

Bournemouth and Poole Sustainable Food City Partnership

Strategic Framework and Action Plan

Since its formation in late July 2013 the Partnership has focused on identifying the strategic framework it wishes to work within and the Actions which fall out of that framework to form the Action Plan. Developing this framework has supported the Partnership to communicate its activity and attract new members who recognise the relevance of the Action Plan to their own personal and professional aspirations.

The Framework is based upon six key themes under which have been developed twenty pledges that the Partnership and its members have committed to achieving. This framework is laid out below.

Feeling healthy and nourished with equitable access to sustainable food

1. Ensure residents, visitors and tourists have access to affordable, healthy local and sustainable food.
2. Raise awareness of the importance of a nutritious, balanced diet and support people to make better food choices.
3. Develop a wide range of community growing and other food related activities to improve physical and mental health in people of all ages.

Living in a close knit community where everyone is valued

4. Support local food initiatives that bring communities together and help them to improve their neighbourhoods.
5. Promote and celebrate the food and culinary traditions of all cultures through a variety of public events and festivals.
6. Work with planners, institutions and policy-makers to ensure communities can access land, buildings and other resources that enable them to take more control of their food and help tackle food poverty.

Learning and sharing new skills with others

7. Provide opportunities for everyone to develop food growing, buying and cooking skills that foster community resilience and individual self-reliance.
8. Provide training throughout the local food supply chain to increase the availability and accessibility of sustainable food.
9. Provide networking opportunities and exchange of information, support and advice for individuals and organisations working in the food sector.

Surrounded by a prosperous local economy

10. Encourage a greater number and diversity of food enterprises and jobs, making the most of the areas rich land and sea resources.
11. Encourage and enable increased sourcing of healthy and sustainable food from local producers and suppliers, developing short supply chains and keeping value within the local economy.
12. Develop Bournemouth and Poole as a sustainable food destination, engaging visitors and tourists with our food offering.
13. Promote the use of local and fair trade products which ensure workers throughout the food chain have good working conditions and are fairly paid for their work.

Within a thriving and diverse marine and land based environment

14. Utilise green space and brownfield sites in and around Bournemouth and Poole to produce food for local people and build our resilience to flash flooding and increase urban cooling.
15. Enable food to be produced, processed, distributed and disposed of in ways that minimise both its local and global ecological footprint.
16. Work to reduce food packaging and minimise the use of plastic bags.

Working to improve understanding, knowledge sharing and innovation

17. Develop regional, national and international links to learn from, work with and exchange experience with others.
18. Identify and engage with research opportunities which build understanding of the sector and support its sustainable growth.
19. Encourage and embrace innovation, exploring new ways of solving existing challenges.
20. Disseminate good practice and relevant experience as widely as possible to contribute to the shared understanding of sustainable food.

The rest of this document lays out the Action Plan the Partnership has formed around this strategic framework. It also includes a series of process actions which the Partnership felt was vital in ensuring the right foundation is laid for delivery of the Actions within the Plan. The Partnership recognises that over the three years of the Action plan it will be adapted and modified to meet the changing local, national and European environment and to reflect the learning that will take place through its implementation. The long term funding commitments secured have provided the Partnership with the confidence that although this Action Plan is challenging and in many ways aspirational it is also robust and achievable, generating results which will bring a significant, long term change to the Bournemouth and Poole city region.

Sustainable Food City – Bournemouth and Poole: Action Plan

Year 1 – 2014: Consolidation, networking and lobbying

The work of the Partnership to date has identified the existence of a range of local food initiatives and projects across the city region. Many of these are small scale community and private sector actions where committed individuals have pioneered community growing and local food activities. The Partnership recognises the value of these and will therefore focus its first year of activity on working to consolidate and learn from these existing activities, enabling them to reach their full potential, provide networking support for these groups and those who wish to replicate their success and lobby appropriate public sector organisations to improve the external conditions for these and future sustainable food projects.

The actions to be delivered throughout year 1 are detailed below under the Partnership's six themes.

Theme 1: Feeling healthy and nourished with equitable access to sustainable food

Pledge 1: Ensure residents, visitors and tourists are able to access affordable, healthy sustainable food.

Action	Activities	Partners	Proposed target	Outcomes
Compile and publish an interactive directory of local sustainable food suppliers and outlets, including cultural aspects of food and Fairtrade, and signposting existing web directories. Explore opportunities for also delivering this through a mobile app.	<p>a. Map existing sustainable food activity including community growing, sustainable food outlets and local suppliers.</p> <p>b. Develop a seasonal food 'calendar' which includes cultural and religious festivals.</p> <p>c. Produce as a.pdf and make available electronically.</p> <p>d. Seek support for producing hard copies.</p> <p>e. Work with Council and BU to explore opportunities for developing a mobile app.</p>	Sustainable Food City Partnership (SFCP), Environmental Health Officers, Trading Standards, Corporate Comms. Bournemouth University.	Interactive map published and updated annually –web based and hard copy if possible.	Residents, visitors and tourists have the information they need to locate and access affordable, healthy, sustainable food.

Pledge 2: Raise awareness of the importance of a nutritious, balanced diet and support people to make better food choices.

Deliver a campaign on public procurement and sustainable fish, based on a clear understanding of consumer motivations, drivers and behaviours which support people to make better food choices.	<p>a. Establish an SFCP campaign Project Delivery Group.</p> <p>b. Develop and deliver a campaign action and communications plan which includes actions to:</p> <ul style="list-style-type: none"> - Raise awareness of and promote sustainable fish to consumers in the city region. - Work with BU, Bournemouth Hospital and Poole Hospital to develop and implement a sustainable fish sourcing policy and explore other sustainable food options. 	SFCP, EHOs, Dorset LEP, Dorset Food & Health Trust, Fish2Fork, Great Dorset Seafood Campaign, Lyme Regis Marine Conservation Zone, Marriot Hotel.	Annual campaign delivered. Bournemouth has achieved Blue Fish status. A minimum of three public sector organisations are procuring sustainable fish and exploring	Individuals, businesses and organisations have been influenced to consider making better food choices, being more aware of the benefits of sustainable food and healthy eating.
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	<ul style="list-style-type: none"> - Work towards Blue Fish status with food outlets in Bournemouth and Poole. c. Develop a timeline of public sector food contract tenders and where appropriate build into this Action Plan. 		other sustainable food opportunities.	
Lobby Council departments and Bournemouth and Poole Public Health to ensure healthy eating and sustainable food is included in all health strategies within the area.	<ul style="list-style-type: none"> a. Identify all relevant public sector departments and individuals, and develop a timeline for strategy update. b. Establish a minimum of one networking event to bring these individuals together to discuss sustainable food. c. Work with departments to ensure sustainable food is included in new/updated strategies. 	SFCP	Healthy eating and sustainable food included within all health strategies when next updated.	The importance of healthy eating and sustainable food is widely recognised within the public sector as a key preventative health measure.
<i>Pledge 3: Develop a wide range of community growing and other food related activities to improve physical and mental health in people of all ages.</i>				
Use the mapping information identified through pledge 14 to coordinate and match available food growing spaces with interested community groups to deliver new community growing spaces.	<ul style="list-style-type: none"> a. Work with the Neighbourhood Teams and local communities to identify interested local groups – with a focus on Boscombe and West Howe. b. Match these groups with the available mapped spaces. c. Provide support and the necessary partner resources to these groups to establish growing spaces. d. Build these new spaces into the community garden network to share learning and practice. 	SFCP, Councils, Neighbourhood Development Teams, land owners, Eco Sustainable Solutions.	5 new growing spaces established in 2014	A substantial increase in the number of individuals and community groups having access to growing spaces and the associated health benefits.
Explore the opportunities to develop new growing spaces in district centres, senior living schemes and within accommodation provided for transient families	<ul style="list-style-type: none"> a. Bring together appropriate partners to identify needs and opportunities for growing in Council owned accommodation. b. Identify an appropriate pilot scheme and engage with residents. c. Support work with residents to develop and deliver the pilot scheme. d. Identify lessons learnt from this pilot to support additional activity in 2015 and 2016. 	SFCP, Councils, residents associations & residents.	1 new growing spaces established in 2014	Growing spaces and the associated health benefits are made available to those least able to access them through conventional methods.

<p>Develop targeted and strategic promotion of all new and existing community growing spaces to increase the number of regular community garden users</p>	<p>a. Map all existing community growing spaces. b. Develop and deliver a promotional campaign targeted at communities living locally to these growing spaces. c. Monitor any changes in volunteer numbers.</p>	<p>SFCP, community garden groups, Transition Towns, Parks and Gardens.</p>	<p>30 new garden users involved in community growing in 2014</p>	<p>An increase in the number of individuals actively using the available community growing spaces and benefiting from the associated health benefits.</p>
<p>Explore the feasibility of a 'Future Proof City Farm' run on permaculture principles, demonstrating a range of economic diversifications and established as a social farm to support those members of our community most in need.</p>	<p>a. Establish a Partnership Project Delivery Group to support the feasibility study. b. Work with the four identified potential sites to assess the likelihood/potential for a city farm to developed. c. Identify potential user groups and their associated organisations; approach them to explore their interest in the project. d. Complete a feasibility report exploring the land, financial, human and other resource issues required, key partners and interest from potential users.</p>	<p>SFCP, Bournemouth Council, Future Roots, Federation of City Farms, Bournemouth 2026, Dorset Food & Heath Trust</p>	<p>Feasibility report completed.</p>	<p>Feasibility of developing a major new 'City Farm' has been assessed.</p>

Theme 2: Living in a close knit community where everyone is valued				
<i>Pledge 4: Support local food initiatives that bring communities together and help them to improve their neighbourhoods.</i>				
Create opportunities for work place volunteering within existing and new community gardens	<ul style="list-style-type: none"> a. Work with the Council volunteering Framework to include community gardening opportunities. b. Facilitate networking between them and new and existing community gardens. c. Work with identified businesses to encourage take up of these volunteering opportunities. d. Monitor the level of volunteering opportunities and seek feedback from volunteers. 	SFCP, Council Volunteering Framework, Bournemouth 2026, LV, Marriot Hotel.	50 new volunteering opportunities created in 2014	Individuals who may not otherwise have experienced community growing have had the opportunity to volunteer in a community garden.
<i>Pledge 5: Promote and celebrate the food and culinary traditions of all cultures through a variety of public events and festivals.</i>				
Work with existing festivals and Council events contracts to support greater use of sustainable food with a global flavour 'Locally global'	<ul style="list-style-type: none"> a. Formally agree the three strands of work with festival organisers and associated promotion activities. b. Work with community gardens to organise and deliver a Big Dig open day within the ten day festival. c. Develop a list of sustainable food suppliers for use by food outlets during festival week. d. Encourage food outlets to deliver a 'festival dish' of sustainable food during festival week. e. Work with festival organisers to promote the event as a sustainable fish festival. f. Manage a stand at the event to promote sustainable fish and Blue Fish City. 	Bournemouth Food and Drink Festival organisers	Bournemouth Food and Drink Festival increases its use of sustainable food and becomes a sustainable fish festival.	Bournemouth Food and Drink Festival includes community growing, a sustainable food 'Festival Dish' and only includes and promotes sustainable fish throughout the event.
<i>Pledge 6: Work with planners, institutions and policy-makers to ensure communities can access land, buildings and other resources that enable them to take more control of their food and help tackle food poverty.</i>				
Support the establishment and integration of community groups to take ownership of and improve open spaces for food growing and wildlife	<ul style="list-style-type: none"> a. Work with Wildlink and to explore which of the mapped growing spaces are appropriate to their initiative. b. Promote the opportunities to take ownership of the land within the local community. c. Support partners to work with these groups to provide knowledge and resources. d. Enable groups to formally lease the land. 	Councils, community groups, DWT – Wildlink, Eco Sustainable Solutions.	2 new growing and wildlife groups established and leasing land from the Council in 2014.	Community members are working together and have built a sense of ownership over areas of land which are being used for food growing and wildlife.

Theme 3: Learning and sharing new skills with others

Pledge 7: Provide opportunities for everyone to develop food growing, buying and cooking skills that foster community resilience and individual self-reliance.

Develop a SFC hub which can provide information on food growing, buying, cooking and eating.	<ul style="list-style-type: none"> a. Draw together available information on all aspects of Sustainable Food. b. Establish a new or utilise an existing website to ensure all information is easily accessible. c. Regularly update information to ensure the resource is relevant and useful. 	SFCP	Virtual information hub developed	People are able to easily access information on all aspects of sustainable food and how to get involved with activities across the city region.
Deliver community training on buying, cooking, eating and storing sustainable food, including developing opportunities to eat together and the use of multi-cultural food. Where appropriate focus these on men, looked after children and students.	<ul style="list-style-type: none"> a. Establish a Thematic Working Group with partners to develop a training Programme based on identified need. b. Establish a Project Delivery Group with identified delivery partners to develop an Action Plan and identify required resources. c. Work with the Delivery Group to secure resourcing. d. Manage Delivery Group to ensure successful completion of the Action Plan. e. Monitor results of the training. 	Vicky Ashley, Dorset Food and Health Trust, Street Wise, Bournemouth Adult Learning, West Howe Community Enterprise, North Bournemouth Crime Prevention Board.	10 training activities delivered to 50 local residents in 2014	More people are able to buy, cook, eat and store food confidently and so increase their use of healthy, affordable, sustainable food.

Pledge 8: Provide training throughout the local food supply chain to increase the availability and accessibility of sustainable food.

Undertake a training needs analysis of businesses throughout the supply chain to identify training requirements.	<ul style="list-style-type: none"> a. Establish a Project Delivery Group with partners. b. Develop and circulate a training needs questionnaire. c. Analyse results of the survey and produce an analysis and report of the data collected. 	SFCP, Dorset Food and Drink, Hampshire Fare, New Forest Marque, Kingston Mauward	Needs analysis completed	The training needs of businesses throughout the supply chain have been identified.
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Pledge 9: Provide networking opportunities and exchange of information, support and advice for individuals and organisations working in the food sector.

Deliver a Sustainable Food City conference to develop and support a debate focused on the nature of sustainable food – including local, organic, Fairtrade, and raise awareness of what sustainable food means to the city region.	<ul style="list-style-type: none"> a. Establish a Thematic Working Group with partners. b. Agree a format, agenda and speakers for the event. c. Organise logistics, promote the event and invite speakers and participants. d. Manage the delivery of the event. e. Conduct an evaluation of the event and feedback to the Partnership Board. 	SFCP	Delivery of a thought provoking and high profile conference.	A widely shared understanding of sustainable food has been developed and agreed throughout the city region.
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<p>Build on the Real Local Flavour initiative to develop and enhance communication and joint working between businesses throughout the food supply chain. Develop this network to incorporate existing community gardens/food growing activities to share skills, experience, volunteers and tools. Focusing on bringing together those groups that rarely communicate and linking with other existing initiatives.</p>	<ul style="list-style-type: none"> a. Encourage sustainable food businesses to take a listing on the website. b. Develop the new website discussion function to increase communication throughout the sector. c. Develop new criteria on the website for community food growing. d. Support community growing groups to add a listing. e. Facilitate discussion through the website. f. Promote the website as a sustainable food city showcase across the city region. 	<p>SFCP, Real Local Flavour, Big Dig, Dorset Land Network, Dorset Food and Drink, Hampshire Fare, New Forest Marque</p>	<p>50 businesses and community food growing activities listed on the website with 3 new enterprising connections made in 2014.</p>	<p>Sustainable food businesses and community gardens are able to communicate easily and effectively together, developing opportunities to work together to develop the sector.</p>
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Theme 4: Surrounded by a prosperous, sustainable local economy

Pledge 10: Encourage a greater number and diversity of food enterprises and jobs, making the most of the areas rich land and sea resources.

Ensure market stalls in the Lower Gardens include a sustainable food offering.	<p>a. Work with the Parks and Gardens department to secure the use of one stall throughout the summer season, including developing appropriate criteria for its use.</p> <p>b. Promote the opportunity to rent this stall throughout the city region.</p> <p>c. develop and manage a timetable of use ensuring equitable access.</p> <p>d. Review the use of the stall with Parks and Gardens with a view to securing the stall on an on-going basis.</p>	SFCP, Parks and Gardens, community gardens, local producers	Work to ensure a minimum of one stall is exclusively available to and used by local producers, Fairtrade sellers and community growing groups.	Local, Fairtrade and community growers are able to develop a tourism focused offer and increase their economic sustainability.
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Pledge 11: Encourage and enable increased sourcing of healthy and sustainable food from local producers and suppliers, developing short supply chains and keeping value within the local economy.

Develop and promote an identifying mark for outlets to display to inform customers of their use of sustainable food	<p>a. Develop a Sustainable Food City logo for Bournemouth and Poole to be used by all Partnership members.</p> <p>b. Agree criteria for use of the logo.</p> <p>c. Produce and distribute the logo to eligible outlets.</p> <p>d. Promote the logo and what it means to consumers within the city region.</p>	SFCP, Bournemouth Chamber of Trade and Commerce, Poole Chamber of Trade and Commerce, Dorset Food and Drink, Hampshire Fare.	25 outlets displaying the mark in 2014	Consumers recognise the sustainable food city mark and are making purchasing decisions based upon this.
Promote 'Dorset Food and Drink' to relevant businesses in the city region and increase membership	<p>a. Work with Dorset Food and Drink to ensure Partnership members understand the scheme and accreditation.</p> <p>b. Promote the scheme to all eligible food outlets.</p> <p>c. Share Dorset Food and Drink success stories and opportunities to encourage further take up.</p>	SFCP, Dorset Food and Drink, Trading Standards	10 new members during 2014	Businesses are using more products from Dorset and promoting their use to consumers.
Develop 'Grow to Sell' linking community gardens with businesses and voluntary groups to sell or donate their produce	<p>a. Work with community gardens to identify those wishing to participate and the types of produce available.</p> <p>b. Promote the scheme to food outlets to assess demand.</p> <p>c. Facilitate links between gardens and outlets and work with them to agree arrangements.</p>	SFCP – Big Dig, community gardens, Monty's Lounge, Crumbs, Cherry Tree Nursery	2 links made during 2014	Community grown products are available through outlets and community gardens have improved their economic sustainability.

Pledge 12: Develop Bournemouth and Poole as a sustainable food destination, engaging tourists and visitors with our food offering.

<p>Develop the city region's participation in Dorset Food Week.</p>	<p>a. Work with Dorset Food and Drink to identify opportunities for businesses in the city region to participate. b. Develop a city region wide activity which encourages participation. c. Promote further ways businesses can participate. d. Work with businesses to secure participation. e. Coordinate the businesses involvement in the celebration</p>	<p>SFCP, Dorset Food and Drink, Bournemouth Tourism, Poole Tourism</p>	<p>10 businesses participating in 2014</p>	<p>The city regions sustainable food offer around tourism has been increased.</p>
<p>Increase volume of local, sustainable food consumed in visitor accommodation – target self-catering, hotels, B&B</p>	<p>a. Identify six accommodation businesses wishing to supply sustainable food. b. Work with them to identify the types of products they would utilise. c. Identify producers with suitable products who are able to distribute into the city region. d. Organise a meeting to bring these groups together. e. Facilitate follow up activity and support producers to secure these new customers.</p>	<p>SFCP, Dorset Food and Drink, Hampshire Fare, New Forest Marque</p>	<p>5 additional visitor accommodation businesses stocking local products</p>	<p>Visitors experience food from the city region within their accommodation.</p>

Pledge 13: Promote the use of local and fair trade products which ensure workers throughout the food chain have good working conditions and are fairly paid.

<p>Develop Bournemouth as a Fairtrade Town</p>	<p>a. Support the Steering Group in its activities</p>	<p>Bournemouth Fair Trade Steering Group</p>	<p>Fairtrade Town status achieved</p>	<p>Bournemouth has become a Fairtrade town.</p>
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Theme 5: Within a thriving and diverse marine and land based environment

Pledge 14: Utilise green space and brownfield sites in and around Bournemouth and Poole to produce food for local people, build our resilience to flash flooding increase biodiversity and enable urban cooling.

Work to identify and coordinate potential food growing sites including the mapping of growing needs in relation to available space and individual community demographics	<p>a. Support Parks and Gardens to identify potential community growing sites.</p> <p>b. Match these with the interested growing groups identified in pledge 3.</p> <p>c. Identify gaps in available space and/or community interest and explore any issues/challenges to provision and/or uptake.</p> <p>d. Coordinate the on-going matching of groups and space.</p>	SFCP, Planning, Parks and Gardens, private land owners, Dorset Wildlife Trust, Dorset Local Nature Partnership	20 potential sites identified	Food growing sites have been identified and coordinated to meet identified need.
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Pledge 15: Enable food to be produced, processed, distributed and disposed of in ways that minimise both its local and global ecological footprint.

Develop links with the 'Love Food, Hate Waste' campaign and explore how the Partnership can support their work.	<p>a. Meet with 'Love Food, Hate Waste' to explore opportunities for partnership working and potential joint projects.</p>	Love food, hate waste	Develop partnership working	Sustainable food waste minimisation and composting becomes a more significant element of the campaign
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Pledge 16: Work to reduce food packaging and minimise the use of plastic bags.

Adopt the 'Too good to waste' scheme for customers to take home food waste for consumption, garden compost, wormery or to feed the dog. Created through a local design competition and launched at the Hotel & Catering Show.	<p>a. Work with the Sustainable Restaurant Association to learn from and adopt their scheme.</p> <p>b. Invite students to design the packaging and design for the Bournemouth and Poole Scheme and launch the competition.</p> <p>c. Encourage food outlets to participate.</p> <p>d. Develop promotional material, organise media coverage and support food outlets to promote the scheme once launched.</p>	Sustainable Restaurant Association, SFCP, BU, Bournemouth and Poole College.	Scheme developed	Scheme ready for launch during 2015
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Theme 6: Working to improve understanding, knowledge sharing and innovation				
<i>Pledge 17: Develop regional, national and international links to learn from, work with and exchange experience with others.</i>				
Attend all events and play an active role in the Sustainable Food City movement	<ul style="list-style-type: none"> a. Circulate all events as early as possible to encourage Partnership members to participate with the Manager. b. Attend all national events and where possible any events delivered by city partners. c. Actively communicate with all city partners to learn from and share experience. 	SFCP	Attendance at all events	The city region is embedded in the network with opportunities to learn from and share best practice pursued.
<i>Pledge 18: Identify and engage with research opportunities which build understanding of the sector and support its sustainable growth.</i>				
Explore the opportunities for the SFCP to become a European Innovation Partnership focusing on short supply chain and consumer perception research	<ul style="list-style-type: none"> a. Work with key officers in Defra to understand and explore the opportunities for the Partnership to become an EIP Operational Group. b. If possible apply for EIP OG status. 	SFCP, Bournemouth University, Kingston Mauward College, DEFRA.	If possible apply for EIP status by 2015	The Partnership has pursued opportunities to apply for EIP status.
Secure funding for report which explores how our city region could feed itself and use this report to develop a Sustainable Food Strategy	<ul style="list-style-type: none"> a. Develop a Thematic Working Group on this issue and support them to outline the report requirements. b. Identify potential funding opportunities for the delivery of the report. c. Secure funding. 	SFCP	Funding for report secured	Report is able to be commissioned during 2015
<i>Pledge 19: Encourage and embrace innovation, exploring new ways of solving existing challenges.</i>				
Identify and research sustainable food city initiatives from other areas such as food co-ops, to share best practice with SFC partners	<ul style="list-style-type: none"> a. Identify existing case studies which can act as best practice examples and inspiration for the SFCP. b. Disseminate these case study examples 	SFCP	Existing best practice identified and disseminated	The Partnership has learnt from relevant best practice.
<i>Pledge 20: Disseminate good practice and relevant experience as widely as possible to contribute to the shared understanding of sustainable food.</i>				
Develop case study reports of SFCP activities and disseminate these as widely as possible.	<ul style="list-style-type: none"> a. Develop a format for all case study examples. b. Collect qualitative and quantitative information from all SFCP supported projects. c. Prepare a case study for each project. d. Disseminate the case studies. 	SFCP	All SFCP activities captured as case studies and available to all interested parties	The Partnership has collected and evaluated examples of its work and disseminated these to promote its work.

Year 2 – 2015: Growing, flourishing and filling the gaps

Once the Partnership has consolidated existing activity and built upon those successes it recognises the need to grow these activities, learning from the experience gained during 2014 to ensure delivery is effective as possible. This second year of activity will also enable the Partnership to build awareness of its activities and strengthen its own operating procedures. Once the projects and Partnership have grown, the members will look to fill the gaps in current activity, wherever possible learning from experience elsewhere to ensure delivery is as efficient and effective as possible.

The actions to be delivered throughout year 2 are detailed below under the Partnership's six themes.

Theme 1: Feeling healthy and nourished with equitable access to sustainable food			
Action	Partners	Proposed target	Outcomes
<i>Pledge 1: Ensure residents, visitors and tourists are able to access affordable, healthy sustainable food.</i>			
Update and publish an interactive directory of local sustainable food suppliers and outlets, including cultural aspects of food and Fairtrade, and signposting existing web directories. Seek opportunities for also delivering this through a mobile app.	Sustainable Food City Partnership (SFCP), EHOs, Trading Standards, Corporate Comms, Bournemouth University.	Interactive map updated – web based and hard copy if possible.	Residents, visitors and tourists have the information they need to locate and access affordable, healthy, sustainable food.
<i>Pledge 2: Raise awareness of the importance of a nutritious, balanced diet and support people to make better food choices.</i>			
Deliver annual awareness raising campaigns based on a clear understanding of consumer motivations, drivers and behaviours which support people to make better food choices	SFCP, dependent on theme of campaign.	Annual campaign delivered.	Dependent on theme of campaign.
Using experience gained from last year's campaign, identify and work to support the integration and strategic management of complimentary awareness raising campaigns being delivered by SFCP members and partner organisations	SFCP, Dorset Food & Health Trust	Provide support to a minimum of two additional campaigns	Associated food and healthy eating campaigns are strategically managed to ensure they have the greatest impact possible.
Continue to work with Council departments and Bournemouth and Poole Public Health to ensure healthy eating and sustainable food is included in all health strategies within the area.	SFCP	Healthy eating and sustainable food included within all health strategies when updated	The importance of healthy eating and sustainable food is widely recognised within the public sector as a key preventative health measure.
<i>Pledge 3: Develop a wide range of community growing and other food related activities to improve physical and mental health in people of all ages.</i>			
Explore the opportunities to develop new growing spaces in district centres, senior living schemes and within accommodation provided for transient families	SFCP, Councils, residents associations & residents.	A total of 3 new growing spaces established by end of 2015	Growing spaces and the associated health benefits are made available to those least able to access them.

Continue to use the mapping information identified through pledge 14 to coordinate and match available food growing spaces with interested community groups to deliver new community growing spaces.	SFCP, Councils, Neighbourhood Development Teams, land owners, Eco Sustainable Solutions.	A total of 12 new growing spaces established by end of 2015	A substantial increase in the number of individuals and community groups having access to growing spaces and the associated health benefits.
Develop targeted and strategic promotion of all new and existing community growing spaces to increase the number of regular community garden users	SFCP, community garden groups, Transition Towns, Parks and Gardens.	Total of 70 new garden users involved in community growing by end of 2015	An increase in the number of individuals actively using the available community growing spaces and benefiting from the associated health benefits.
Develop a 'Garden Share' initiative linking growers with those who have available growing space.	SFCP, Friends of the Earth, Neighbourhood Development Teams.	20 'Garden Shares' developed.	An increase in the amount of individual growing spaces available.
Utilise the feasibility report to develop a business plan to establish a 'Future Proof City Farm' run on permaculture principles, demonstrating a range of economic diversifications and established as a social farm to support those members of our community most in need.	SFCP, Bournemouth Council, Future Roots, Federation of City Farms, Bournemouth 2026, Dorset Food & Health Trust	Business plan completed	The business case for a major new 'City Farm' has been researched and completed.

Theme 2: Living in a close knit community where everyone is valued			
<i>Pledge 4: Support local food initiatives that bring communities together and help them to improve their neighbourhoods</i>			
Continue to create opportunities for work place volunteering within existing and new community gardens, using experience from 2014 to modify activity.	SFCP, Council Volunteering Framework, Bournemouth 2026, LV, Marriot Hotel.	A total of 100 new volunteering opportunities created by end of 2015.	Individuals who may not otherwise have experienced community growing have had the opportunity to volunteer in a community garden.
Explore the feasibility of establishing at least one community café across the city region, exploring opportunities in Stour Valley, Old Barn Muscliffe, Throop Mill, Cherry Tree Nursery, Duck Lane – learning from existing examples.	SFCP, Neighbourhood Development Officer, community groups, Parks and Gardens, John Finley, Gary Bentham.	Feasibility study for at least 1 community café completed.	Opportunity for the development of a community café identified.
Explore the feasibility of establishing a community owned shop within the city region which maximises accessibility and experiential value.	SFCP, Neighbourhood Development Officer, community groups	Feasibility study for a community shop completed.	Opportunity for the development of a community shop identified.
Carry out a needs assessment within potential sustainable food market sites in Kinson and other outlying areas.	Neighbourhood Development Officer, Country and producer Markets	Two new sustainable food market concepts have been developed taking into account local need.	Sustainable food is more accessible in outlying areas of the city region.
<i>Pledge 5: Promote and celebrate the food and culinary traditions of all cultures through a variety of public events and festivals</i>			
Continue to work with Bournemouth Food and Drink festival and Council events contracts to support greater use of sustainable food with a global flavour.	Bournemouth Food and Drink Festival, Poole's Thai Festival.	2 festivals increasing their use of sustainable food	Festival organisers in the city region understand the importance of sustainable food and increase its use
Establish sustainable food and drink 'mini' events which utilise empty spaces and showcase sustainable food at local festivals and major shopping areas.	SFCP, landlords, Meyrick Estates, Castlepoint	2 pop up events delivered	Sustainable food integrated in to existing events and shopping areas.
Produce a sustainable food calendar which incorporates and celebrates key cultural and religious festivals highlighting foods and recipes from all our cultures	SFCP, Dorset Race and Equality Council, Councils	Calendar published and available in hard copy and on-line	The foods and recipes from all our city region cultures are better understood and shared throughout our community.
<i>Pledge 6: Work with planners, institutions and policy-makers to ensure communities can access land, buildings and other resources that enable them to take more control of their food and help tackle food poverty.</i>			
Continue to support the establishment and integration of community groups to take ownership of and improve open spaces for food growing and wildlife	Councils, community groups, DWT - Wildlink	A total of 5 new growing groups established and leasing land from the Council	Community members are working together to build a sense of ownership over areas of land used for food growing and wildlife.
Make representation on and influence planning policy at a local level to increase the amount of growing space available to individuals and community groups	Councils	Space for food growing included in planning application considerations	All new planning applications include an assessment of food growing spaces.

Theme 3: Learning and sharing new skills with others			
<i>Pledge 7: Provide opportunities for everyone to develop food growing, buying and cooking skills that foster community resilience and individual self-reliance.</i>			
Continue to deliver community training on buying, cooking, eating and storing sustainable food, including developing opportunities to eat together and the use of multi-cultural food. Where appropriate focus these on men, looked after children and students.	Vicky Ashley, Dorset Food and Health Trust, Street Wise, Bournemouth Adult Learning, West Howe Community Enterprise, Crime Prevention Board.	A total of 30 training activities delivered to 150 local residents by end of 2015	More people are able to buy, cook, eat and store food confidently and so increase their use of healthy, affordable, sustainable food.
Establish a 'Sustainable Food Ambassadors' initiative which develops cooking and growing links between generations through food – linking those with food knowledge with those wanting to learn	SFCP	10 Ambassadors identified, trained and working within our communities.	Community members are sharing skills and developing greater community connectivity, providing more people with the skills and confidence to grow their own food.
Develop a kitchen equipment recycle/exchange system, taking in unused equipment and providing it to families without.	SFCP, Dorset Reclaim	System established	Families whose cooking is limited by lack of equipment can access the tools they need to become more self-reliant.
Work with our different cultural groups to exchange cookery skills and recipes across cultures and engage with local chefs to deliver cookery classes.	SFCP, Unity and Vision	Monthly open cookery classes taking place across the city region	People are sharing cookery skills and recipes, and valuing food knowledge, providing more people with the skills and confidence to cook.
Develop the 'Adopt a School' initiative linking local chefs and cooks with schools in the city region.	SFCP, Adopt a School	5 schools adopted	Children have a better understanding of nutrition and are more able to cook.
<i>Pledge 8: Provide training throughout the local food supply chain to increase the availability and accessibility of sustainable food.</i>			
Develop and deliver a social enterprise and student leadership and mentoring Programme to encourage students to consider developing new sustainable food enterprises.	Build Self Group	Programme developed and delivered in 5 schools.	Students are more likely to consider sustainable food and the short supply chain as an option for developing enterprising opportunities.
Utilise the training needs analysis of businesses throughout the supply chain undertaken in 2014 to develop a food supply chain training plan.	SFCP, Dorset Food and Drink, Hampshire Fare, New Forest Marque, Kingston Mauward	Training plan developed	The training needs of businesses throughout the supply chain have been identified.
<i>Pledge 9: Provide networking opportunities and exchange of information, support and advice for individuals and organisations working in the food sector.</i>			
Continue to build on the Real Local Flavour initiative to develop and enhance communication and joint working between businesses throughout the food supply chain.	SFCP, Real Local Flavour, Big Dig, Dorset Land Network, Dorset Food and Drink, Hampshire Fare, New Forest Marque	A total of 100 businesses and community groups listed with a further 5 new connections made.	Sustainable food businesses and community gardens are able to communicate effectively and develop joint working.

Theme 4: Surrounded by a prosperous, sustainable local economy

Pledge 10: Encourage a greater number and diversity of food enterprises and jobs, making the most of the areas rich land and sea resources.

Continue to ensure market stalls in the Lower Gardens include a sustainable food offering.	SFCP, Parks and Gardens, community gardens, local producers.	One stall remains exclusively available for sales of sustainable food.	Local, Fairtrade and community growers are able to develop a tourism focused offer and increase their economic sustainability.
Identify district centres interested in hosting a high profile weekly Sustainable Food Market and conduct needs assessment for each centre to develop a market which is appropriate to localised needs.	SFCP, Town/District Centre Managers, Community Neighbourhood Team,	Conduct needs assessments.	The feasibility of developing a consumer focused regular market has been assessed.

Pledge 11: Encourage and enable increased sourcing of healthy and sustainable food from local producers and suppliers, developing short supply chains and keeping value within the local economy.

Building on the success of the 2014 campaign, continue to promote and implement the Fish2Fork rating system across the city region.	Fish2Fork, Marriott Hotel, local businesses	Bournemouth + Poole continue to improve their sourcing of sustainable fish.	An increase in the sourcing and promotion of sustainable fish, with a greater consumer awareness of sustainability issues.
Building on the success of the 2014 campaign work with additional public sector organisations to develop sustainable food sourcing policies.	SFCP, Councils, hospitals, schools	2 further public sector organisations sourcing sustainable food	Sustainable food is being utilised in public sector organisations with opportunities to expand this use being explored.
Develop and promote an identifying mark for outlets to display to inform customers of their use of sustainable food	SFCP, Chambers of Trade and Commerce	A total of 55 outlets displaying the mark by end of 2015.	Consumers recognise the sustainable food city mark and are making purchasing decisions based upon this.
Promote Dorset Food and Drink to relevant businesses in the city region and increase membership	SFCP, Dorset Food and Drink, Trading Standards	A total of 25 new members by end of 2015.	Businesses are using more local products and promoting their use to consumers.
Develop 'Grow to Sell' linking community gardens with businesses and voluntary groups to sell or donate their produce	SFCP – Big Dig, Monty's Lounge, Crumbs, Cherry Tree Nursery	A total of 5 links made by end of 2015.	Community grown products are available through outlets and community gardens have improved their economic sustainability.
Influence local producers to diversify into the production of products which reflect local culture and local needs.	SFCP, Dorset Food & Drink, Hampshire Fare, , NFU	3 producers diversifying their product range.	Local supply more accurately reflects local demand.

Pledge 12: Develop Bournemouth and Poole as a sustainable food destination, engaging tourists and visitors with our food offering.

Continue to develop the city region's participation in Dorset Food Week.	SFCP, Dorset Food and Drink, Tourism Associations	20 businesses participating in 2015.	The city regions tourism sustainable food offer has been increased.
Continue to increase volume of local, sustainable food consumed in visitor accommodation – target self-catering, hotels, B&B	SFCP, Dorset Food and Drink, Hampshire Fare, New Forest Marque	A total of 11 visitor accommodation businesses stocking local products	Visitors experience food from the city region within their accommodation.
Explore the opportunities to develop a sustainable food visitor centre to promote local producers, highlight our food history and celebrate our existing food culture.	SFCP, Bournemouth Tourism, Poole Tourism, Councils, BU.	Feasibility study completed	The opportunity to develop a major local food visitor has been explored.

Theme 5: Within a thriving and diverse marine and land based environment

Pledge 14: Utilise green space and brownfield sites in and around Bournemouth and Poole to produce food for local people, build our resilience to flash flooding increase biodiversity and enable urban cooling.

Continue the coordination of potential food growing sites	SFCP, Planning, Parks and Gardens, private land owners, Dorset Wildlife Trust, Dorset Local Nature Partnership	20 potential sites coordinated	Food growing sites have been identified and coordinated to meet identified need.
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Pledge 15: Enable food to be produced, processed, distributed and disposed of in ways that minimise both its local and global ecological footprint.

Work with 'Love food, hate waste' to develop guidelines for reducing food waste and deliver 'Compost and Recycling' learning events to enable schools, businesses and community groups to compost more waste food products	Love food, hate waste	Develop guidelines for reducing food waste. 8 learning opportunities delivered	Individuals have the skills and confidence to reduce their food waste, compost and recycle.
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Pledge 16: Work to reduce food packaging and minimise the use of plastic bags

Launch and support the 'Too good to waste' scheme for customers to take home food waste for consumption, garden compost, wormery or to feed the dog.	Sustainable Restaurant Association, SFCP, BU, Bournemouth and Poole College.	20 restaurants offering the 'Too good to waste' service	Consumers are aware of the scheme and choosing to take home and make use of their excess food.
Organise 'clean-up' days for communities to come together and clear their green, forest and beach spaces of food packaging waste	AFC Bournemouth Community trust, SFCP, commercial sponsor, Litter Free Coast & Sea	4 clean-up days organised per year	Community spaces are clean tidy and communities have a greater sense of ownership of them.

Theme 6: Working to improve understanding, knowledge sharing and innovation

Pledge 17: Develop regional, national and international links to learn from, work with and exchange experience with others.

Attend all events and play an active role in the Sustainable Food City movement	SFCP	Attendance at all events	The city region is embedded in the network.
Identify and explore potential joint sustainable food projects and research opportunities with partners in the UK and across Europe	SFCP, Dorset Food and Drink, Bournemouth University	1 joint project opportunity identified and developed	Opportunities for delivering projects with new UK and EU partners progressed.

Pledge 18: Identify and engage with research opportunities which build understanding of the sector and support its sustainable growth.

Commission a report which explores how our city region could feed itself and use this report to develop a Sustainable Food Strategy	SFCP	Report completed	Report is disseminated and is utilised to develop the sustainable food strategy for 2017 – 2020.
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Pledge 19: Encourage and embrace innovation, exploring new ways of solving existing challenges.

Identify and research sustainable food city initiatives from other areas such as food co-ops, to share best practice with SFC partners	SFCP, Bournemouth University	Best practice identified and disseminated	The Partnership has learnt from and shared relevant best practice.
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Pledge 20: Disseminate good practice and relevant experience as widely as possible to contribute to the shared understanding of sustainable food.

Develop case study reports of SFCP activities and disseminate these as widely as possible via members, stakeholder groups and the SFCP virtual hub.	SFCP	All SFCP activities captured as case studies and available to all interested parties	The Partnership has collected and evaluated examples of its work and disseminated these to promote its work.
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Year 3 – 2016: Moving forward with aspirations and innovations

Having consolidated and grown existing work whilst improving the policy environment for sustainable food activity the Partnership will look to move forward. Year three will herald a step change, encouraging Partnership members to think creatively about initiatives that could be brought forward and to focus on larger, flagship projects which will have a significant impact on the city region and its communities. The final year of this second phase will also be a time of review and reflection to enable the Partnership to learn lessons, recognise best practice and move forward into a long term future which ensures Bournemouth and Poole's status as a Sustainable Food City region.

The actions to be delivered throughout year 3 are detailed below under the Partnership's six themes.

Theme 1: Feeling healthy and nourished with equitable access to sustainable food

Action	Partners	Proposed target	Outcomes
<i>Pledge 1: Ensure residents, visitors and tourists are able to access affordable, healthy sustainable food.</i>			
Update and publish an interactive directory of local sustainable food suppliers and outlets, including cultural aspects of food and Fairtrade, and signposting existing web directories. Seek opportunities for also delivering this through a mobile app.	Sustainable Food City Partnership (SFCP), EHOs, Trading Standards, Corporate Comms, Bournemouth University.	Interactive map updated – web based and hard copy if possible. Mobile app. In the development stage.	Residents, visitors and tourists have the information they need to locate and access affordable, healthy, sustainable food.
<i>Pledge 2: Raise awareness of the importance of a nutritious, balanced diet and support people to make better food choices.</i>			
Deliver annual awareness raising campaigns based on a clear understanding of consumer motivations, drivers and behaviours which support people to make better food choices	SFCP, dependent on theme of campaign.	Annual campaign delivered.	Dependent on theme of campaign.
Identify and work to support the integration and strategic management of complimentary awareness raising campaigns being delivered by SFCP members and partner organisations	SFCP, Dorset Food & Health Trust	Provide support to a minimum of two additional campaigns	Associated food and healthy eating campaigns are strategically managed to ensure they have the greatest impact possible.
Continue to work with Council departments and Bournemouth and Poole Public Health to ensure healthy eating and sustainable food is included in all health strategies within the area.	SFCP	Healthy eating and sustainable food included within all health strategies when updated	The importance of healthy eating and sustainable food is widely recognised within the public sector as a key preventative health measure.
<i>Pledge 3: Develop a wide range of community growing and other food related activities to improve physical and mental health in people of all ages.</i>			
Continue to develop new growing spaces in district centres, senior living schemes and within accommodation provided for transient families	SFCP, Councils, residents associations & residents.	A total of 6 new growing spaces established by end of 2016	Growing spaces and the associated health benefits are made available to those least able to access them through conventional options.

Continue to use the mapping information identified through pledge 14 to coordinate and match available food growing spaces with interested community groups to deliver new community growing spaces.	SFCP, Councils, Neighbourhood Development Teams, land owners, Eco Sustainable Solutions.	A total of 20 new growing spaces established by end of 2016	A substantial increase in the number of individuals and community groups having access to growing spaces and the associated health benefits.
Continue targeted and strategic promotion of all new and existing community growing spaces to increase the number of regular community garden users	SFCP, community garden groups, Transition Towns, Parks and Gardens.	Total of 120 new garden users involved in community growing by end of 2016	An increase in the number of individuals actively using the available community growing spaces and benefiting from the associated health benefits.
Utilise the business plan developed in 2015 to source funding for a 'Future Proof City Farm' run on permaculture principles, demonstrating a range of economic diversifications and established as a social farm to support those members of our community most in need.	SFCP, Bournemouth Council, Future Roots, Federation of City Farms, Bournemouth 2026, Dorset Food & Health Trust	Funding secured	Funding secured for the city farm and the project set to commence.

Theme 2: Living in a close knit community where everyone is valued

Pledge 4: Support local food initiatives that bring communities together and help them to improve their neighbourhoods

Continue to create opportunities for work place volunteering within existing and new community gardens, using experience from 2014 and 2015 to modify activity.	SFCP, Council Volunteering Framework, Bournemouth 2026, LV, Marriot Hotel.	A total of 125 new volunteering opportunities created by end of 2016.	Individuals who may not otherwise have experienced community growing have had the opportunity to volunteer in a garden.
Utilise the results of the feasibility study to develop a community café in the city region.	SFCP, Neighbourhood Development Officer, community groups, Parks and Gardens	Community café opened.	A community café functioning as a hub within the community to support awareness of and access to affordable, healthy, sustainable food.
Utilise the results of the feasibility study to develop a community shop in the city region.	SFCP, Neighbourhood Development Officer, community groups	Community shop under development.	An innovative shop owned and run by the community is under development in the city region.
Utilising the needs assessment carried out in 2015, establish sustainable food market sites in Kinson and one other outlying areas.	Neighbourhood Development Officer, Country and producer Markets	Two new sustainable food market concepts have been developed taking into account local need.	Sustainable food is more accessible in outlying areas of the city region.

Pledge 5: Promote and celebrate the food and culinary traditions of all cultures through a variety of public events and festivals

Continue to work with festivals and Council events contracts to support greater use of sustainable food with a global flavour 'Locally global'	Bournemouth Food and Drink Festival, Poole's Thai Festival, Bournemouth Air Festival.	3 festivals increasing their use of sustainable food	Festival organisers in the city region understand the importance of sustainable food and increase its use
Continue to deliver sustainable food and drink 'mini' events which utilise empty spaces and showcase sustainable food at local festivals and shopping areas.	SFCP, landlords, Meyrick Estates, Castlepoint	A total of 4 pop up events delivered by end of 2016	Sustainable food integrated in to existing events and shopping areas.
Update the sustainable food calendar which incorporates and celebrates key cultural and religious festivals highlighting foods and recipes from all our cultures	SFCP, Dorset Race and Equality Council, Councils	Calendar published and available in hard copy and on-line	The foods and recipes from all our city region cultures are better understood and shared throughout our community.
Research the feasibility of a community run catering van, developed as a social enterprise available to communities to cook and sell sustainable food at events. Supported by local chefs & encouraging catering training opportunities.	SFCP, Councils, community groups, Bournemouth and Poole College, Dorset Race and Equality Council	Feasibility of a community catering van assessed	The opportunity to develop a community social enterprise has been explored.

Pledge 6: Work with planners, institutions and policy-makers to ensure communities can access land, buildings and other resources that enable them to take more control of their food and help tackle food poverty.

Continue to support the establishment and integration of community groups to take ownership of and improve open spaces for food growing and wildlife	Councils, community groups, DWT - Wildlink	A total of 7 new growing groups established and leasing land by end of 2016	Community members are working together and have built a sense of ownership over areas of land.
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Theme 3: Learning and sharing new skills with others

Pledge 7: Provide opportunities for everyone to develop food growing, buying and cooking skills that foster community resilience and individual self-reliance.

Continue to deliver community training on buying, cooking, eating and storing sustainable food, including developing opportunities to eat together and the use of multi-cultural food. Where appropriate focus these on men, looked after children and students.	Vicky Ashley, Dorset Food and Health Trust, Street Wise, Bournemouth Adult Learning, West Howe Community Enterprise, Crime Prevention Board.	A total of 40 training activities delivered to 200 local residents by end of 2016	More people are able to buy, cook, eat and store food confidently and so increase their use of healthy, affordable, sustainable food.
Work with our different cultural groups to exchange cookery skills and recipes across cultures and engage with local chefs to deliver cookery classes.	SFCP, Unity and Vision	Monthly open cookery classes taking place across the city region	People are sharing cookery skills and recipes, and valuing food knowledge, providing more people with the skills and confidence to cook their own food.
Develop the 'Adopt a School' initiative linking local chefs and cooks with schools in the city region.	SFCP, Adopt a School	A total of 15 schools adopted by end of 2016	Children have a better understanding of nutrition and healthy food, are more able to cook and feel inspired to explore food as a career option.
Explore the opportunity to establish a lifelong learning centre for sustainable food delivering courses for tourists, chefs and the local community.	Marriott Hotel, SFCP, Bournemouth & Poole College, Bournemouth University	The feasibility of establishing a centre assessed	The city region has developed the opportunity to establish a lifelong learning centre.

Pledge 8: Provide training throughout the local food supply chain to increase the availability and accessibility of sustainable food.

Develop and deliver a social enterprise and student leadership and mentoring Programme to encourage students to consider developing new sustainable food enterprises, including school children, students and children's centres.	Build Self Group	Programme delivered in a total of 15 schools by end of 2016.	Students are more likely to consider sustainable food and the short supply chain as an option for developing enterprising opportunities.
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Pledge 9: Provide networking opportunities and exchange of information, support and advice for individuals and organisations working in the food sector.

Continue to build on the Real Local Flavour initiative to develop and enhance communication and joint working between businesses throughout the food supply chain.	SFCP, Real Local Flavour, Big Dig, Dorset Land Network, Dorset Food and Drink, Hampshire Fare, New Forest Marque	A total of 150 businesses and community food growing activities listed with a further 20 new connections made by end of 2016.	Sustainable food businesses and community gardens are able to communicate easily and effectively together, developing opportunities to work together to develop the sector.
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Theme 4: Surrounded by a prosperous, sustainable local economy

Pledge 10: Encourage a greater number and diversity of food enterprises and jobs, making the most of the areas rich land and sea resources.

Continue to ensure market stalls in the Lower Gardens include a sustainable food offering.	SFCP, Parks and Gardens, community gardens, local producers.	One stall remains exclusively available for sales of sustainable food.	Local, Fairtrade and community growers are able to develop a tourism focused offer and increase their economic sustainability.
Utilise the needs assessment conducted in 2015 to develop a sustainable food market which is appropriate to localised needs.	SFCP, Town/District Centre Managers, Community Neighbourhood Team,	Establish a minimum of one market	A consumer focused regular market is established which increases access to and awareness of sustainable food and activities in the city region.
Explore the opportunities to overcome the obstacles associated with local food distribution in Dorset and Hampshire to enable an increase in the volume and diversity of local food available in the city region.	SFCP, Kingston Mauward, Dorset Food and Drink, Hampshire Fare.	The feasibility of a local food distribution initiative has been explored	Opportunities to improve distribution of local food have been explored and identified to increase the volume and diversity available for sale.

Pledge 11: Encourage and enable increased sourcing of healthy and sustainable food from local producers and suppliers, developing short supply chains and keeping value within the local economy.

Building on the success of the 2014 campaign continue to promote and implement the Fish2Fork rating system across the city region to assess and then work to improve our sustainable fish sourcing.	Fish2Fork, Marriott Hotel, local businesses	Bournemouth + Poole continue to improve their sourcing of sustainable fish. Poole achieves Blue Fish status.	An increase in the sourcing and promotion of sustainable fish across the city region, with a greater number of consumers asking how products have been sourced.
Continue to work with additional public sector organisations to develop sustainable food sourcing policies and increase the amount of sustainable food utilised.	SFCP, Councils, hospitals, schools	A total of 3 further public sector organisations sourcing sustainable food by end of 2016	Sustainable food is being utilised in public sector organisations with opportunities to expand this use being explored.
Develop and promote an identifying mark for outlets to display to inform customers of their use of sustainable food	SFCP, Chambers of Trade and Commerce	A total of 100 outlets displaying the mark by end of 2016.	Consumers recognise the sustainable food city mark and are making purchasing decisions based upon this.
Promote Dorset Food and Drink to relevant businesses in the city region and increase membership	SFCP, Dorset Food and Drink, Trading Standards	A total of 50 new members by end of 2016.	Businesses are using more local products and promoting their use to consumers.
Develop 'Grow to Sell' linking community gardens with businesses and voluntary groups to sell or donate their produce	SFCP – Big Dig, Monty's Lounge, Crumbs, Cherry Tree Nursery	A total of 7 links made by end of 2016.	Community grown products are available through outlets and community gardens have improved their economic sustainability.
Work with existing local food schemes to encourage the sharing of resources, skills and knowledge.	SFCP, New Forest Marque, Dorset Food and Drink, Hampshire Fare	Local food schemes have integrated activities.	Local food provenance organisations are working effectively together.
Work with the new BU Student Union to support actions to develop sourcing of local products and embed	SFCP, BU, BAHA	BU Student Union has developed a sustainable	The BU Student Union is pioneering in its use and promotion of sustainable food.

sustainable food as a learning opportunity across BU courses.		food sourcing policy.	
<i>Pledge 12: Develop Bournemouth and Poole as a sustainable food destination, engaging tourists and visitors with our food offering.</i>			
Continue to develop the city region's participation in Dorset Food Week.	SFCP, Dorset Food and Drink, Bournemouth Tourism, Poole Tourism	30 businesses participating in 2016.	The city regions tourism sustainable food offer has been increased.
Continue to increase volume of local, sustainable food consumed in visitor accommodation – target self-catering, hotels, B&B	SFCP, Dorset Food and Drink, Hampshire Fare, New Forest Marque	A total of 20 visitor accommodation businesses stocking local products	Visitors experience food from the city region within their accommodation.
Based on the feasibility study begin the process of developing a business plan to develop a sustainable food visitor centre utilising an iconic food relevant site to promote local producers, highlight the food history of the area and celebrate our existing food culture.	SFCP, Bournemouth Tourism, Poole Tourism, Councils, BU.	Business planning commenced	The opportunity to develop a major local food visitor has been explored and pursued.

Theme 5: Within a thriving and diverse marine and land based environment			
<i>Pledge 15: Enable food to be produced, processed, distributed and disposed of in ways that minimise both its local and global ecological footprint.</i>			
Work with 'Love food, hate waste' to develop guidelines for reducing food waste and deliver 'Compost and Recycling' learning events to enable schools, businesses and community groups to compost more waste food.	Love food, hate waste	Develop guidelines for reducing food waste. A further 5 learning opportunities delivered	Individuals have the skills and confidence to reduce their food waste, compost and recycle.
Encourage the minimisation of packaging throughout the supply chain, raising awareness of the cost savings that can be made.	Love food, hate waste, SFCP	15 businesses have reduced their packaging	Less packaging is being used, decreasing the volume at land fill and recycling centres.
<i>Pledge 16: Work to reduce food packaging and minimise the use of plastic bags</i>			
Continue to support the 'Too good to waste' scheme for customers to take home food waste for consumption, garden compost, wormery or to feed the dog.	Sustainable Restaurant Association, SFCP, BU, Bournemouth & Poole College.	A total of 30 restaurants offering the 'Too good to waste' service by end of 2016	Consumers are aware of the scheme and choosing to take home and make use of their excess food.
Organise 'clean-up' days for communities to come together and clear their green, forest and beach spaces of food packaging waste	AFC Bournemouth, SFCP, commercial sponsor, Litter Free Coast & Sea	4 clean-up days organised per year	Community spaces are clean tidy and communities have a greater sense of ownership of them.
Theme 6: Working to improve understanding, knowledge sharing and innovation			
<i>Pledge 17: Develop regional, national and international links to learn from, work with and exchange experience with others.</i>			
Attend all events and play an active role in the Sustainable Food City movement	SFCP	Attendance at all events	The city region is embedded in the network.
Develop joint sustainable food project and/or research opportunity with partners in the UK and across Europe	SFCP, Dorset Food and Drink, Bournemouth University	1 joint project opportunity delivered	Opportunities for delivering projects with new UK and EU partners secured.
<i>Pledge 19: Encourage and embrace innovation, exploring new ways of solving existing challenges.</i>			
Identify and research sustainable food city initiatives from other areas such as food co-ops, to share best practice with SFC partners	SFCP, Bournemouth University	Best practice identified and disseminated	The Partnership has learnt from and shared relevant best practice.
<i>Pledge 20: Disseminate good practice and relevant experience as widely as possible to contribute to the shared understanding of sustainable food.</i>			
Develop case study reports of SFCP activities and disseminate these as widely as possible via members, stakeholder groups and the SFCP virtual hub.	SFCP	All SFCP activities captured as case studies and available to all interested parties	The Partnership has collected and evaluated examples of its work and disseminated these to promote its work.

Process as well as projects

The Bournemouth and Poole Sustainable Food City Partnership also recognises the importance of developing the Partnership and the processes required to underpin successful delivery of projects. With this in mind a series of process related activities will also be delivered, focusing on the first year of activity to ensure the best start for all the activities laid out within this Action Plan.

Process theme 1: Development of the Sustainable Food City Partnership				
Action	Activities	Partners	Proposed target	Outcomes
Activity 1: Build a balanced and inclusive Partnership which takes ownership of sustainable food across the city region as a vehicle for positive change				
Raise awareness of the SFCP and encourage the take up of membership by a broad range of stakeholders and community members	<ul style="list-style-type: none"> a. Develop an identity for the SFCP. b. Produce promotional material to raise awareness of the Partnership. c. Create and manage social media accounts. d. Develop and implement a communication campaign which compliments the annual campaigns. 	SFCP	300 members during 2014 800 members by end 2015 1,200 members by end 2016	The Partnership has become a robust member led organisation.
Formalise the Partnership into an independent structure to deliver the sustainable food agenda in the long term	<ul style="list-style-type: none"> a. Explore potential structures and provide recommendations to the Partnership Board. b. Draft the key organisational documentation for Board approval. c. Establish formal structure. 	SFCP	Structure established	A long term organisation is established to take the Sustainable Food City agenda forward.
Ensure the Action Plan links with all relevant public health and Council strategies	<ul style="list-style-type: none"> a. Identify all the public health and council strategies with which the Action Plan should be linked or whose outputs it should reflect. b. Work with the individual departments to raise awareness of the Partnership and the sustainable food agenda. c. Adopt key outputs from relevant strategies. d. encourage the inclusion of the Partnerships work within relevant strategies. 	SFCP	Necessary links made	Where appropriate the Action Plan reflects Council and public health strategies and outputs.
Activity 2: Deliver facilitated networking to bring together individuals and groups around issues of sustainable food				
Encourage and support networking between different groups and individuals working in similar areas.	<ul style="list-style-type: none"> a. Identify a series of themes which would be supported by additional networking. b. Develop mini 'events' to bring people together around these themes and explore how the SFCP might enable their work. c. Create vehicles for on-going networking after the meetings to facilitate continued discussions. d. Build these groups into the SFCP's Thematic Working Groups 	SFCP, Councils, Chambers of Trade and Commerce.	A minimum of four networking groups established.	Sustainable food stakeholders are working more effectively together.

Activity 3: Ensure the activities of the Partnership are appropriately monitored and evaluated to ensure lessons are learnt and best practice can be shared				
Develop a robust monitoring and evaluation system to measure the progress of the SFC Action Plan with full annual reviews undertaken	<p>a. Establish appropriate monitoring and evaluation systems for each project with a central system in place for providing universal data.</p> <p>b. Ensure monitoring and evaluation systems are in place for each activity and both quantitative and qualitative information collected.</p> <p>c. Report the results at every Board meeting with more complete annual reviews undertaken.</p> <p>d. Modify and adapt the Action Plan as and when required.</p>	SFCP,	Monitoring and evaluation systems established, annual reviews undertaken	The progress of the Action Plan has been monitored, evaluated and necessary updates made.
Develop a 'wellbeing measure' which enables people to assess their own wellbeing through Sustainable Food City Initiatives	<p>a. Work with public health to research and establish a set of well-being indicators.</p> <p>b. Develop these indicators into a self-assessment tool.</p> <p>c. Pilot the tool and make changes if necessary.</p> <p>d. Use the tool to support the assessment of the SFCP's impact on well-being in the city region.</p>	SFCP, Public Health	Wellbeing measure developed and completed by participants wherever possible	The impact of the SFC Programme on participants sense of wellbeing is better understood.