



Leeds Food Strategy

A *U*rban *F*ood *J*ustice (workshop 8) and Feed Leeds joint event

5th September, Skelton Grange Environment Centre (TCV), Leeds

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Introduction

Urban Food Justice: a social platform on urban agriculture

What is a social platform on urban agriculture?

How does this relate to Feed Leeds?

What have we done so far?

Urban Food Justice: a social platform on urban agriculture

1. Launch and envisioning UA (20th September)
2. Land access (November)
3. Soil quality and soil improvement (December)
4. Edible landscapes, food for free (February)
5. Gardening, health and community cohesion (April)

Interim public evaluation (April)

Urban Food Justice: a social platform on urban agriculture

6. Urban metabolism and agro-ecology (June)
7. Economic viability of urban agriculture (July)
8. Leeds Food Strategy workshop (5th September)
9. Concluding event (16th October, world food sovereignty day) and Feed Leeds AGM

Workshop 8: Leeds food strategy

Is it the right time to look at how Leeds feeds itself?

Can we bring the old Leeds Food Strategy back to life?

How can we integrate and update it? What new priorities can we identify?

Is there enough commitment to bring this process forward?

What can we learn from other cities?

What resources and opportunities can help this process?

Agenda

- | | |
|-----------|--|
| 1.00-1.15 | Chiara Tornaghi: Welcome and Introduction: why discussing a food strategy for Leeds? |
| 1.15-1.35 | Chiara Tornaghi: Food charters, food strategies and food policy councils: what are they and how they work |
| 1.35-2.00 | Andy Goldring: Feed Leeds and the Leeds Food Strategy |
| 2.00-2.30 | Open debate and questions |
| 2.30-2.45 | Coffee break |
| 2.45-4.00 | Workshop: small group discussions |
| 4.00-4.15 | Summary from the groups and conclusions |

Urban Food strategies: an overview

Food charters, food strategies and food policy councils: what are they and how they work

Why do we need food strategies and sustainable food planning?

- 70-80% population in urban areas
- Cities take for granted that food will arrive ...
- ...despite growing vulnerability of global agriculture and food supply systems
- Food prices increase...
- ... rising vulnerability of access to food among urban populations
- Increased food poverty: 350,000 people used food banks in the last year in UK; 75,000 children in food poverty only in London; asylum seekers in chronic food poverty
- Increased food riots and food-related disease (obesity, diabetes)

Some European examples

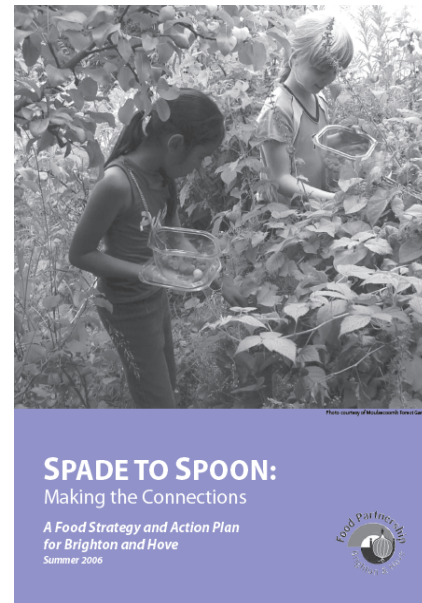
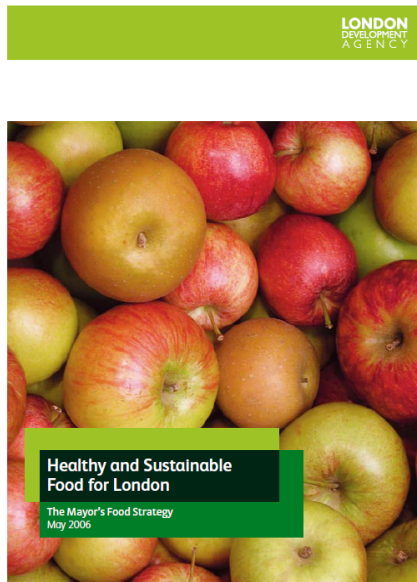
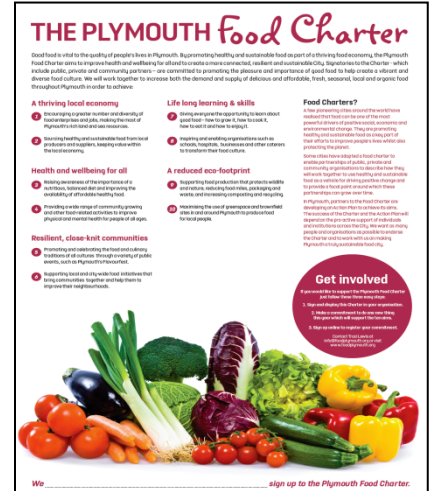
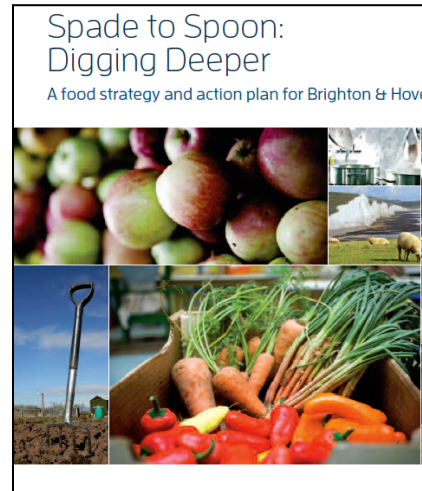
Malmö, Sweden



A Sustainable development food policy (2010): Reduce 40% greenhouse gas emissions by 2020 by sourcing school meals more sustainably (less meat, more organic and local veg)

Some British examples

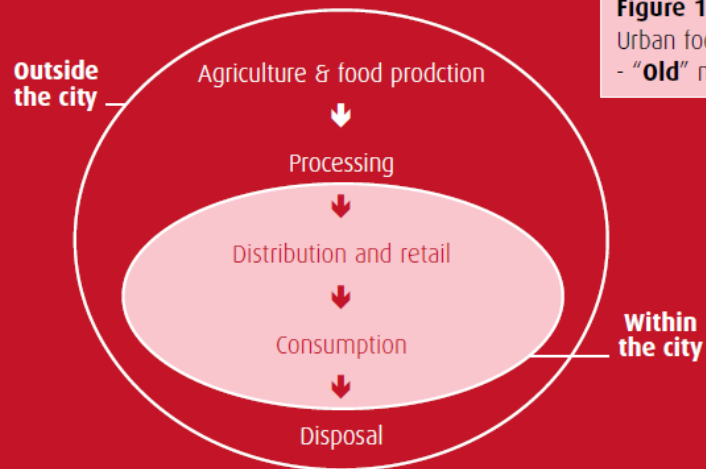
Plymouth, Newcastle, London, Camden, Manchester, Brighton, Bristol: food charters, strategies, provision assessment and food policy councils



What is an urban food strategy?

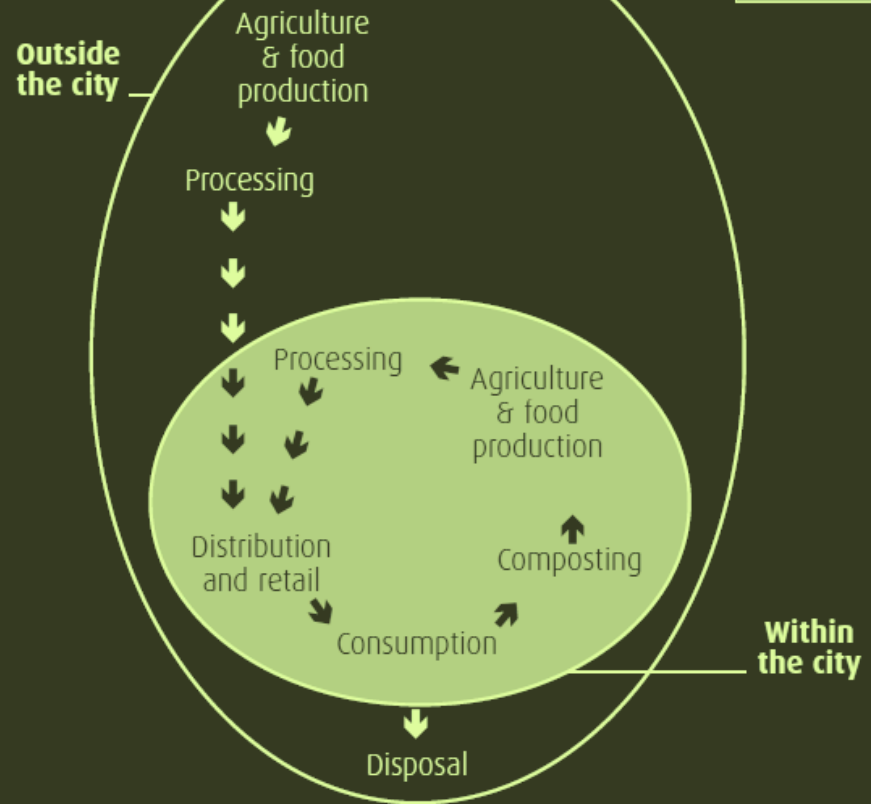
- *A strategy* on how a city envisions change in the food system and how it tries to achieve it
- Holistic view of the food system:
 - horizontal dimensions of food: health, environment, economy, cultural aspects, education...
 - Vertical dimensions: food growing, processing, storage, transport, retail, buying, waste...
- Developed by a mix of actors: politicians, policy makers, business, civil society. Bottom up or top down initiated
- Written down steps: food charters, action plans or detailed food strategies

[Foodlinks]



← **Old**

New →



[from Manchester Food Strategy, 2007]

Targeted areas for action

Thematic fields:

- **Health and wellbeing** (access healthy food, increase healthy diets...)
- **Environment and eco-footprints** (access land for food growing, reduce waste, reduce greenhouse gas related to food consumption, transport and production;)
- **Thriving local economy, regeneration and community development** (produce locally, strengthen local economy, sustain food hubs...)
- **Social and cultural aspects** (promote local food culture, promote social cohesion through food growing...)
- **Food security and social justice** (fairness in the whole food chain, fight food poverty, global fairtrade ...)
- **Learning/empowerment** (bring food sovereignty, re-skill individuals in food growing and food cooking...)

[Foodlinks]

Main instruments for change

- **Municipal legal and financial** instruments (i.e. planning, taxes, subsidies, regulation, public spending)
 - Public procurement
 - Designating land
 - Communal infrastructure
- **Communication** strategies (raising awareness, campaigning)
- Developing **concrete initiatives** (urban agriculture, food hubs for short food supply chains, farmers markets)



How to develop a strategy

- **Map stakeholders**, clarify and understand their motivation
- Plan **participatory processes** and facilitation (restricted vs wider discussions), ensure inclusions and “ownership” of the strategy
- **Develop a governance structure** to increase resilience against political engagement and fluctuation of community engagement → great role of Food Policy Councils
- **Assess the current food system**
 - Existing food policies
 - Current food system (horizontal and vertical dimensions)
- Develop an **action plan**

Defining an action plan: the examples of Manchester (2007) and Brighton (2012)

The Food Futures Strategy will contribute to these by:

Employment and Local Economy	Reducing unemployment and incapacity through social enterprise and healthy eating.
Health	Tackling the major killers - heart disease and cancer - with better diet.
Crime and Disorder Reduction	Reducing anti-social behaviour with improved diet and nutrition.
Children and Young People	Improving concentration and attainment levels and reducing sickness absence from school through improving children's diets.
Sustainable Neighbourhoods	Improving the environment by growing food locally and reducing 'food miles'. Increasing recycling and reducing packaging, using food retail to promote neighbourhoods of choice.
Culture and Community Cohesion	Promoting the city as a food destination for visitors. Using food to encourage better cross-cultural understanding and community cohesion.
Community Engagement	Increasing participation in community food projects and growing.
Transport	Reducing car journeys by promoting neighbourhood food shopping.

Level of control



Degree of influence



Factors influencing each stage of the system	Extent to which, and ways in which, these factors can be locally Controlled	Extent to which, and ways in which, these factors can be locally Influenced
FOOD PRODUCTION Regulations and policy re-farming - e.g. CAP	None	Very little influence locally other than through lobbying. Possibly via NW networks such as North West Health Brussels Office.
Levels of skill in agriculture and horticulture	None	Manchester Wholesale Market Project is seeking to develop new skills and opportunities for rural producers. Could run adult education classes, either independently or as part of a broader food project, possibly subsidised to encourage take-up.
Available land	Council and NHS own some land in the city, and could conceivably purchase more. Perhaps some could be made available for growing food.	There are substantial regeneration schemes over which the Council has influence - identifying land for growing food within these could be part of the overall approach to regeneration in the city.
Market structure - e.g. demands from buyers, competition law.	None	Purchasing power, e.g. direct buying from local suppliers. Potentially significant regionally if all public procurement worked together, though there may be legal barriers.
PROCESSING Industry perceptions of consumer demand	None	Corporate consumers can make explicit demands about reducing processing and packaging and reducing salt, fat and sugar content. Challenging industry to acknowledge how it shapes demand, not simply responds to it.
Legislation - e.g. about hygiene and food preservation	None	Environmental health oversees enforcement of some aspects of legislation in food processing. Local authority also influences implementation of other legislation such as traceability requirements.
Profit motive	None for most companies, however, social enterprises could be established aimed at providing high quality produce without a profit motive.	Purchasing power, e.g. explicitly buying high quality, little-processed foods.

[from Manchester Food Strategy, 2007]

Objective	Priorities
<p>Food security and access</p> <p>To improve access to a wide range of high quality fresh food across the whole city, geographically and by social group.</p>	<ul style="list-style-type: none"> ● Gain a better understanding of food geography in the city ● Establish community food enterprises / business support to food retailers in all known food deserts, including crime reduction initiatives ● Establish a pattern of commercial food retailing that brings it back to the heart of local communities
<p>Food production</p> <p>To establish local food growing as a valuable contributor to health, the environment and the local economy</p>	<ul style="list-style-type: none"> ● Develop links to planning to support access to land for agriculture ● Ensure improvements in community allotments ● Ensure that community food enterprises are financially sustainable in the long term

[from Manchester Food Strategy, 2007]

Role of different actors

Food retailers

Food retailers are clearly one of the most important parts of the picture locally. They decide where to establish shops, what to stock, and how much it costs. Current retail policy has great benefits for providing a huge range of products, and can generate cheaper products in some cases.

However, it also creates food deserts. Changes to retail policy could have a substantial impact on the future of food in the city.

Trading Services

Manchester City Councils Trading Services has many contributions to make to the strategy. Manchester Fayre, as the school meal provider to 174 nursery, primary, special and secondary schools in Manchester, has access to a captive audience to reinforce healthy eating messages.

In addition to providing a meal that meets nutritional standards and legislation, Manchester Fayre is proactive in promoting healthy eating and works in partnership with head teachers, governors and parents to address current health concerns.

Hospital Trusts

Hospitals provide thousands of meals each year, which could be improved so that they provide a more healthy balance. They also have purchasing power which could be used to buy local produce where possible.

Leisure services and facilities

Good diet and high levels of physical activity are both important for health. Leisure services contribute towards the latter; they could also contribute towards the former through consideration of the snacks and drinks that are sold. Any work with children could also consider using healthy food rather than sweets as prizes.

Manufacturers

Food manufacturers play a key role in shaping consumer choice through product development and marketing. While this is more of an issue at a national than a local level, this sector has a substantial role in developing healthier products, in honest labelling and packaging, and through advertising to shape consumer demand.

Media

The role of the media in creating a local food culture is crucial. The media acts as an advertising medium, whether this is explicit (as in the case of paid advertisements) or unintentional (through storylines, backgrounds, etc). It is also a means of educating about what constitutes healthy eating.

Primary Care Trust

The PCT has the opportunity to influence diet through the Dietetics Service, which works in particular with those at the highest risk of ill health because of their diet, and through community development activity. The PCT Director of Public Health has a key role in developing local health improvement strategies which stress the importance of food and health as an underpinning factor in preventing problems such as obesity, diabetes and heart disease.

The Public Health Development Service runs the Healthy Schools Scheme, the Community Health Trainers Programme and co-ordinate activity on food and mental health.

Restaurant trade

Eating out is becoming ever more common, and adds considerably to the range of food people eat and the pleasure they get from it; however, it tends to be higher in fat than food eaten at home. The restaurant trade could be a major player in creating a culture of healthy eating through promoting healthy menus, including using healthier ingredients and having a greater emphasis on vegetarian options.

Local Employers

Local employers have an important role to play in encouraging healthy eating and in providing healthy choices in canteen facilities (where relevant). Good food is fundamental to good health and good health is the basis of a productive workforce.

Urban Planning / Regeneration

Last in this list, but certainly not in importance, is urban planning and regeneration. Both have key roles to play by developing planning policy which favours local retailers over the development of large supermarket sites, and which encourages the development of urban agriculture at a local level.

Structure grid

VISION

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

Delivery of OUTCOMES contributes to realisation of the VISION

Outcomes

Reduce the number of people with diet related ill health	Reduce the number of people living in food poverty	Strengthen communities by engaging people in communal activities around food	Make the city economically resilient and develop skills in a vibrant and sustainable food economy	Reduce the amount of food-related waste and make waste a resource	Reduce greenhouse gas emissions related to the food system	Respect biodiversity and the limits of our natural resources	Ensure that food is at the heart of planning and policy work
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Achieving the AIMS contributes to delivery of the OUTCOMES

Aims

AIM 1

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

AIM 2

All residents have better access to nutritious, affordable, sustainable food

AIM 3

The city has a vibrant, sustainable food economy of thriving local businesses, local products and employment opportunities

AIM 4

Public organisations have healthy, ethical and environmentally responsible food procurement policies and practices

AIM 5

More food consumed in the city is grown, produced and processed locally using methods that protect biodiversity and respect environmental limits

AIM 6

Waste generated by the food system is reduced, redistributed, reused and recycled

AIM 7

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

AIM 8

High-quality information, support and training on sustainable food and nutrition issues is readily available, and there are networking opportunities to encourage links between sectors

AIM 9

Local policy and planning decisions take into account food issues, and the city is engaged with national campaigns

[from Brighton & Hove Food Strategy 2012]

Example of detailed Action plan

AIM 6 Waste generated by the food system is reduced, redistributed, reused and recycled

6.1 Minimise the amount of avoidable food waste by educating, raising awareness and building networks.	
Deliver a community-based education and skills programme linked to the national initiative 'love food: hate waste' (secure funding to continue the existing scheme by May 2012).	BHCC Cityclean, BHFP
Support and promote schemes that make use of excess produce including Harvest's Scrumping Project (unwanted fruit picked and juiced) and harvest-share scheme for allotment holders.	Permaculture Trust, Allotment Federation
Extend the use of FareShare across food-processing organisations and supermarkets in the city (secure on-going funding for FareShare).	FareShare, food processing organisations, supermarkets
Supermarkets promote food waste reduction habits to shoppers.	Supermarkets
Hotels, restaurants, cafes and workplace canteens develop, implement and improve their food waste minimisation programmes.	Local cafes, restaurants and hotels
Work with schools and universities on food waste reduction programmes.	BHCC Environmental Education
Produce information and guidance on leftover food at events linked to food safety messages.	BHFP, BHCC Food Safety Team

[from Brighton & Hove Food Strategy 2012]

Leeds food strategy: background and summary

- Developed in 2006 by LCC, initiative taken by Environmental Health/Healthy Leeds Initiative
- Three main strands:
 - Access and choice
 - Food hygiene
 - Environmental sustainability
- Initiators have moved on since
- Attempt to update it in 2010 (strand 3 needed further development), then abandoned
- Today the Office of the Director of Public Health is still working at Strand 1 of the strategy (Healthy food access).

Leeds food strategy: demand for resuscitation?

- I will report the outcomes of today's discussions to the Office of the Director of Public Health
- As Feed Leeds we are available to facilitate and steer this *process*
- The 16th of October we aim to consolidate a food strategy working group

(some) references and resources

- European research project on food strategies (Foodlinks), Brochure on Urban food strategies, available here: <https://knowledgehub.local.gov.uk/group/foodlinksurbanfoodstrategies/grouphub>
- UK interdisciplinary research on poverty, data on urban poverty: <http://www.poverty.ac.uk/tags/food-poverty>
- US view on UK food policy councils: <http://www.markwinne.com/uk-keen-on-food-policy-councils/>
- Dig for victory picture: <http://www.greeningofgavin.com/2012/07/dig-for-victory.html>
- Bristol food charters, strategy, assessment and food policy council: <http://www.bristol.gov.uk/page/food-policy-bristol-and-food-charter> and <http://bristolfoodpolicycouncil.org/>
- Manchester Food Strategy: “Food futures” (2007), available here: <http://www.foodfutures.info/www/>
- Brighton and Hove Food Partnership: <http://www.bhfood.org.uk/> and Food Strategies (2006 and 2012): <http://www.bhfood.org.uk/food-strategy>
- Bradford district food strategy, 2011
- Leeds Food Strategy and Action Plan (2006), available here: <http://www.leedsinitiative.org/healthy/page.aspx?id=4344>
- Leeds Food Matters: progress report and action plan 2009
- Good Food for Camden: the Healthy and sustainable food strategy, 2009-2012
- Nef, economics as if people and the planet mattered, “re-framing the great food debate: the case for sustainable food
- Healthy and sustainable food for London. The Mayor’s Food Strategy (May 2006)
- Brighton and Hove City Council’s Local Development Framework, “PAN 06. Food Growing and Development”, September 2011

Andy Goldring

Feed Leeds: what role in redeveloping
a sustainable food strategy

Break

I need 3 people to facilitate group discussions. Any volunteers? Can we talk for a couple of minutes?

Small group discussions (max 5 people per group)

Q1: who you are, and what is your motivation to be here? Do you represent an organisation? Who else can you help bring into this group?

Q2: look at the list of aims provided in the examples. What do you think should be the key priorities for Leeds?

Q3: look at the old Food Strategy and the examples provided. What main aims would you like to add? What resources do we have to achieve them, and who do you think should be involved in addressing these new aims?

Next steps for the “Food strategy working group”

- Email distribution of minutes
- Each participant to contact and recruit potentially interested individuals and organisation to join this group
- 16th October: public event (Mapping stakeholders and raising interest within the political and administrative spheres of the local government)