts, waste and food poverty groups. The monthly forum shares information on <a href="#">events</a>, local <a href="#">Seminars</a>, sources of funding and training opportunities (Appendix 13). Regular meetings provide an opportunity to share examples of best practice, skills, and expertise and members are updated via regular email updates/<a href="#">social media</a> posts. In November 2018 an event at Keele University highlighted food and sustainability - <a href="#">Food Unwrapped</a> explored food provenance.</p> <p>Aligned to NSCFN and developed as a city wide partnership, GFSOT aims to provide strategic direction and leadership to establish Stoke-on-Trent as a Sustainable Food City. Meeting quarterly, the partnership benefits from a range of skills, knowledge and experience from members (Appendix 1 - GFSOT membership). The partnership seeks, through advocacy, collaboration and policy to embed the ethos of Sustainable Food Cities and seek opportunities to improve and learn from other more established areas (Appendix 14 - GFSOT Meeting Notes).</p> <p><a href="#">NSCFN</a> played a significant role in the development of the <a href="#">Food Charter</a>, which has been adopted by GFSOT. Various NSCFN events have provided a platform to raise the profile of the wider food agenda, one example of this is a community food festival (video available on networks social media <a href="https://www.facebook.com/northstaffsfoodnetwork/">https://www.facebook.com/northstaffsfoodnetwork/</a>) An evaluation that captured experiences of the event and participant opinion reported that:</p> <ul style="list-style-type: none"> <li>• <b>64%</b> of respondents reported <b>learning something new</b></li> <li>• <b>54%</b> said they would be <b>doing something different</b> as a result of their visit</li> <li>• <b>83%</b> of respondents either agreed/strongly agreed that it is important to them to source local food</li> <li>• <b>38%</b> reporting access to or availability of local produce being a potential obstacle to purchase</li> <li>• the event had a positive impact on the local community and promoted a sense of pride in where they lived</li> </ul> <p>Experiences of the event are demonstrated in the quotes (Appendix 15)</p> <p>Other NSCFN activities have included cooking demonstrations from a community chef using typical food bank parcel ingredients, local asylum seeker groups cooking /sharing produce from their homelands, talks by local bee keepers, fair trade stands, growing activities by the allotment network, taste tests of produce grown by local university students etc.</p> <p>A recent stakeholder <a href="#">conference</a> organised by NSCFN on 23 March 2018. ‘Becoming a Sustainable Food City’ was attended by over <b>80</b> people representing local producers, food suppliers, local growers, community organisations and professionals who work with people experiencing food poverty. The conference included a panel debate aimed to activate discussion and thinking about food concerns of the local area and the best approaches to address these in the future concluding with a theatre performance ‘Hungry for Change’ related to food poverty based on research conducted by Liverpool and Keele Universities.</p>	
4	<p><b>Community food growing is increasing through increased allotment provision and/or the development of edible landscapes in parks, borders and verges and through city-wide food growing initiatives such as <i>The Big Dig</i> and</b></p>	<p><b>1 point</b></p>

	<b>Incredible Edible.</b>	
4a	<p>A range of groups across the City are involved in introducing and developing food growing opportunities. This section provides examples of community growing. Some projects are well established, with some relatively new and emerging.</p> <p>City Council allotments - For over 120 years, SOTCC has had a strong legacy of allotment provision with <b>71</b> allotment sites on <b>200</b> acres of land across the City and is one of the <b>largest allotment providers in the country with around 5000 plot holders and their families growing food</b>. Some of our site locations reflect the demographics of Stoke’s Victorian industrial heritage and as part of the development of the Local Plan and Green Space Policy, Stoke is working to realign supply with modern demand by disposing of land no longer well placed and using the proceeds to improve the quality, facilities and size of popular allotment sites to meet the needs and expectations of our citizens into the 21<sup>st</sup> Century. Mini orchards have been developed to make use of allotment land that is either on sites where demand is low or on plots that could not be easily cultivated for other crops, protecting the legal status of allotment land that might otherwise be at risk. There are now orchards on allotments in Bucknall, Shelton and Middleport providing fruit to approximately <b>300</b> local residents. Plans are in place to replicate this with <b>2</b> other sites this autumn (Blurton and Cobridge) where the tenants will look after the trees and fruit. Resources for additional activities such as identifying species with a local heritage using the <a href="#">Fruitfinder website</a> Trees purchased from <a href="#">specialist heritage species nurseries</a> are provided.</p> <p>Portland Street Community Group - Box planters &amp; community garden. The Portland Street Community Group, together with Anna Francis and <a href="#">British Ceramics Biennial</a> have developed a community garden from a piece of derelict land incorporating edible plants and borders. Box planters have also been distributed across the neighbourhood. (Report link - <a href="#">Portland Community</a>).</p> <p>Staffs Housing Association – box planting and expansion of allotments Chell Heath/Fegg Hayes. Local residents associations are seeking to provide community growing opportunities and the community are in negotiation with the Allotments Officer to expand this provision. Chell Heath residents association have established raised beds, which are planned for vegetable growing.</p> <p>YMCA, Hanley as part of the National "Fruitful Communities" project planted an apple orchard with over <b>30</b> trees. The project engaged <b>50</b> service users/volunteers to plan and develop the apple orchard, providing an opportunity for young people, who may be otherwise socially excluded, to get involved with growing, food production and access to training opportunities around growing and business development. In 2017 the Orchard project won '<b>Best Orchard</b>' prize from Learning through Landscapes.</p> <p><a href="#">Urban Expression Cobridge – Cobridge Community garden</a> Growing fruit, vegetables and wild flowers, which are tended, harvested and cooked with the local community. The garden has open access for anyone to tend as well as a number of group sessions available.</p> <p>Food Growing <a href="#">RootnFruit Community Allotment Garden</a> host events throughout the year. A <a href="#">Pumpkin Party</a> (October 2018) was attended by over <b>80</b> community members of all ages. Pumpkins and apples grown in the allotment were used for making pumpkin soup.</p>	Yes/No
5	<b>Primary and secondary schools are adopting holistic school food education and engagement programmes - such the</b>	<b>1 point</b>

	<b>Soil Association Food for Life - including growing, cooking, farm visits and improvements to meals and dining culture.</b>	
5a	<p>The <a href="#">Food For Life Programme</a> adopts a ‘whole school approach’ to empower <a href="#">schools</a> to adopt a holistic approach to food. Currently <b>58</b> local primary schools are enrolled with the Food for Life Programme and <b>30 Bronze and 7 Silver awards</b> have been achieved. This demonstrates over <b>4,900</b> children are benefitting from the FFL programme:</p> <ul style="list-style-type: none"> <li>• <a href="#">Farm visits</a> – many primary schools participate in the Tesco’s Farm to Fork initiative - visiting farms as well as Farm2 grow. This is part of the Bronze FFL award i.e. Criteria B 3.3. <i>Annual farm visits are organised-which are linked to wider learning and at Silver award level S 3.4 One or more of our year groups keep in touch with a local farm throughout the year. Additional training is available to support schools. A Farm visits and cooking for school markets session is scheduled for October 2019.</i></li> <li>• <a href="#">Growing fruit and vegetables</a> – all schools that achieve the Bronze award grow food i.e. Criteria B 3.2 <i>Our Pupils have the opportunity to grow and harvest food and at Silver award level, have produce from their school garden available at least once a term for pupils to eat or cook with and ensure are growing organically.</i></li> <li>• Improving dining culture - Food for Life helps encourages a positive dining experience by inviting parents and grandparents to join the children for lunch as part of linked projects and or campaigns e.g. Grandparents. Bronze schools host an annual event on a food theme for their pupils, parents and the wider community. Silver schools, hold events to involve parents and/or the wider community in growing and cooking activities.</li> <li>• Some local primary schools have <a href="#">vegetable gardens</a> where pupil’s plant and grow their own food (Appendix 16 - Case study - Heron Cross Primary). Further training opportunities are provided to schools with a Growing and cooking in schools through the seasons scheduled for June 2019</li> <li>• To date over 89 teachers have attended FFL training</li> </ul> <p>SOTCC City Catering currently hold the Food for Life Served Here Bronze award, demonstrating the school meets the School Food Standards and providing meals to <b>71</b> primary and secondary schools. A City Catering Nutritionist also delivers <a href="#">food and nutrition</a> sessions to pupils and parents, typically reaching circa <b>600 pupils</b> and their families per term. Information regarding the provenance of food is available to every school, and this information is displayed in dining areas. Some schools have recently refurbished the dining space (Appendix 17) to enhance the <a href="#">dining room experience</a> <a href="#">feedback from school</a> Greenways Primary Academy have benefited from a kitchen refurb (due to open soon) and Ormiston Meridan Academy</p> <p><b>Junior Chef of the Year</b> – is an annual competition open to all key stage 2 pupils in Stoke-on-Trent. The competition aims to ignite a passion for food and cooking in young people whilst meeting OFSTED and the <a href="#">School Food Plan</a> objectives for food education. The event requires pupils to design, prepare and cook a savoury dish for four people in 1 hour with judging based on skill, taste, texture, appearance, creativity, best and most use of local ingredients. <a href="#">The winning dish</a> is included on the school menu. 2019 had over 27 pupils representing 20 different schools <a href="https://vimeo.com/inspiredfilm/review/323741220/29fabcf84a">https://vimeo.com/inspiredfilm/review/323741220/29fabcf84a</a></p>	Yes/No
	<b>TOTAL POINTS AWARDED</b>	

**KEY ISSUE 4: PROMOTING A VIBRANT AND DIVERSE SUSTAINABLE FOOD ECONOMY**

<b>1</b>	<b>Retail, tourism, planning and economic development strategies, policies and services actively promote and support the development and long term success of healthy and sustainable food businesses.</b>	<b>1 point</b>
1a	<p>The <a href="#">Strategy for Economic Growth evidence review SSLEP</a> identifies under quality of life, Stoke as an ‘up and coming’ place to live and work, particularly due to it’s stong cultural offer. An example of this is <a href="#">Piccadilly, Hanley</a> where investement in high quality public realm has attracted creative industries and independent traders to the area. The thriving area also includes a Theatre, Art Gallery, and Museum and has a calendar of high quality food outlets and events (Pg 23). There are over <b>2077</b> food related businesses in Stoke-on-Trent.</p> <p>Recognising that engagement with local food businesses is a weaker area, since last year we have identified areas for development including linkage with City Centre BID and widening the opportunity for food businesses to access the Food For Life Served Here Awareness Training. A session was delivered in March with 11 local participants, including the communication manager from BID who is keen to promote the training in the monthly e-bulletin to businesses.</p> <p>Engagement from City business partnership (Cultural Quarter), included as part of Good Food Stoke-on-Trent action plan and links have been established with <a href="#">City Centre BID</a> to address the priority of Business Community Support.</p> <p><b>Stoke-on-Trent</b> boasts many tourist attractions - <a href="#">factory tours</a>, award winning <a href="#">museums</a> and the exclusive <a href="#">Staffordshire Hoard</a>, Trentham Estate and it’s <a href="#">Italian Gardens</a>. Furthermore Stoke-on-Trent is well known for the traditional <a href="#">oatcake</a> which will be the featured theme for the 2018 <a href="#">Staffordshire Day</a> in May - World’s Biggest Oatcake morning to be repeated in 2019.</p> <p>The <a href="#">Stoke Visitor Economy Strategy and Action Plan</a> contribute to <a href="#">Stoke-on-Trent and Staffordshire Local Enterprise Partnership strategy</a> to deliver the LEP’s focus of ‘<i>stimulating enterprise, innovation and inward investment to support a skilled workforce</i>’.</p> <p>Tourism is identified as one of the 7 sectors for the city to achieve growth and identifies Stoke as having many growth opportunities, with the potential to increase the number of places to eat. Included in priority actions is the plan to develop and pilot pop up accommodation, cafes and shops. Recently the City Centre has seen the addition of <a href="#">chain restaurants and independent eateries</a> located in Hanley with further investment at Middleport pottery including the <a href="#">tearoom</a> managed by a local business <a href="#">totally-delicious</a>.</p>	Yes/No
<b>2</b>	<b>Vocational training and business planning, finance, development advice, support and/or grants are being provided to new sustainable food entrepreneurs, including producers, processors, retailers and caterers.</b>	<b>1 point</b>
2a	<b>The Prince’s Trust</b> deliver a programme for 16 - 25 year olds supporting young entrepreneur’s to explore and test business ideas, write business plans and start a business. The 12-week self-development programme includes participating in a community project and developing business plans linked to projects that include:	Yes/No

- Gardening and or working with primary schools to develop playgrounds or introduce raised gardening beds
- Working with café's in the [cultural areas](#) of the city to develop marketing campaigns to promote the diversity and availability of different food cultures/establishments within the local areas.

Following the 12 week programme, some participants have continued to develop their skills by carrying on with this work in a voluntary capacity with Root 'n' Fruit.

Vocational Training is offered by the City Council's Employment Learning and Skills Team and delivered by prime contractors as part of the European Social Fund employment and skills programme until March 2019. **108** local employees have gained qualifications in:

- NVQ Diploma in Food and Beverage Service (RQF) and
- Level 2 Food Safety

Additionally, City Catering is a City and Guilds Accredited Training Centre offering:

- [Professional Cookery NVQ Level 2](#) (average 18 participants p/a)
- Manual handling - **600** members of hospitality team
- Food Safety Level 2 - **350** members of catering staff and **80** staff from external businesses.
- Work experience offered to **3** students/pa from Stoke-on-Trent and surrounding areas.

[Business support](#) is also available for eligible tourism businesses from the Destination Staffordshire via a range of free events subject areas which include marketing, finance, operations and people.

Stoke Market Trading offers numerous incentives to stall traders from 10% stall toll reduction for 2 years, a Market trader support programme which includes retail training including visual merchandising trading online and small business management. There is a keen focus to attract new, returning and young traders benefiting from 50% rental discount. ( Appendix 18) To encourage young market traders a recent [market offers](#) recruitment was held at Stoke College.

[Brighter Futures Catering Network](#) (BFCN) is a local award winning social enterprise which focuses on the delivery of fresh, local homemade catering for other Brighter Future services, Public Sector, Charities and the community. The BFCN provides a pathway for Brighter Future customers to progress into opportunities in volunteering, training and employment within the catering sector. (Case Study - Appendix 19)

Brighter Futures has an internal [training academy](#) supporting volunteers to become ready for training/work and to develop key skill via progressive training for working in a catering environment: food handling/preparation, food safety/hygiene, first aid and fire safety training. The Network works in partnership with [Leek and Buxton College](#) - providing development opportunities for participants to progress towards an NVQ qualification.

Food for Life Served Here (FFLSH) awareness training (Appendix 20) was offered to local businesses March 2019 as part of City Centre [BID](#)

	<p>priorities which is to support Business Community Support. 11 attendees included representation from independent local businesses - <a href="#">Seed chocolate</a>, <a href="#">The Little Diner</a>, <a href="#">NSYMCA</a>, and the City's BID Marketing Manager. Plans are to advertise the FFLSH awareness training in the monthly BID email bulletin to generate interest with some of the independent café/catering retailers. The GFSOT recognised there was a missed opportunity and now promote the FFLSH awareness training through the information packs that are issued to all new registered food businesses by the Health Protection Team (March 2019).</p>	
<b>3</b>	<p><b>Shops, restaurants and markets selling healthy and sustainable food are being promoted to the public using a range of communication tools, such as marketing and branding initiatives, directories, 'restaurants weeks' and food awards.</b></p>	<b>1 point</b>
3a	<p>The <a href="#">Eating Well to Be Well Award for Food Businesses</a> is promoted across the city and gives businesses recognition for:</p> <ul style="list-style-type: none"> <li>• providing healthier options</li> <li>• achieving a good standard of hygiene and</li> <li>• using healthier cooking methods.</li> </ul> <p><b>68</b> local premises have achieved the award including takeaways, restaurants, nurseries as well as some schools. Establishments who have achieved the award locally are:</p> <ul style="list-style-type: none"> <li>• Education Settings - <a href="#">Staffordshire University</a> <a href="#">Discovery Academy</a></li> <li>• Contract Caterers - <a href="#">ABSolutely Catering</a></li> <li>• Retail - <a href="#">Wrights Pies</a></li> </ul> <p>'Eating well to be well award' has been incorporated into the '<a href="#">Healthworks</a>' programme (healthy workplace initiative). This is available for local businesses with catering facilities. The award criterion (Appendix 21) includes the promotion of key healthy eating messages, evidencing engagement of national campaigns, promotional material etc. in addition to reviewing how the information is cascaded and marketed. Engagement with the 'Healthworks' initiative will require local business to adopt the Food Charter to achieve the award.</p> <p>The Food For Life Served Here awards has recently been introduced to local Stoke-on-Trent businesses to support local and independent food businesses -11 participants attended the event on 28/3/19 with plans to offer to the wider BID network via the monthly e bulletin.</p> <p>Re-launched in 2017, <a href="#">The Taste of Staffordshire</a> is an award scheme available to eateries, retailers and producers who demonstrate commitment to not only food hygiene standards, but also illustrate that at least 40% of their ingredients are locally sourced, reducing food miles and supporting the local economy. There are currently <b>45</b> businesses across Staffordshire engaged in the scheme with 5 of these based in Stoke-on-Trent and many more supplying into the city, these include;</p> <p><a href="#">Wedgewood Tearooms</a>  <a href="#">Seed Chocolate</a>  <a href="#">White Star Public House</a></p>	Yes/No

	<p><a href="#">Totally Delicious - Trentham</a>  <a href="#">The Kitchen - Flip out Stoke</a>  <a href="#">Assurant Stoke - workplace</a>  <a href="#">Lakeside</a></p> <p>An annual event <a href="#">Good Food Awards</a> celebrates the best places to eat across Staffordshire (Appendix 22). The scheme and activities are promoted through mailouts, <a href="#">social media</a> platforms and local conference/events</p> <p>Radio Stoke has introduced a new programme called 'The Takeaway' in July 2018 celebrating great food and drink and the people that produce it. Stoke has had numerous representation, this includes:</p> <ul style="list-style-type: none"> <li>• <a href="#">City Catering - exploring modern school lunches</a></li> <li>• Taste of Staffordshire</li> <li>• <a href="#">Healthy Eating - Food For Life</a></li> <li>• Groundwork - Cook and Eat</li> </ul> <p><a href="#">Visit Stoke</a> provides information to the general public of local eateries across the city from fine dining to coffee shops.</p>	
	<b>TOTAL POINTS AWARDED</b>	

<b>KEY ISSUE 5: TRANSFORMING CATERING AND FOOD PROCUREMENT</b>		
<b>3</b>	<p><b><u>Individual public sector bodies</u> have adopted healthy and sustainable food <u>policies</u> e.g. nutrition standards, healthy options in catering and vending, 'tap water only' policies and/or ethical standards such as cage-free eggs, sustainable fish and <i>Fairtrade</i>.</b></p>	<b><i>1 point</i></b>
3a	<p>The City has two local Universities - Staffordshire and Keele Staffordshire University has a Healthy and Sustainable Food Policy which includes serving seasonal fruits and vegetables, ensuring that <b>100%</b> of livestock produced are Red Tractor farm assured, ensuring fish served is not on the Marine Conservation Society's red list and that tea, coffee and sugar is ethically traded. There are 14,900 students and 1375 staff.</p> <p>Keele University has a <a href="#">Sustainable Food Policy</a>, this incorporates providing 'food which is healthier for people and the planet'. There are 10,600 students and 1,735 members of staff. The policy includes:</p> <ul style="list-style-type: none"> <li>• reducing food waste per student and staff member annually</li> <li>• annually increase the purchase of seasonal fruits and vegetables</li> <li>• increase the use of bio-degradable packaging for takeaway items – since 2018 plastic takeaway boxes have been replaced with vegeware boxes and composable boxes. Plastic straws replaced by paper ones and the introduction of a reusable cup scheme</li> </ul>	Yes/No

	<p>which has seen over 8,000 takeaway drinks purchased from Dec18 - Mar 19.</p> <ul style="list-style-type: none"> <li>• using Fairtrade tea and coffee and</li> <li>• general promotion of Fairtrade items.</li> </ul> <p>Tender specification documents for University food suppliers include a requirement to comply with the University's sustainable food policy and compliance committed throughout the Food for Life catering mark certification – Food for Life served here. The <a href="#">Sustainability Report - Keele University</a> highlights its achievements (in report section 12) referencing sustainable catering, it's work with the Soil Association - Food for Life served here award - and the sourcing and importance of local produce, in addition to maintaining it's fair trade status.</p> <p>University Hospital North Midlands (UHNM) are driving a successful campaign to address the good food agenda through a Food Standards group to ensure <a href="#">CQUIN compliance</a>. The CQUIN scheme for 2017-19 has been designed to support the ambitions of the Five Year Forward View and align with the NHS Mandate. The 'Improving staff health and wellbeing' CQUIN, introduced in 16-17, has been extended and updated for 2017-19. Indicator 1b, 'Healthy food for NHS staff, visitors and patients' remains and has been extended. Evidence should be provided that shows a substantive change has been moved in shifting to healthier products:</p> <ul style="list-style-type: none"> <li>• Reduction in % of sugar/salt products displayed</li> <li>• Increase in healthier alternatives</li> <li>• Avoidance of overt promotion</li> </ul> <p>UHNM must evidence to commissioners that they have maintained the changes in 2016/17 and introduced the 2017/18 changes. Positive performance to date was acknowledged in the local <a href="#">press report -April 2018</a></p> <p>City Catering (City Council Caterer) have a Food for Life Served Here bronze award providing <b>16,000 meals a day</b>. City Catering have a number of policies in place to ensure that strict standards are adhered to. These standards are a requirement for any food suppliers providing food and produce for City Catering. Policies include those relating to:</p> <ul style="list-style-type: none"> <li>• Healthy Eating &amp; Nutrition Policy</li> <li>• Additives and MSG</li> <li>• Nut Free</li> <li>• GM Policy</li> <li>• Allergens – this has been revised and embedded into HACCP documents.</li> </ul> <p>(Appendix 23– City catering policies)</p> <p>City Catering had their award reduced to bronze level (Dec18/Jan 19) this was due to the % of organic food they use. Work is currently underway with the FFL team to reinstate to Silver status.</p>	
4	<p><b>Public sector organisations and large private caterers have <u>achieved</u> quality, healthy, sustainable and/or ethical food</b></p>	<p><b>1 point</b></p>

	<b>accreditation, such as the <i>Food for Life Served Here</i>, <i>Sustainable Fish</i>, <i>Good Egg</i> and other awards.</b>	
4a	<p>City Catering hold a Food for Life Served Here bronze award, which requires caterers to meet specific standards achieved by complying to a number of key regulatory documents that are associated to achieve the food sustainability, quality and health standards. These include:</p> <ul style="list-style-type: none"> <li>• <a href="#">School Food Standards</a></li> <li>• <a href="#">Sustainable Procurement - the GBS for food and catering services</a></li> <li>• <a href="#">SACN Recommendations on Sugar</a></li> <li>• <a href="#">PHE Eatwell Guide</a></li> <li>• Meat used is farm-assured ensuring animal welfare, food safety, UK origin and low food miles.</li> <li>• Eggs used are free range.</li> <li>• Fish served is Marine Stewardship Council (MSC) certified.</li> <li>• SoTCC support' 5 A day' campaign and use local growers, where possible.</li> <li>• Over <b>75%</b> of dishes are home made.</li> <li>• Allergen information is available for all dishes served. (Also embedded in HACCP documentation).</li> <li>• All Special Dietary Requirements are catered for.</li> </ul> <p>All of the above contribute to children receiving a nutritionally balanced meal from sustainable sources. City Catering provides a catering service for the majority of schools in Stoke on Trent (<b>71 total</b>), providing <b>3,040,000</b> meals per year. <b>34%</b> of the total food spend is spent on local suppliers and <b>68%</b> of the schools catered for also offer Fairtrade food and beverages.</p> <p>Local suppliers include:</p> <ul style="list-style-type: none"> <li>• 2 local fruit &amp; veg suppliers</li> <li>• 1 local butcher</li> <li>• 1 local bakery</li> <li>• 2 local dairies</li> </ul> <p>In addition to school provision City Catering also provide external catering services:</p> <ul style="list-style-type: none"> <li>• 1 x Private day nursery (<b>7,650meals/annum</b>).</li> <li>• 1 x Adult Day Centre (<b>17,850 meals/annum</b>).</li> <li>• <a href="#">Stanley Head Outdoor Education Centre</a> – Residential facility which predominately caters for school visits and adhoc adult bookings (Circa <b>15,600 meals</b> including Breakfast/Lunch &amp; Evening Meal).</li> <li>• <a href="#">The Macari Centre</a> (homeless shelter for adults) provided with <b>6375 meals/annum</b>.</li> </ul> <p>City Catering also provide <a href="#">Civic Functions</a> from <a href="#">small buffets to large corporate events</a>, weddings, christenings, private parties, school</p>	Yes/No

	<p>Functions -equating to an estimated turnover circa <b>£122k</b> per annum. This area of the business is in its infancy and plans are in place for further growth and development.</p> <p>City Catering also hold:</p> <ul style="list-style-type: none"> <li>• <a href="#">Eating Well to be Well Award</a> and</li> <li>• European Kite mark for manufacturing.</li> </ul> <p>In 2018's LACA National Competition Healthy Touches two of the catering supervisors won accolades for best in class for Novelty cake and bronze for best 'Traybake' <a href="http://laca.co.uk/2018-winners">http://laca.co.uk/2018-winners</a>.</p> <p>Furthermore, our local Food for Life Programme has extended its reach into Early Years Settings supporting these setting to provide a quality, healthy, and sustainable food offer for pre-school children. To date, 5 Early Years/Nursery settings have achieved awards with a further 16 enrolled and working towards achieving the award.</p>	
5	<p><b>The uptake of healthy and sustainable catering accreditation is being <u>tracked and actively communicated to promote further uptake</u> across all key settings, including nurseries, schools, colleges, hospitals, care homes and workplace canteens.</b></p>	1 point
5a	<p>NICE Guidance states that Local Authorities and NHS organisations can set an example by providing healthy food and drink choices at their venues, with an ambition to achieve a Food for Life Served Here award for our Leisure Centres an internal review of the catering and contracts is currently taking place. This review is being conducted using expertise from Public Health, Environmental Health, City Catering and on request, the Soil Association and will address key principles of the Food for Life Served Here award; fresh fruit, making healthy eating easy, sourcing environmentally sustainable and ethical food and championing local food producers.</p> <p>Some of the initial priorities of the review include:</p> <ul style="list-style-type: none"> <li>• A review of existing contracts and suppliers to explore alignment to City Catering approved suppliers if not already in place.</li> <li>• Healthier café and vending offer in the local leisure centres. Vending machines are currently operational in all of the City Council leisure centres in Stoke-on-Trent and the majority of snacks and drinks available are high in fat, salt and/ or sugar. Changes will be implemented following the customer consultation however this will include standards that ensure a healthier food offer at the local Leisure centres. The standards are likely to embed: <ul style="list-style-type: none"> <li>▪ Savoury snacks are only available in packet sizes of 30g or less.</li> <li>▪ Confectionery and packet sweet snacks are in the smallest standard single serve portion size available within the market and not to exceed 250kcal.</li> <li>▪ All sugar sweetened beverages to be no more than 330ml pack size.</li> </ul> </li> <li>• A customer consultation (appendix 24) will assess the current offer and key factors for customers when purchasing food and drink at Leisure Centres.</li> </ul>	Yes/No

	<ul style="list-style-type: none"> <li>Food for Life Served Here (FFLSH) training offered to City Catering production staff to raise awareness of the standards and the importance, and to City Catering Management team to support their ongoing work streams.</li> </ul> <p><a href="#">City Catering</a> and <a href="#">Keele University</a> actively promote their accreditation (Food for Life Served Here) via their certificates which are promoted and displayed via their websites, letterhead and email signatures as well as their <u>social media</u> platforms. Following City Catering and Keele University's achievements with Food for Life accreditation (silver), our next priority is the city's leisure centres. An ongoing action of the Good Food Stoke-on-Trent group will be to support businesses/organisations working towards the award and to engage those who have already gained the accreditation to work in collaboration with GFSOT.</p> <p>A Workplace Health programme framework has been developed called Healthworks. Progress towards the award criterion (Appendix 21) will be tracked by a member of the Health Protection team. Healthy Eating is one of the themes and encompasses subject contributing to other SF SFC Key issues including campaigns, training and education and the promotion of healthy and sustainable food. The Workplace Health programme will be available to all business in Stoke-on-Trent.</p> <p>A recent procurement exercise for mobile catering for the city parks has led to a discussion with the City Council's commercial team and an agreement to consider and embed the ethos of Sustainable Food Cities in any future tenders for any catering/retail provision.</p>	
<b>TOTAL POINTS AWARDED</b>		

<b>KEY ISSUE 6: REDUCING WASTE AND THE ECOLOGICAL FOOTPRINT OF THE FOOD SYSTEM</b>		
<b>3</b>	<b>The Food Waste Hierarchy is being incorporated into relevant policies, strategies and services in order to reduce food waste and ensure surplus food and food waste are diverted to the most appropriate purposes.</b>	<b>1 point</b>
3a	<p>Stoke-on-Trent City Council is a member of the <a href="#">Staffordshire Waste Partnership</a> which consists of a Joint Waste Management Board that makes recommendations for approval within each Local Authority. Meetings are attended by the Strategic Manager for Waste services and the portfolio holder for Greener City, Development and Leisure. All Local Authorities within Staffordshire belong to this partnership which determines joint strategies and potential delivery mechanisms. This work is led by the <a href="#">Joint Municipal Waste Management Strategy for Staffordshire &amp; Stoke-on-Trent (2007 - 2020)</a> and the City Council has an <a href="#">Adopted Joint Waste Local Plan 2010 – 2026</a>.</p> <p>The City Council takes a proactive approach to the legislative waste hierarchy, this includes:</p> <ul style="list-style-type: none"> <li>waste reduction</li> <li>waste reuse</li> <li>waste recycling</li> </ul> <p>The Waste management team has a <a href="#">Waste Minimisation Officer</a> (Appendix 24 - Job Description). The key responsibility of the role is to</p>	Yes/No

	<p>support the waste management service to:</p> <ul style="list-style-type: none"> <li>ensure that the City Councils recycling and waste minimising policies use a proactive approach to engage the residents of Stoke on Trent through the provision of education, information and if where necessary enforcement. The long term aim of the team is to provide pragmatic support and education to the residents to ensure that food waste is minimised in accordance with the food waste hierarchy.</li> </ul> <p>Since January 2017 various programmes have been introduced by the waste management team. Examples of this include:</p> <ul style="list-style-type: none"> <li>Schools – The original aim was to pilot work with - <b>6 – 8 local schools</b>, raising awareness of the importance of reducing/minimising food waste. There are now <b>16</b> local primary schools engaged involving approx. <b>4600</b> pupils. Activities with KS2 pupils has included producing plans specifically for their school ranging from creating information on food recycling dens to rescue books (Appendix 25). Pupils have looked at ways of how to reduce food waste in their homes by introducing food trays – any chilled food/ or short shelf - life food is utilised which contributes to reducing food waste in the home. Love Food Hate Waste leaflets/booklets issued to parents. Our work through this campaign corresponds with the <a href="#">FFL award</a> and contributes directly to the award criteria.</li> <li>Through GFSOT, we educate pupils on the importance of managing food waste, and understanding the ethical and environmental importance of controlling it.</li> <li>Compost bins – Approx. <b>90-95000</b> properties have been provided with a food waste receptacle to encourage food items to be used for home compost include in recycling or for use on the local allotments. Food waste caddy enables residents to either dispose or recycle their brown bin waste- in accordance with the food waste hierarchy. Stoke-on-Trent City Council regularly promotes the use of the brown bin for food waste.</li> <li>SOTCC collects all food waste from residential properties along with all organic green waste which is sent to an In vessel Composting facility for processing.</li> <li>As part of National Food Safety Week-May 2017 SOTCC Public Protection team promoted the Food Standards Agency/Love Food Hate Waste promoting the safe use of leftovers and reducing food waste to save money.</li> <li>Social Care health team are conducting a mapping exercise to support food businesses to send surplus food to charities, helping to minimise food waste as its source, rather than incinerating food waste.</li> </ul>	
7	<b>A crop-gleaning/abundance volunteer scheme to collect harvest surplus from local farms and food growing sites and help local producers harvest and distribute food unwanted by retailers has been established.</b>	<b>1 point</b>
7a	<p><a href="#">Root 'n' Fruit</a> is a community allotment food initiative that links together schools, businesses and people from the community, to help them to learn about growing, using and eating fresh fruit and vegetables. Organisations involved in the initiative include The Prince's Charities working alongside <a href="#">Burslem Regeneration Trust</a>, Steelite International, <a href="#">The City Learning Trust</a> and <a href="#">Middleport Pottery</a>. Root 'n' Fruit relates to the produce that is grown and supplied, but also refers to the objective of the project which is to support healthy living and promote physical activity, enabling the benefits these can bring to the community. To supplement what is grown directly Root 'n'</p>	Yes/No

	<p>Fruit also co-ordinates the collection and re-distribution of surplus produce grown in <b>72</b> allotments cross the city. All produce grown and collected is donated free of charge to people in need in the local community - a sort of 'fresh food bank'. This helped to provide over <b>3,000</b> holiday hunger meals over the summer of 2017.</p> <p>Beneficiaries of the produce include:</p> <ul style="list-style-type: none"> <li>• <a href="#">Open door initiative</a> which supports the homeless and people in need in Stoke-on-Trent</li> <li>• <a href="#">Jubilee Project</a> which supports asylum seekers</li> <li>• <a href="#">Hibiscus Project</a> which promotes the wellbeing of the Black communities, particularly elders within North Staffordshire.</li> </ul> <p>The Root 'n' Fruit hub is a <b>600sqm</b> allotment with a poly tunnel and classroom facility. Located in Middleport, Stoke-on-Trent, the allotment grows seasonal fruit and vegetables; in addition the group delivers a range of gardening/wildlife sessions for local schools and community groups.</p> <p><a href="#">Root 'n' Fruit</a> is run by a range of volunteers approximately <b>30</b>, as well as young people from the Princes Trust programme and those engaged in the National Citizen's Service Programme. <a href="#">Social media</a> is used to keep the community and the group updated on related activities. The initiative is financed through fundraising and with contributions made by Partners including PM training, Michelin Tyre, Steelite UK, Dudson Ceramics. <a href="https://en-gb.facebook.com/rootnfruit/">https://en-gb.facebook.com/rootnfruit/</a></p> <p style="text-align: center;"><i>"the project has been an incredible success and as well as growing and donating produce, we have taught school children, and welcomed volunteers from the local community to the site"</i></p> <p style="text-align: right;">Alan Christian, Place Co-ordinator</p>	
8	<p><b>Local charities and social enterprises are collecting consumable surplus food and redistributing it to organisations feeding people in need, while working to raise the nutritional standards of the food aid being offered.</b></p>	1 point
8a	<p>There are partnerships between local supermarkets, food banks and other local organisations/groups across the city:</p> <ul style="list-style-type: none"> <li>• Foodbank partnership with <a href="#">Freshview</a> - Supported by Public Health the Foodbank have developed their ability to "provide a balanced diet of food for those who are most vulnerable, in poverty and unable to provide food for themselves and/or family" through making links with a local fruit and vegetable wholesaler. As a result, the Food Bank now receives a weekly supply of fresh fruit and vegetables from <a href="#">Freshview</a> wholesalers. The fresh produce goes directly out to Food Bank guests together with their usual food parcels. Last year 2016 – 2017 saw over 10,000 emergency food parcels issued to residents in crisis.</li> <li>• <a href="#">Brighter Futures</a> is a local organisation that provides support to those in need to live independent and fulfilled lives. Prioritising clients who are affected by low incomes and living in areas of high deprivation, Brighter Futures currently accesses two networks; <a href="#">Fareshare</a> (Tesco) who donate surplus good quality food to charity organisations and more recently <a href="#">Lidl Feed it Back Project</a> which operates a similar scheme.</li> </ul>	Yes/No

	<p>In 2017 Fareshare donated food which contributed to:</p> <ul style="list-style-type: none"> <li>- <b>120 picnic meals</b> to local community groups as part of the holiday hunger campaign (Appendix 26 - Picnic Photo).</li> <li>- Emergency hot food to BF's 24/7 club house which offers support to anyone who is experiencing mental health issues. On <b>average 10 emergency</b> hot meals are served a week.</li> <li>- Support the No.90 Hostel which provides accommodation for the homeless (26 beds), along with supplies which the rough sleeping team distribute on their daily street rounds.</li> <li>- Local restaurants (including big names like Greggs and Nando's and smaller local independent traders (RAWR ) also donate their surplus food particularly at the close of day before a public holiday - which is directed to the rough sleepers.</li> <li>- Port Vale Football Club donate left over pies after a match to local charities</li> <li>- Food shelter/Soup kitchen based at the Caribbean Centre in Cobridge serves on average <b>15 - 20 meals a night</b> with food donations.</li> </ul> <p>A letter of 'Thanks' from Brighter Futures (Appendix 27 - Letter) acknowledges the contribution this has made in both terms of volume of food and the added value the food makes .i.e. providing work like placements in supported kitchen/dining room environment, proving city wide meals for luncheon clubs etc.</p> <p>Future utilisation of the Lidl's 'Feed it back' surplus is planned for the services BF provides to services for women including those that support the safety of sex workers in the evenings.</p> <ul style="list-style-type: none"> <li>• YMCA North Staffs have arrangements with some local supermarkets to redistribute their surplus food.</li> <li>• Fare share have members in Stoke (e.g. luncheon clubs) who they support and they are looking to develop this provision through finding a local hub which they can deliver to. (evidence required)</li> </ul> <p>Tesco community champions provided 2224 meals as part of the holiday provision 'Ay up duck' using discounted surplus food items. The champions have been pivotal to the success of the programme and its continued growth throughout the city.</p>	
	<b>TOTAL POINTS AWARDED</b>	