



CAMBRIDGE LOCAL HEALTH PARTNERSHIP

Date: Thursday, 29 June 2017

Time: 12.00 pm

Venue: Committee Room 1 - The Guildhall, Market Square, Cambridge, CB2 3QJ

Contact: Graham Saint

Direct Dial: 01223 457013

CLHP Members:

A lunch will be provided from 1:30pm as an opportunity for Members to have an informal discussion after the meeting.

AGENDA

1 Apologies

2 Election of Chair

3 Public Questions

This is an opportunity for members of the public to ask a question or make a statement to the Partnership. Please refer to the Public Participation section at the end of this agenda.

4 Minutes and Matters Arising (*Pages 7 - 12*)

To approve the minutes of the meeting held on 23 March 2017.

5 **Presentation: Update on the Work of the Cambridge Sustainable Food Partnership** (*Pages 13 - 50*)

Bev Sedley, Chair of Cambridge Sustainable Food will talk about some of the current work of the group, including its support for the Sugar Smart Campaign, running of cookery workshops for low income families, progress with its award scheme for food businesses, the World War 2 rationing challenge, support for a local "Food Hub" and efforts to continue

Cambridge's prominence within the national Sustainable Food City network and its designation as a recognised Sustainable Food City.

You can find out more about Cambridge Sustainable Food here:

<https://www.cambridgesustainablefood.org/>

This item has been allocated 30 minutes, including discussion.

6 Update on the Work of the Public Health Reference Group

Yvonne O'Donnell, City Council Environmental Health Manager, will talk about the work of the group, which includes improving the understanding about the role of district council services in improving public health, embedding health in the delivery and evaluation of services, improving the use of Strategic Needs Assessments and the way district council officers work with the public health team.

Recent projects have included the "Let's Get Moving Programme", developing actions to contribute to the impending Healthy Weight Strategy and other joint working initiatives between public health and district councils.

This item has been allocated 10 minutes, including discussion.

7 Progress Report on the Advice on Prescription Project, led by Cambridge Citizens Advice Bureau

A representative of Cambridge CAB will update the partnership on progress.

This item has been allocated 10 minutes, including discussion.

8 Update on the Work of Cambridgeshire's Health and Wellbeing Board

Kate Parker, Head of Public Health Business Programmes at Cambridgeshire County Council, will advise the partnership of agenda items that will be considered at the next HWB meeting on 6 July 2017. This is likely to include: The Annual Report for the Adult Safeguarding Board, Progress with the STP, Developing the Better Care Fund Plan, Approach to Refreshing the Cambridgeshire Health and Wellbeing Strategy and Feedback from the Joint Health and Care and Public Services Board meeting on 25 May 2017 looking at the setting up of "Living Well Partnerships".

The HWB last met on 27 April 2017. Details of this meeting can be found here:

<https://cmis.cambridgeshire.gov.uk/ccclive/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/711/Committee/12/Default.aspx>

Members are invited to raise any issues they would like the HWB to take into account or address at its next or future meetings.

This item has been allocated 20 minutes, including discussion.

9 Update on the Work of Cambridgeshire's Health Committee

Kate Parker, Head of Public Health Business Programmes at Cambridgeshire County Council, will advise the partnership of agenda items that were considered at the Health Committee meeting on 14 June 2017 and the outcome of any considerations by the committee.

The details of the 14 June Health Committee meeting can be found here:

<https://cmis.cambridgeshire.gov.uk/ccclive/Meetings/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/194/Committee/6/Default.aspx>

Members are invited to raise any issues they would like the Health Committee to take into account or address at its next or future meetings.

This item has been allocated 10 minutes including discussion.

10 Next Meeting of Cambridge Local Health Partnership

14 September 2017, starting at 12 noon in the Guildhall

Information for the Public

Location The meeting is in the Guildhall on the Market Square (CB2 3QJ).

Between 9 a.m. and 5 p.m. the building is accessible via Peas Hill, Guildhall Street and the Market Square entrances.

After 5 p.m. access is via the Peas Hill entrance.

All the meeting rooms (Committee Room 1, Committee 2 and the Council Chamber) are on the first floor, and are accessible via lifts or stairs.

Public Participation Some meetings may have parts that will be closed to the public, but the reasons for excluding the press and public will be given.

Most meetings have an opportunity for members of the public to ask questions or make statements.

To ask a question or make a statement please notify the Committee Manager (details listed on the front of the agenda) prior to the deadline.

- For questions and/or statements regarding items on the published agenda, the deadline is the start of the meeting.
- For questions and/or statements regarding items NOT on the published agenda, the deadline is 10 a.m. the day before the meeting.

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meeting can be found at;

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Accessible toilets are available on the ground and first floor.

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CAMBRIDGE LOCAL HEALTH PARTNERSHIP

23 March 2017
12.00 - 1.30 pm

Present:

Cambridge City Councillors: Abbott and Johnson (Chair)

Mark Freeman: Cambridge Council for Voluntary Services

Kate parker: Head of Health Programmes

Rachel Talbot: CEO of Cambridge and District Citizens advice Bureau

Elizabeth Locke: Healthwatch Cambridge

Sharon Gray: NHS England

Katie Johnson: Specialty Registrar in Public Health

Officers Present

Suzanne McBride: Strategic Director

Yvonne O'Donnell: Environmental Health Manager

Graham Saint: Strategy Officer

Ari Henry: Community Development Officer (Engagement & Inclusion)

FOR THE INFORMATION OF THE COUNCIL

17/1/CLHP Apologies

Apologies were received from Councillor Whitehead and Liz Robins.

17/2/CLHP Public Questions

17/3/CLHP Minutes and Matters Arising

The minutes of the meeting of the 14th September 2017 were agreed and signed as a correct record.

17/4/CLHP Presentation: Update on the Pharmaceutical Needs Assessment (PNA) for Cambridgeshire (2017)

The Partnership received a presentation from Katie Johnson, Specialty Registrar in Public Health, regarding the key findings from the Cambridgeshire Pharmaceutical Needs Assessment as per the agenda.

The Partnership discussed the report and raised the following concerns:

- i. Partnership members had attended recent consultation events (to re-base the Out of Hours service) where it had been suggested that pharmacies would be encouraged to open for longer hours to compensate for the withdrawal of the service. Katie said she was not aware of this proposal.
- ii. Expressed the hope that predicted demographic changes and new settlements will be considered alongside existing needs in order to avoid future health inequalities. It was felt that services should be in place at an early point within new communities before the demand for them was fully manifest, to help people settle.
- iii. Suggested that imposing a national contract on Pharmacies was unfair and appreciated it might be difficult to predict what the local consequences for provision might be, once it had been implemented.
- iv. Confirmed that the existing practice of providing an establishment fee for new pharmacies would be replaced by a contract offering higher payment per item, which might assist smaller pharmacies.
- v. Appreciated that PNA would be revisited if some pharmacies become unviable and signal that they might close. The Partnership asked to be informed of any concerns about local provision.
- vi. Susanne McBride confirmed that planners considered existing provision when new communities were planned. If there was no provision locally, additional support could be investigated to help a pharmacy until demand picked up with the growth of the community.

17/5/CLHP Update on the Work of Cambridgeshire's Health Committee

Kate Parker, Head of Public Health Business Programmes at Cambridgeshire County Council, updated the Partnership on the work of the Cambridgeshire Health Committee.

Kate Parker explained that although the Cambridgeshire Health Committee had no decision making powers, it had dual functions- a statutory duty to scrutinise the National Health Service and a remit to comment on wider Public Health matters.

The Committee had considered a number of matters including a proposal to move the Out of Hours service from its current location in Chesterton to the Addenbrooke's Hospital site. The Council had received a public petition asking for the consultation to be re-run because it had not considered the impacts of

the proposed change on a range of groups of people in line with the Equality Duty.

The following concerns regarding relocating the service had been raised at the Committee:

- i. It would disadvantage the local community because they would have difficulty getting to the new site because public transport was so limited.
- ii. The proposed move did not consider the original reason for the location of the service, which was to be accessible to the most deprived communities in Cambridge. The consultation process, was inadequate because very little effort was made to consider the impacts of the change across each of the groups of people with “protected characteristics”.
- iii. Insufficient mitigations had been offered for communities affected by the changes.

It was said that Cambridgeshire Health Committee had been split when considering the proposal, with only a narrow voting in favour (with caveats) of the change.

The Partnership raised the following concerns regarding the decision:

- i. The consultation process had been inadequate.
- ii. The Equality Impact Assessment had been limited and special need groups, such as Traveller communities, had not been consulted, with potential disadvantages to women not considered.
- iv. The consultation did not present sufficient and good information to allow local people to reach an informed view.
- v. Awareness of the consultation was limited in the local community and engagement with community groups had been minimal.

The Partnership asked what room there was to appeal against the decision to support the proposed change. It was said that there was limited opportunity for the Health Committee to do much more than raise concerns about the process because the change was probably not sufficient to warrant a referral to the Secretary of State, who could ask the CCG to reconsider a proposal. The Partnership asked to be kept informed about what mitigation the CCG would come forward with to ensure local people weren't too disadvantaged by the change.

The Partnership agreed that their concerns should be formally fed back to the Cambridgeshire Health Committee. Councillor Johnson undertook to write to the Chair of the Committee outlining the Partnerships concerns.

The Cambridgeshire Health Committee also considered air quality and its effect on public health. Yvonne O'Donnell gave an update on the City Council's contribution.

- i. Improving air quality is a priority for Cambridge City Council.
- ii. Emissions from busses and taxis in the City Centre are a major problem.
- iii. The City had been successful in being awarded a grant to install fast charging points for electric taxis.
- iv. Once suitable infrastructure was in place, policy decisions would follow to encourage the taxi trade to convert to cleaner vehicles.
- v. Discussions were on-going to encourage South Cambridgeshire district council to adopt a similar policy.

17/6/CLHP Update on the work of the Health and Wellbeing Board

Kate Parker updated the Partnership on agenda items to be considered at the next Health and Wellbeing Board. In addition to the formal meeting the HWB would also be holding a workshop to look at the relationship between Local Health Partnerships and the emerging Area Executive Partnerships of the CCG. Representatives from the Local Health Partnerships would be invited to attend. Councillor Johnson said that he would be attending.

17/7/CLHP Update on the work of the Public Health Reference Group

Yvonne O'Donnell gave an update on the work streams of the Public Health Reference Group such as:

- i. The Let's Get Moving Cambridgeshire initiative had been put in place to help coordinate physical activity programmes and had achieved some success already.
- ii. The roll-out of the Healthy Workplace initiative was underway in each of the Cambridgeshire district councils.
- iii. Links were being established to tie our local "food" work with the Healthy Weight Strategy.
- iv. The use of Health Impact Assessments was going to be promoted within the Council.

The Partnership agreed that joint working to improve public health was the way forward and that this would include a diverse range of partners who may not initially appear to have the same interests.

17/8/CLHP Progress Report on the Advice on Prescription project, led by Cambridge Citizens Advice Bureau

Rachel Talbot updated the Partnership on the Advice on Prescription project led by Cambridge Citizens Advice Bureau.

This project had been very successful and further funding had been secured to enable it to expand.

The Partnership made the following comments:

- i. Welcomed the news that GP's had reported that the service was having a significant positive impact on patients, with a corresponding reduction in GP appointments for those individuals.
- ii. The location of the Arbury drop-in service, opposite the North Area Housing Office, was particularly welcomed.
- iii. The impact of debt on mental wellbeing was noted.
- iv. Further work was needed with health professionals to make them aware that the service was available and could be extended further.
- v. Taking services out into the community was seen as key to the future development of Cambridge CAB as local people often didn't want to travel to receive advice – they needed it at the right time.

The Partnership requested further information on Social Prescribing and suggested this as a future agenda item.

17/9/CLHP Next Meeting

The next meeting of the Partnership would be on 29th June 2017. This was likely to involve a networking event shortly thereafter, where refreshments will be available.

The meeting ended at 1.30 pm

CHAIR

SUGAR SMART

**HANDBOOK FOR CITIES WANTING
TO JOIN THE CAMPAIGN**

Contents

Introduction	2
About Sugar - What is the problem?	3
Get Involved - The steps to become a Sugar Smart city	4
The ten sectors – menu of actions.....	6
Primary schools.....	9
Secondary schools.....	9
Universities	9
Hospitals.....	10
Workplaces	10
Sports & leisure.....	11
Restaurants	11
Retail	11
Tourism & venues	12
Community groups.....	12
FAQs	13
Appendix 1: Community surveys	16
Appendix 2: Media coverage	17
Appendix 3: Sugar Smart launch programmes	18

Introduction

Sugar Smart UK is a campaign of the Jamie Oliver Food Foundation and Sustain to help local areas across the UK to tackle excessive sugar consumption.

Whilst how much sugar we consume is ultimately down to individuals, the role of the environment we live in, from advertising and promotions, through to proliferation of sugary options is hugely influential. A vital part of Sugar Smart UK is encouraging a multi sector approach with local businesses, organisations and residents involved. We know there is no one solution to obesity and poor diet and only a multi-pronged approach involving everyone will lead to long term change.

This handbook is to support **those running local campaigns across the UK (called partners)**. We envisage that most of these campaigns will be run by local authority or by local food partnerships (see sustainable food cities below), but we will consider working with any local partner as long as they can demonstrate that they are working together with other groups locally. The most effective campaigns will be run by or with the local authority, particularly public health.

The campaign encourages **local organisations (called participants)** to take actions from reducing sugary drinks for sale in restaurants and retail, to organising sugar assemblies in schools and events in the community (see full list of ten sectors below). The campaign also has a fantastic set of resources available to support everyone interested in taking action to reduce sugar consumption, ranging from videos and assembly plans to case studies, policy templates and guidelines. This offers local areas flexibility to encourage action in the sectors that are priorities to them, and to reinforce schemes already up and running. The 'shopping list' approach allows participants to increase the number of actions they adopt over time, providing a way to keep them engaged.

In the UK there is already a huge amount of interest from local areas around the Sugar Smart concept. Brighton, Lewisham, Bristol and Greenwich have already launched similar Sugar Smart campaigns and many other cities and boroughs are running sugar awareness campaigns.

Sugar Smart is the featured campaign of the Sustainable Food Cities network in 2017. There are currently over 40 Sustainable Food Cities around the UK. Each has a cross-sector food partnership involving the local authority, local businesses and organisations, academics and NGOs working together for better and healthier food. To find out more about getting involved in your local partnership or getting a partnership established in your local area, go to www.sustainablefoodcities.org

About Sugar - What is the problem?

In the UK, the NHS spends between £5 and 9 billion a year treating obesity and related complications such as Type 2 Diabetes. Each year there are 7,000 limb amputations because of Type 2 diabetes. 26,000 children are admitted to hospital for multiple tooth extraction under general anaesthetic caused by excessive sugar consumption. One in every five children starts primary schools overweight or obese and by the time they reach secondary school it's one in three.¹

Public Health England conducted an analysis of the evidence for action on sugar reduction and suggests that a successful programme should include action at many levels including the environment around us that influences our food choices; our food supply; knowledge and training; and local action². While the Government has announced a soft drinks industry levy to be introduced from 2018 and targets for the industry to reduce sugar levels in everyday foods, these alone will not go far enough to resolve the profound health crisis we are in. If we are to make real inroads into tackling these problems, we need action across the sectors detailed below, and action driven by local people in every locality in the UK if we are to reduce diet related disease and give children the chance of a healthier and happier future.

¹ National Statistics/NHS (2016), National Child Measurement Programme England, 2015/16 school year, available online at:
<http://content.digital.nhs.uk/searchcatalogue?productid=23381&q=national+child+measurement+programme&sort=Relevance&size=10&page=1#top>

² Public Health England (2015), Sugar Reduction: The evidence for action. Available online at
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/470179/Sugar_reduction_The_evidence_for_action.pdf

Get Involved - The steps to become a Sugar Smart city

Step 1 – Register your interest in running a campaign at sugarsmartuk.org

By registering on the website you will have access to advice and resources to help you on the road to make your local area Sugar Smart. The Jamie Oliver Food Foundation and Sustain will receive a notification when you sign up and you can receive additional support and tips from these organisations. You will also need to identify your local area, namely the local authority. We expect campaigns to run at the level of any of the 11 Northern Irish Councils, 33 London boroughs, 201 Districts, 33 Metropolitan Districts or 110 Unitary Authorities in the UK. This is important in understanding what businesses, schools, leisure centres and others to invite to take action on sugar. We encourage everyone within a local area to work together so we are only able to accept one Sugar Smart campaign per geographical area. We have a two stage process of registering – one to find out more, and the second step to confirm your commitment to running the campaign locally. So what happens next?

Step 2 – Gather support and identify priorities

If you haven't already done so, it's crucial to form a partnership group including your local authority, and ideally local businesses, public sectors organisations, NGOs, community groups and others. Get this group together to take stock of existing initiatives and action (e.g. in the Council's Health and Wellbeing Strategy or Obesity Strategy or activity of a local Food Partnership) and start defining your priorities for the future campaign.

Do a bit of research into the sectors and type of action you think are necessary to start tackling the problem locally. You may find that you have got a lot of willing allies already. This is an opportunity to galvanize support and identify those who could be your first sign ups to Sugar Smart. We encourage areas to write an action plan to set out your aims and targets over the first year at least, as a way to help with communications, engagement, focus, and ultimately being able to look back at what you've achieved at the end of it. Some areas have kicked off their campaigns with a public debate or survey (see Appendix 1) as a way to engage the public and local organisations.

Step 3 – Make a public announcement and celebrate!

Hold a public event to bring partners together, announce your action plan and initial sign ups and celebrate the occasion. Publicise it to your local media and send photos to the Jamie Oliver Food Foundation and Sustain so we publicise it on sugarsmartuk.org and our own websites and news too (see Appendix 2 for examples of news coverage). This is an ideal way to reach out to get other businesses and organisations signing up to Sugar Smart. See Appendix 3 for examples of launch event agendas.

Step 4 – Keep going!

See the following chapter for information on working with the various sectors. And don't forget to celebrate every action as a step towards success. Each new sign up is worth a press release. Encourage businesses and organisations already involved in the campaign to take more action throughout the campaign.

You can pre-register actions yourself on the website (e.g. schools, restaurants, venues, retailers and others taking action to reduce sugary foods and drinks). You can also invite them to log in and register actions themselves.

Remember: Share ideas and experience with other Sugar Smart cities using the forums and communications made available by the campaign and the Sustainable Food Cities network.

(case study below in box)

Sugar Smart Exeter vision drives the campaign

Spurred on by the need to tackle high rates of obesity and diet related disease, Exeter were inspired to launch a Sugar Smart campaign, after hearing about the work in Brighton. The campaign is driven forward by a sub group of the Exeter Food network (SFC member) and is being led by Devon's Public Health team and Exeter City Council, in close collaboration with other organisations including the Exeter Health and Wellbeing Board, Exeter University, Exeter City Football Club, Exeter Chiefs Rugby Club, Westbank Healthy Living Centre, Life Dental and Wellbeing and South West Association for Nutrition Registrants.

Ahead of Exeter launching its Sugar Smart campaign in January 2017, these organisations came together over a series of meetings and built a vision for a Sugar Smart Exeter that includes raising awareness of the dangers of sugar, improving the food environment and challenging eating habits. A set of objectives was then defined to reach these ambitious goals:

- 50 organisations across Exeter sign up to the Sugar Smart initiative by January 2018 and make a pledge to raise awareness and encourage action to reduce sugar intake. These can be any organisation which influences the diet of Exeter's citizens and could include leisure centres, sports clubs, schools and food or catering businesses etc. A quarter of these should be serving marginalised communities.
- 15 organisations sign up to the Children's Health Fund and introduce a voluntary sugary drinks levy.
- 1,000 individuals respond to the Sugar Smart Exeter survey by April 2017 to give their opinion on sugar and where action is needed. This will raise awareness of the initiative amongst the public, as well as sugar intake itself and can be used to demonstrate to stakeholders that there is demand for changed food environments.

Future objectives will depend on the chosen focuses for Sugar Smart Exeter as informed by the public survey and will have a focus on reaching individuals within marginalised communities.

The ten sectors – menu of actions

The campaign proposes action across ten sectors to tackle excessive sugar consumption. Under each sector there is a proposed menu or 'shopping list' of actions that participants, e.g. businesses or organisations can choose from. This menu of actions will be refined over time but it will give you an idea of the sort of commitment we are inviting participants to make.

Under each action, the campaign provides a multitude of assets to support you and participants to take action to tackle sugar consumption and raise awareness. These will be available online.

Actions	Description	Primary schools	Secondary schools	Universities	Hospitals	Workplaces	Sports & leisure	Restaurants	Tourism & venues	Retail	Community groups
Sugar Smart assembly	Run a Sugar Smart assembly or session with your kids using our video and information resources.	X	X								X
Get kids creative	Get your kids to make viral content such as videos or interviews to share on social media channels.	X	X								X
Sugar Smart quiz	Run a quiz with surprising facts about sugar in everyday food and drink.	X	X			X					X
Improve vending	Remove sugary items from vending machines and display information about the amount of sugar in everyday food and drink.		X	X	X	X	X	X	X		
Sugar Smart challenges	Set a challenge, such as giving up sugary drinks for a whole week.	X	X			X					X
Free drinking water	Install water points and promote drinking water as the number one drink.	X	X	X	X	X	X	X	X	X	X
Remove adverts for sugar	Remove ads and make it policy not to advertise or promote any food and drink high in sugar.		X	X	X		X	X	X	X	
Ban price promotions	Ban price promotions on sugary drinks and snacks such as discounts, multi-buys, free items or meal deals.			X	X	X	X	X	X	X	
Stock	Replace sugary items with			X	X		X	X	X	X	

healthier food and drinks	healthier food and drinks and display signage about sugar content in everyday foods and drinks.										
Sugar-free packed lunches	Implement a packed lunch policy in your school to ensure kids have a healthy and nutritious lunch.	X									
Sugar-free checkouts	Ensure there are no sugary drinks and snacks for sale at checkout areas to discourage impulse buying.			X	X	X	X	X	X	X	
Get external accreditation	Get accredited by an external organisation to ensure the food and drink you serve is healthy for people and planet.	X	X	X	X	X	X	X	X	X	
Remove sugary drinks	Stop selling drinks high in sugar and promote water and no-added sugar drinks instead.		X	X	X	X	X	X	X	X	
Introduce sugar levy	Introduce a 10p levy on sugary drinks and sign up to the Children's Health Fund.			X	X	X	X	X	X	X	
Sugar free breakfast demo's	Use low sugar recipes to do cookery demonstrations and help kids and adults make better choices for breakfast.	X	X								X
Staff cooking lessons	Get your staff trained to deliver cooking courses and promote low or sugar-free recipes.			X	X	X	X				X

Primary schools

One in every five children starts primary schools overweight or obese and its one in three by the time they reach secondary school. 26,000 children are admitted to hospital for multiple tooth extraction under general anaesthetic caused by excessive sugar consumption. It has never been more important to take action in primary schools to ensure the next generation of children lives happier and healthier lives.

In order to meet the government's School Food standards, there can't be drinks with added sugar, confectionary, chocolates or chocolate-coated products in school meals and vending machines. Desserts, cakes and biscuits are only allowed at lunchtime. This gives a strong minimum benchmark for this sector. Therefore, the emphasis for primary schools is in raising kids' awareness and integrating the Sugar Smart message into the curriculum and school life. The 'shopping list' of actions available to primary schools below reflects this approach.

A reduction in sugar consumption can still be targeted, both in terms of school meals and action on packed lunches. School catering across a local authority is sometimes managed as one catering operation, either local-authority run, or managed by a commercial contract caterer. So in some places, you will be able to achieve a great deal of improvement with action from one caterer. This is not always the case. In many locations, a number of different caterers provide food for the area's schools. In this case, you will have to approach a variety of caterers. There might also be a few schools who manage their own catering ('in-house' catering).

Secondary schools

Teenagers are consuming too much sugar, particularly from sugary drinks. More and more kids in their teens are being diagnosed with diet related diseases. Getting teenagers to understand what sugar does to their bodies and behaviour is vital if we are to turn the tide and get the next generation to reverse the obesity crisis.

As with primary schools, the School Food Standards give a strong minimum benchmark for this sector. In secondary school kids get more choice about what they eat and when they eat. In many cases a canteen or café is open all day and there are vending machines present. It's important to give kids information about sugar content next to foods and drinks to enable them to make healthier choices.

A reduction in sugar consumption can be through school meals, vending machines and offering healthier alternatives around the school, but also of importance is raising kids' awareness and integrating the Sugar Smart message into the curriculum and school life.

Universities

Young adults will be the decision-makers of tomorrow. It's essential to try and change what's on offer at universities and higher education institutions as well as educate and raise awareness of the numerous staff and students. Many universities have sustainability as a core facet of their catering offer and nearly all have some form of food policy. Indeed, they may already be pioneers, and be able to help you persuade others to join in. So there's really no excuse for a university not to take action on sugar!

Universities also have dedicated sustainability staff, which can be incredibly influential in supporting the campaign. At least half of university catering is managed in-house, whereby the university itself manage the catering. Others use commercial contract caterers. And in many cases these will be different to the staff dealing with contracts for vending, advertising and sponsorship deals on campus.

One potential challenge is that sometimes multiple companies operate catering services in a university. An in-house caterer might manage catering for Halls of residence, while a department restaurant or café is run by another contract caterer. In this case, it is advisable to concentrate on main or largest caterer(s) for maximum impact.

The emphasis in this sector is as much in changing what's on offer as well as educating and raising awareness with the numerous staff and students. Finding leaders and champions amongst staff and students will make all the difference in seeing changes on campus.

Hospitals

The NHS is at breaking point, spending between £5 and £9 billion treating obesity and related complications such as Type 2 Diabetes. Each year there are 7,000 limb amputations because of Type 2 diabetes. In addition, over 60% of the 1.35 million NHS workforce is overweight or obese.

The volume of food and drink served through NHS catering is vast, so their contracts are hugely influential on the policies of manufacturers and contract caterers. The sector covers patient food, as well as staff and visitor food and a huge number of vending machines. The local NHS trust is usually responsible for commissioning catering on behalf of the various hospital and clinic sites across the trust, but there are often many different individual contracts for hospitals or individual services. In some cases there are numerous contracts within one hospital.

From April 2016, NHS organisations are funded to improve staff's health and wellbeing. Among other initiatives, the new CQUIN (Commissioning for Quality and Innovation) supports staff to make healthy food choices by banning price promotions, advertisements and presence at checkouts of sugary drinks and foods high in fat, sugar and salt. It also requires healthy food options to be available to staff on night shifts.

The CQUIN is a brilliant incentive for hospitals to change but there is plenty of scope to go beyond the minimum requirements and take actions to change the food environment as well as engage the NHS workforce.

Workplaces

Large businesses who offer staff catering are important to the campaign because they have a significant influence over the contract caterers who operate their catering service. Local employers (large and small) are hugely important for raising awareness about the dangers of too much sugar in the diet with their employees, particularly in iconic local employers who define the fabric of the local area.

For employers, the Sugar Smart campaign should be an attractive campaign to sign up to – it can be counted as a success for their CSR initiatives. Companies with strong or very visible ethical and staff wellbeing policies are also natural targets because they are likely to have the internal will and resources (including staff) to adopt and see through Sugar Smart commitments.

Sports & leisure

Sports and leisure centres should be beacons of good practice given the link between diet and physical activity in maintaining a healthy weight. Yet, too many sugary drinks and snacks can still be found in sports clubs, gyms, swimming pools and leisure centres round the country. It's time to take action and ensure these clubs and centres support people in making the right food and drink choices and maintain a healthy weight.

There are a small number of companies responsible for the operation of a large number of sports and leisure centres including their contracts with catering and vending providers.

For example, Sports and Leisure Management Limited's, operating under the brand 'Everyone Active', runs 140 leisure and cultural facilities across the UK in partnership with 40 different local authorities. Similarly, Greenwich Leisure Ltd (GLL), operating under the brand 'Better', is a non-profit organisation which runs over 115 sport and leisure facilities across South East England. Places for People run around 120 sports and leisure centres nationally.

Therefore, approaching centres run by these companies will send a strong message and will encourage them to make changes across all of their centres. Iconic or well-known local sports venues for example Football stadia are of particular interest because they can inspire others and help gather media support for the campaign.

Restaurants

As with retail, restaurants define the fabric of local areas and define the food choices of residents and workers in your area. Popular restaurants with young people, a celebrity restaurant, or learning kitchens are of particular importance. They can inspire others and help gather media and popular support for the campaign. So get your restaurants to act now to reduce sugary drinks and foods and join the Sugar Smart movement in your local area.

We would like you to target independent restaurants and food outlets, rather than large national or international chains who should work with Government and national organisations on commitments on this issue. Both the Jamie Oliver Food Foundation and Sustain are approaching restaurants to introduce a sugar levy and contribute to the Children's Health Fund. Unfortunately, we don't have the capacity to approach the hundreds of thousands of independent businesses that make the fabric of local areas. This is where you come in!

Retail

As with restaurants, retail defines the fabric of local areas and defines the food choices of residents and workers in your area. Popular retailers next to schools and in the city centre can make a huge

difference in the daily choices of local people. So get your shop to act now to reduce sugary drinks and foods and join the Sugar Smart movement in your local area. As with restaurants, we would like you to target independent retailers rather than the larger multiple retailers, who should work with Government and national organisations on commitments on this issue.

Tourism & venues

Tourism attractions and iconic venues may not sell huge amounts of food but have a disproportionately large impact thanks to their iconic status or ability to influence the industry. They can therefore be helpful in inspiring, influencing, and gathering media support for the campaign. Think of food businesses which are iconic to the community – for example a local art gallery or museum – or well-known local venues, especially those popular with children e.g. soft play areas. This is probably the most public-oriented sector and has the greatest opportunity to attract visibility and press, so you are encouraged to be creative!

Community groups

Voluntary and community sector groups may be responsible for delivering a variety of services in your local area, [and many at some point](#) serve or promote food. Examples include faith groups, community groups and voluntary organisations. They may run cooking clubs, training or serve food and drink during their events and gatherings. The emphasis with this sector is in raising awareness with those involved in these groups, motivating them to be active supporters and advocates, and embedding Sugar Smart messages in their activities in order to reach local people.

FAQs

Is there support for running local Sugar Smart campaigns?

Where resources and staff time allows, Jamie Oliver Food Foundation and Sustain will help communities around the UK to establish Sugar Smart campaigns at their local areas and advise on options for pursuing campaign activities and overcoming common challenges. The website hosts many assets for those involved including logos, videos, etc. We are also able to provide support over the phone. We will endeavour to have someone attend your launch event, and may be able to provide additional support in discussion with local needs. Sustain and Jamie Oliver Food Foundation will also share communication materials to be used or adapted in local areas.

Sugar Smart UK will be the featured campaign of the Sustainable Food Cities network in 2017. There will be financial support to ten members of the network interested in running the campaign. Applications run from mid-January to late February and more information can be found on the Sustainable Food Cities website.

There are currently over 40 Sustainable Food Cities around the UK. Each has a cross-sector food partnership involving the local authority, local businesses and organisations, academics and NGOs working together for better and healthier food. If your local area is not currently a member of the Sustainable Food Cities network, get in touch with Sustainable Food Cities to enquire about joining the network.

Is Sugar Smart UK the same campaign as Change4Life Sugar Smart campaign?

The Change4Life Sugar Smart campaign is an NHS-funded campaign (www.nhs.uk/sugar-smart) which aims to educate individuals about the dangers of sugar. It includes resources for individuals, including an app which shows the amount of sugar in common snacks and drinks.

Our Sugar Smart UK campaign aims to tackle the over-consumption of sugar from a higher level, working with businesses and other organisations to alter the obesogenic environment we live in at the local level.

Both campaigns have the same overall goal, but are attacking the problem from different fronts and complement each other.

Who can get involved?

'Partners' are responsible for running the campaign locally, from setting up a core working group to engage participants to take action. We envisage they would be one or more individuals working in a local authority or food partnership, working alongside other individuals and organisations interested in promoting the campaign locally.

'Participants' are organisations or businesses, e.g. schools, hospitals, restaurants, retailers, etc. taking action to raise awareness and reduce availability of sugary drinks and sugary foods.

The campaign is not directly targeting individuals, although seeks to influence them through different settings in the sectors listed above. Individuals can sign up to a mailing list nationally, and they can sign up to be supporters of the local campaigns, for updates on activity. Individuals can get involved in other existing campaigns such as the Children's Food Campaign or the Change4Life Sugar Smart campaign.

If you have organisations or businesses who want to take action but don't fit into one of the ten sectors, get in touch with us to see if there's a way we can work with them.

Obesity and diet related diseases need to be addressed by policy at the national level. Will local campaigns really make a difference?

Everyone agrees that encouraging lifelong good food habits is going to take many different interventions and policies at different levels. Public Health England conducted an analysis of the evidence for action on sugar reduction and suggests that a successful programme should include action at many levels including the environment around us that influences our food choices; our food supply and changes that could be made to this; knowledge and training; and local action.³ Local action, when delivered well, can contribute to changing people's knowledge and actions and lead to improved diets.

Can participants take different actions to those suggested?

It's important we keep an accurate record of all action on sugar taking place in your local area and nationally. Therefore we encourage partners and participants to record what action they are taking on the website, as well as the expected impact, e.g. number of sugary drinks avoided, number of people engaged. If a large number of participants in your local area are interested in taking a different set of actions, please get in touch with us, so we can consider refining and improving the proposed actions on the website so that all actions can be logged.

How do we know when our local area has become Sugar Smart?

We're working on this. We starting by making it as easy for people to get involved as possible, but ultimately we want to be able to show what kind of difference the local sugar smart campaigns are having – hence why every action has a metric associated. As this campaign develops nationally we are hoping to explore what benchmarks can be established across the 10 sectors and across the participating areas in order to be able to crown the first, of many, Sugar Smart cities, boroughs and other local areas.

The Government has adopted a national Sugary Drinks Industry Levy. Why are you advocating local voluntary action on sugary drinks?

We are thrilled that the Government has now committed to doing this, with the national Soft Drinks Industry Levy to be introduced in 2018. However the nature of the national levy is such that it might not make sugary drinks more expensive, therefore missing out on one of the key components of, for example, those participating in the Children's Health Fund where customers pay more for the those drinks with added sugar, and are encouraged towards less sugary options.

Also, a lot can happen in politics before the national levy is implemented. It's also an awfully long time to wait to start helping making our food and drink healthier. This is why one of the actions we are encouraging is for local campaigns to influence those selling sugary drinks to implement a sugary drinks levy for the foreseeable future, and re-distribute this money to causes that help promote healthier food and food education for children.

³ Public Health England (2015), Sugar Reduction: The evidence for action. Available online at https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/470179/Sugar_reduction_The_evidence_for_action.pdf

Sugary drinks levies have been introduced successfully in France and Mexico in recent years. They have worked – for example, in Mexico there was a decrease of approximately 6 per cent in sales of sugary drinks in the year following January 2014 when they imposed the levy. The effect has been even greater in lower-income households, which are often the most affected by diet-related ill-health.

France, Finland, Hungary, and Berkeley and Philadelphia in the USA have also successfully introduced extra taxes on sugary drinks⁴. Studies suggest that people who swap to lower or no-sugar alternatives don't tend to add on the extra sugar and calories elsewhere in their diets.

⁴ <http://foodresearch.org.uk/wp-content/uploads/2015/06/Food-and-beverages-taxes-final-amended.pdf>

Appendix 1: Community surveys

We are eating too much sugar and it is bad for our health.

The recommended daily intake of free* sugar is a maximum of 7 teaspoons for adults and a maximum of 5-6 teaspoons for children.

*"Free" sugar is any sugar that is added to foods at home or by the producer, plus sugar naturally present in honey, syrups, and fruit juices. It does not include sugar naturally present in milk or whole fruit and vegetables.

However, on average adults are currently eating twice this amount and children eating three times as much.

We want to help people in Exeter reduce their sugar intake – we want Exeter to become a "Sugar Smart City". In order to do this we need your help.

Please answer these short questions and tell us what you think Exeter should do to help people eat less sugar.

- 1) Do you think you eat more sugar than the recommended 7 teaspoons per day?
 - Yes
 - No
 - N/A

- 2) Do you think your children eat more than the recommended 6 teaspoons of sugar per day?
 - Yes
 - No
 - N/A

- 3) Are you worried about (tick all that apply):
 - Effects of sugar on my dental health
 - Effects of sugar on my weight
 - Effects of sugar on my behaviour and mood
 - Increased risk of type 2 diabetes

- 4) Would you like help to reduce the amount of sugar you eat? Y/N

- 5) What do you think would help you to reduce the amount of sugar you or your children eat? (open-ended)

- 6) Based on the best available evidence, the following actions to reduce sugar intake were recently proposed by Public Health England. Please indicate whether you think introducing these in Exeter (or the UK) would be a good idea:

	Strongly agree	Agree	Neither	Disagree	Strongly Disagree
a. Asking shops and restaurants to have					

fewer price promotions on high sugar foods and more on healthy foods.					
b. Reducing the amount of advertising of high sugar food and drinks.					
c. Asking food companies and restaurants to reduce the amount of sugar in food and drink.					
d. Asking food companies and restaurants to reduce portion sizes.					
e. Introducing a sugar tax on soft drinks.					
f. Selling healthier food and drinks in public places like hospitals and leisure centres.					
g. Providing people with practical steps to help them reduce their sugar intake. For example, Change4Life have produced leaflets suggesting food swaps and an app that tells you the sugar content of foods.					

7) Would you like to be involved in making Exeter a Sugar Smart City. (Y/N).

If yes, please answer question 7 and 8

8) I would be able to:

(a) get one (or more) schools involved

(b) use social media such as Twitter, Facebook, or blogging to raise awareness about the campaign

(c) speak to local food outlets in my network

(d) involve my local community for consultations

9) I would be able to do this because:

(open)

10) Would you be happy to take part in research to express your views?

- Yes
- No

If yes, please leave your contact details below

Please tell us a bit more about yourself so we know who we are reaching with this survey.
This information will not be used to identify you.

11) What age were you last birthday?

12) How would you describe your ethnic origin? **(use as drop box selection?)**

White

- British
- Irish
- Gypsy or Irish Traveller
- Any other White background
(please write in box)

Black or Black British

- Caribbean
- African
- Any other Black background
(please write in box)

Mixed

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other mixed background
(please write in box)

Other ethnic group

- Arab
- Any other ethnic group
(please write in box)

Asian or Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background
(please write in box)

13) Are you? (tick all that apply)

- Female
- Male
- Other or non-binary
- Transgender/formerly transgender

14) Do you consider yourself to be a person with a disability?

- Yes
- No

If yes, please tick the relevant disability group(s) below

- Physical impairment
- Sensory impairment
- Learning disability/difficulty
- Mental health condition
- Long-standing illness/ long-term condition

15) What is your occupation?

- Employed full-time
- Employed part-time
- Unemployed
- In training / education
- Stay at home carer
- Retired
- Self-employed
- Other

Please state:

16) **Your postcode**

Please enter the first part of your postcode e.g. if this is EX2 4QD, please enter EX2

Prize Draw

In order to be entered into the prize draw for a chance to win one of the prizes listed, please leave your name and contact details below:

Name	
Phone number or email	

The following prizes have kindly been donated to Sugar Smart Exeter:

- [Exeter City Football Club](#) tickets – 2 adult and 2 child tickets for the Exeter City v Newport match on 8th April
- Veg boxes containing local, fresh and ecologically produced vegetables from [Embercombe](#), Higher Ashton, Exeter
- £10 [Love Local Food](#) vouchers, donated by [DCH](#)
- Veg box containing local, fresh, organic vegetables from [Shillingford Organics](#)

Winners to be announced on 24th March

SUGAR SMART CITY DEBATE 1 October – 30 November 2015

Aimed at residents, schools and outlets across Brighton & Hove



What We Did



1136 responses to online and postcard survey



NEWS & MEDIA

The campaign achieved local, regional and national interest with a total **120,000,000** potential reach of

News articles in the Guardian, Independent, Argus, Latest and Brighton & Hove News

National TV interviews and regional coverage on ITV & BBC

National & regional radio coverage

168 people attended focus groups and events



131 food outlets Contributed

200 tweets during the debate

Twitter posts had a potential REACH OF OVER **1,000,000**

Facebook posts reached **3700** people

#sugarsmartcity was used by over **100** different local, regional, national and international organisations and individuals

Media campaign and targeted promotion generated a total of **2331** website visits by **1790** users during the debate



20 schools contributed

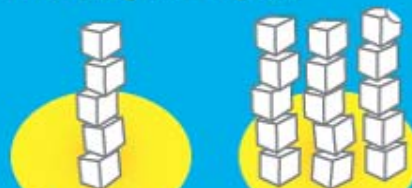
Headline Results

Sugar recommendations

Energy intake from sugar (no more than 5% of our total energy intake should come from sugar)

1 cube = 4g of sugar

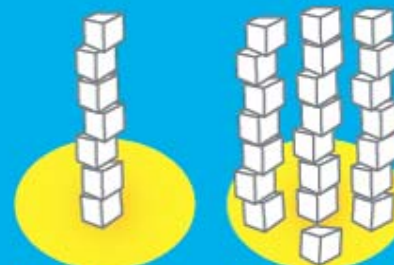
Children aged 4 - 10 years



Recommended intake 5 cubes

Average intake 14.5 cubes

Adults & children over 11 years



Recommended intake 7 cubes

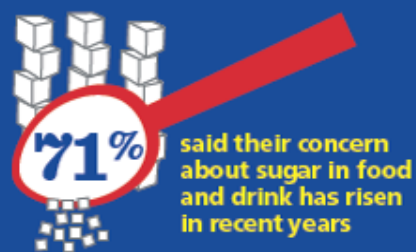
Average intake 22 cubes

Contribution of sugary drinks to added sugar intake of young people

Teenagers 11-18years 27%
Children 4-10years 30%
Children 1.5-3years 40%



Concern about sugar



Taking action on sugar



71% reported that they would like to reduce their sugar intake

Appendix 2: Media coverage

BBC Sign in News Sport Weather iPlayer TV Radio More Search

iPlayer Radio Search Stations Categories Schedules My Radio

Money Box On Now: Woman's Hour
LISTEN the contraceptive pill and mental health, Isla Ri

Home Episodes Clips Podcast Newsletter Presenter Contact Us Energy market

Brighton Sugar Tax This clip is from

00:21 / 00:20

BBC Sign in News Sport Weather iPlayer TV Radio More Search

NEWS Find local news

Home UK World Business Politics Tech Science Health Education Entertainment & Arts Video & Audio More

England Regions **Bristol**

Can Jamie Oliver help Bristolians cut down on sugar?

By Dave Harvey
Business Correspondent, BBC West

3 January 2017 | Bristol

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9 minutes ago

Features

Sleeping on the job?
Why we should take a nap to help us stay

One in four children in Bristol have tooth decay by the age of five

THINKSTOCK

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EMMA BRITTON Emma Britton
11/01/2017

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Tue 3 Jan 2017
06:30
BBC RADIO BRISTOL

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Christmas Day Breakfast

NEXT
04/01/2017: School success story, Clevedon swimmers &...

03/01/2017: Cutting out sugar, winter driving & the vinyl revival!
20,000 people in Bristol are living with Type 2 Diabetes. 21 days left to listen 2 hours, 30

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Brighton

Brighton launches voluntary 'sugar tax' in effort to tackle obesity

City council calls on shops to add 10p levy to sugary soft drinks as part of campaign to drive down sugar consumption and cut diet-related diseases

Alexandra Topping and agencies
Monday 5 October 2016 17:28 BST

3,160 266

Want to arrange your next conference call?
POWOW Conference Calling

Appendix 3: Sugar Smart launch programmes

You are invited to the launch of **SUGAR SMART** EXETER

Come along and learn how your organisation can get involved in the Sugar Smart campaign on

Monday 23rd January
at the **Coaver Club Conference Hall**

Please sign in at County Hall Reception, Topsham Road, Exeter EX2 4QD

[Register here](#)

10:30 – 11:30 Official launch of Sugar Smart Exeter

Followed by Sugar Smart talks, including:

- Sustain – National Sugar Smart partnership with Jamie Oliver's Team
- Devon Norse – Case Study for improving food within council contracts
- Dr Natalia Lawrence – launch of *An App a Day – Training your brain for a healthier diet*

11:30 – 12:30 Informal drop-in session, with stands from:

- OneSmallStep – Devon's new healthy lifestyle service
- Devon Norse – to taste their new healthier food range
- Sugar Smart Exeter – discover how you can get involved
- Children's Health Fund – find out about introducing a voluntary sugary drinks levy

What is Sugar Smart UK?

SUGAR SMART is an ambitious campaign with national support from Sustain and Jamie Oliver's Food Foundation that aims to help towns, cities, counties and boroughs across the UK to raise awareness and reduce consumption of sugar across all age groups. The campaign aims to promote healthy alternatives and remove or reduce unhealthy food and drink, particularly targeting those high in sugar. It builds on the pioneering work of Brighton's Sugar Smart City.

Experience shows that commitment from organisations and businesses can help motivate real change in different settings at a local level and across the country.

Sugar Smart launch #sugarsmartcity

Venue: Jubilee Library, Conference Room 2

Date: 5th October 2015

Time: 9-10am



Refreshments: Tea/Coffee and light snacks are available, Temptation Café @ Jubilee Library / www.brightontemptation.com
Temptation Café is also displaying 'low in sugar'/alternative snacks available for sale at the café on the ground floor of the library.

Display: Sugar Smart debate materials, Kitchen Garden Project resources and library resources supporting health and wellbeing

Presentations:

Tom Scanlon, Director of Public Health (BHCC)	Introduction and thanks
Katie Cuming, Public Health Consultant (BHCC)	Why sugar? Sugar Smart: key actions
Jo Ralling, Campaign Director (Jamie Oliver Food Foundation) Ben Reynolds (Sustain), Martin Lewis (Brighton College) Film Clip	Jamie Oliver's support for local Sugar Smart initiative Brief introduction to levy and Kitchen Garden Project Sugar Rush
Sarah Clayton (Head Teacher, St. Mary's Catholic Primary School)	Actions taken in school, impact on school community
Vic Borril, Director (Food Partnership) Toni/Aaliyah (Family Shape Up)	Work of the Food Partnership Their story
Tom Scanlon	Summary and call to action
Film Clip	Sugar Detectives at Balfour Primary

The event finishes at 10am, but people welcome to stay on beyond this time to discuss the initiative in further detail and view resources and materials.

Visit www.brighton-hove.gov.uk/sugarsmart or contact Harriet.Knights@brighton-hove.gov.uk for more information about the initiative and to find out how your school or business can get involved.



CAMBRIDGE sustainable food pledge and award scheme

for **BUSINESSES**



Page 39

Pledge and award guidance notes

We promote...

- A strong local food economy
- Environmental sustainability
- Food fairness
- Health and wellbeing for all
- Food waste reduction
- Communication
- Community engagement

“ ...Across the globe, communities at every scale have recognised the key role that food can play in dealing with some of today's most pressing social, economic and environmental challenges.

From obesity and diet-related ill-health to food poverty and waste, climate change and biodiversity loss to declining prosperity and social dislocation, food is not only at the heart of some of our greatest problems but is also a vital part of the solution...”

www.sustainablefoodcities.org

Contents

A strong local food economy	6
Environmental sustainability	8
Food fairness	10
Health and wellbeing for all	12
Food waste reduction	14
Communication	16
Community engagement	17
The Pledge	19

About the Award

This award scheme is free and open to all independent local food businesses and organisations, whether wholesale, retail or restaurants/catering. We want to make sure that you are recognised for the work you do around food sustainability and encourage you to take further actions to promote this through signing our Sustainability Pledge.

You may qualify for an award of bronze, silver or gold based on what you already do. In addition, we require that you are working to achieve at least one further sustainability objective during the coming year.

Some of the options may not be suitable or achievable for you, or you may be doing many of them already. Wherever you find yourself, the award scheme offers a way for your organisation to join us in making Cambridge a national example of excellence in food sustainability.

The award scheme is open to Small and Medium Enterprises (SME's) in and around Cambridge.

An SME is defined as:

- Micro Business = less than 10 employees & turnover under £2 million
- Small Business = less than 50 employees & turnover under £10 million
- Medium Business = Less than 250 employees & turnover under £50 million

Your award lasts for two years and then you will need to re-apply.

What are the benefits of joining the scheme?

Door sticker advertising your award and identifying you as a sustainable food business

A customised web page about your business outlining what you do

Promotion by us on social media

Preferential treatment for Cambridge Sustainable Food events

Advice and information regarding sustainable food suppliers

Networking events and training

A reduction in the cost of your food waste collection if you use Cambridge City Council's commercial food waste service

Advice and assistance in identifying and reducing food waste and your costs

Examples of sustainable food policies and help to tailor these to your business

Levels of award



Page 41



How the scheme works

Decide whether you would like to sign up



Contact us: pledge@cambridgesustainable.food.org or check out the website www.cambridgesustainablefood.org



Fill in the online pledge and award application form



We will **contact you** for further information or arrange a visit to chat through your application



We will **asses your application** and let you know about your award



Receive your award and door sticker



We will **create a CSF web page** for you



We will **promote you** on social media and add your name to our list of member organisations



Build a strong local food economy

“ If we are going to transform food culture and the systems that support it, food can't just be good for people and the planet, it must also be good for local economies, businesses and jobs. ”

Sustainable Food Cities

Promoting a vibrant sustainable food economy

Objective 1

Source fresh produce that is grown or farmed locally

Buying local products supports the local economy and environment while increasing our food security. It also provides your business with fresh and great tasting produce which sets you apart from your competitors. The Cambridge Sustainable Food website has a list of local wholesale suppliers who are supporting local producers, growers and farmers. If you use a procurement scheme for buying your produce, ask your procurement agent for local supplier details.

What can you do?

Source as much meat, dairy, fruit and veg as locally* and as seasonally as possible

Adopt a sustainable sourcing policy for your business

* For the purpose of this pledge the CSF definition of local is within 50 miles of use or from the following Counties: Cambridgeshire, Norfolk, Suffolk, Bedfordshire, Lincolnshire, Northamptonshire, Hertfordshire or Essex.



“ A sustainable food system is a food system that delivers food security and nutrition for all in such a way that the economic, social and environmental bases to generate food security and nutrition for (current and) future generations are not compromised. ”

United Nations Environment Programme (UNEP) (2017)

Promote environmental sustainability

“ Due to population growth, changes in dietary patterns driven by growing wealth (more meat, dairy and fish consumption) and climate change, the pressures on natural resources are expected to increase over the coming decades. This will lead to risks for future food production.

A fundamental transformation of our food systems is required if we are to meet future demands of food and quality of life for present and future generations. ”

UNEP (2016)

Page 43

Objective 2

Reduce the amount of meat and dairy you use or sell

As the global population surges towards a predicted 9.1 billion people by 2050, Western tastes for diets rich in meat and dairy products are unsustainable. (UNEP, 2010) Reducing meat consumption is the biggest potential contributor to reducing greenhouse gas emissions associated with food. For climate change, health and animal welfare reasons, it is desirable that we shift towards eating less meat and dairy produce.

What can you do?

Implement a meat free day or a scheme to reduce your customers' consumption of meat

Reduce the amount of meat and dairy you use or sell

Make meat free dishes the principal dish or the special of the day

Set targets for increasing the number of vegetarian/ vegan covers served

Provide written information to your staff and customers about the benefits of reducing meat and dairy consumption

Objective 3

Use, buy, sell and promote organic products

Organic farming helps create a healthy living soil that is more resistant to drought, floods and consequently the impacts of climate change. Organic farmers select crop varieties with natural resistance to particular pests and diseases to reduce disease problems and the need to use chemicals. Crop rotation helps break cycles of pests and disease, and builds fertility in the soil.

Source: www.soilassociation.org

What can you do?

Use, buy and sell, and promote organic products

Objective 4

Sign up to the Sustainable Fish campaign

People are eating more fish than they used to, and a lot of it is being caught by destructive methods. The world is now seriously at risk of losing some species from our seas for ever. Over half a billion people depend on fish for food and for their livelihood, so this would have dire social as well as ecological consequences. Source : www.sustainweb.org/sustainablefishcity

The good news is that there's still time to do something about it. Fish stocks can recover if they are managed sustainably, and if we stop buying fish from badly managed stocks or caught with damaging fishing methods.

We want to see all our businesses commit to sustainable fish by:

Signing the Sustainable Fish Cities campaign

or

Becoming MSC accredited

“ At the current rate of decline, most of the world's fish stocks could collapse within our lifetimes. ”

[Sustainable Fish Cities website](http://www.sustainablefishcities.org)

*Sustainable Fish Cities, run by Sustain, is a campaign for towns and cities to buy, serve, eat and promote only sustainable fish. Already, the sustainable fish principles have been adopted by national government; leading universities and nearly 5,000 schools, the National Trust; a wide range of restaurants; and several large corporations, organisations all collectively serving well over 200 million meals a year! Cambridge has already achieved a star for the Higher Education category.

*Marine Stewardship Council



Objective 5

Use Fairtrade or other certified products including tea, coffee, sugar and chocolate

The Fairtrade movement arose in both the United States and Europe in the 1980s. By guaranteeing a minimum price for products, the founders of the movement hoped to improve working conditions in the producing countries and reduce the associated social problems.

The Rainforest Alliance's mission is to conserve biodiversity by promoting sustainability in agriculture, forestry, tourism and other businesses. Rainforest Alliance products are intended to protect the environment and the rights of workers.

Direct trade is a term used by coffee businesses who buy straight from the growers, cutting out both the traditional middleman buyers and sellers and also the organizations that control certifications such as Fairtrade, in order to offer even more advantageous terms to the growers.

What can you do?

Stock, use and sell certified products including coffee, tea, sugar, cocoa, bananas

Become a Fairtrade organisation

Adopt an ethical purchasing policy

Objective 6

Introduce the Living Wage

The food industry employs a large number of people, and the Office of National Statistics' Annual Survey of Hours and Earnings (2015) reports employment in the catering sector to be one of the least well paid jobs in the UK. In order to be holistically sustainable, the food economy should care for its workers both in the UK and globally throughout the food chain.

A UK-based initiative to promote sustainable livelihoods is the Living Wage, which is supported by Cambridge City Council. The Living Wage rate is calculated by the Living Wage Foundation, according to the cost of living. (Note – this is a separate initiative to the UK Government's minimum wage rebranded as the "national living wage.")

What can you do?

Become a Living Wage employer

Pay all employees, including casual staff, the Living Wage equivalent



Objective 7

Provide healthy options on your menu

We are all eating out more often. One in six meals are now eaten outside the home, and we are becoming more aware of the links between what we eat and our health.

Small changes to the way you prepare, serve and market food can make a big difference to your customer's health, whilst maintaining quality and taste. Healthier Options provides an opportunity for smaller food businesses in Cambridgeshire to promote healthier diets.

What can you do?

Become a member of the Healthier Options Scheme and commit to:

- reducing portion sizes
- reducing sugar, fat and salt
- increasing fruit and vegetables
- making the standard option the healthier option



Sell or stock a healthy option in all your ranges

Promote healthier options to your customers

For more information and to register your interest visit www.healthier-options.org.uk or email: info@healthier-options.org.uk

Objective 8

Promote animal welfare through purchasing high welfare meat and dairy products

Most of the meat and dairy products on sale in the UK are produced intensively in factory farms where animals suffer from confinement and isolation, or overcrowding, so animals cannot move around or behave naturally.

A Department for Environment, Food and Rural Affairs (DEFRA) survey in 2011 found that three-quarters of UK households said that the animal welfare standards for eggs and chicken are an "important issue". The survey also found that 65% of households "actively seek" higher welfare eggs when shopping and 50% look for higher welfare chicken. In recent years, the rising sales of pork certified as higher welfare by RSPCA Freedom Food also show that a growing number of people consider pig welfare to be an important issue.

What can you do?

Choose the standards of a recognised assurance scheme, such as:

Organic As well as upholding high environmental standards, organic certification is reported to have the best standards of animal welfare.

Free range The description 'free range' is defined in European law, but only for poultry.

RSPCA Freedom Food This scheme aims to improve farm animal (and farmed fish) welfare; it does not include environmental standards.

Pasture Fed Livestock This association of farmers promotes grass-reared beef, lamb and mutton. Many groups agree that animals that graze on natural farmland provide a number of benefits to people (including health), the countryside and the environment.

Assured Food Standards This is an umbrella body representing a number of different assurance schemes, and is represented by the 'Red Tractor' logo. Standards require farmers to meet minimum legal requirements for food safety, environmental issues, and how animals are kept. Red Tractor standards have been criticised by some organisations for being insufficiently stringent, in terms of both the environment and animal welfare.



Improve waste reduction

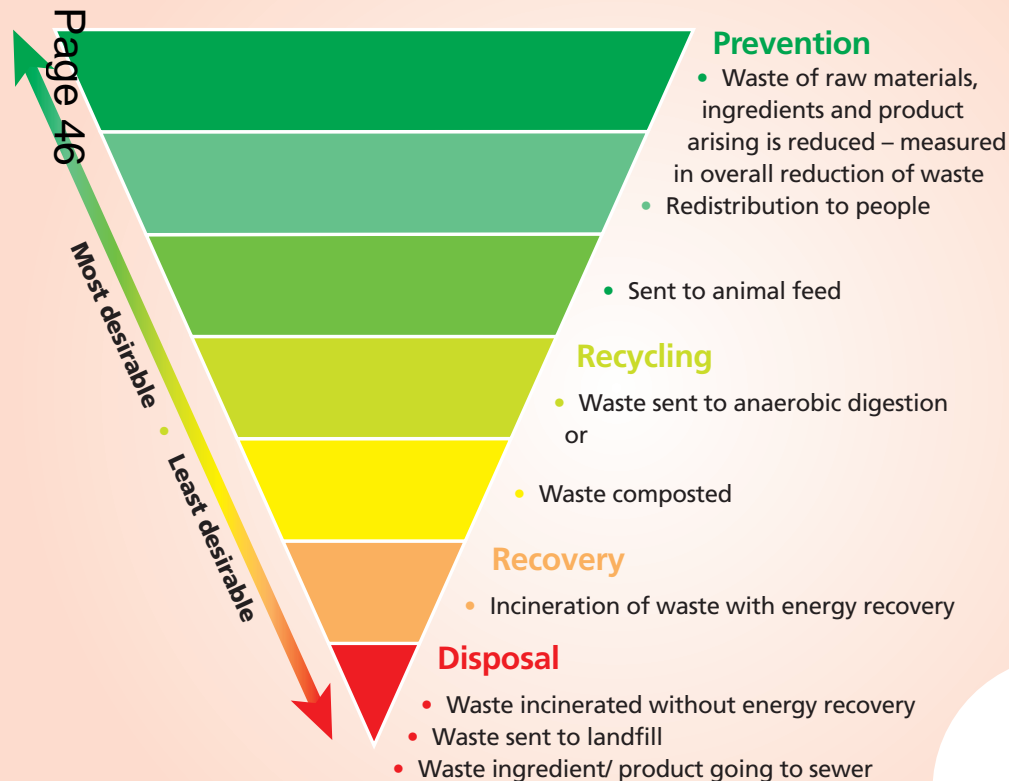
Every year, consumers in rich countries waste almost as much food (222 million tonnes) as the entire net food production of sub-Saharan Africa (230 million tonnes).

Food and Agriculture Organisation, UN 2016

According to UNEP:

“ 10% of rich countries' greenhouse gas emissions come from growing food that is never eaten ”

Food and drink material hierarchy



Objective 9

Reduce food waste

The UN Food and Agriculture Organisation claims that roughly “one-third of the edible parts of food produced for human consumption gets lost or wasted globally, which is about 1.3 billion tons per year.” (FAO 2011, Global Food Losses and Food Waste).

The priority of the food waste hierarchy is prevention of food waste through minimization of surplus food. This means identifying what is happening in your kitchens and workplaces and implementing behaviour and processing changes.

Once you have minimised the waste, surplus food should be distributed, where possible, to groups affected by food poverty. Only then should food that isn't fit for human consumption be passed down the food chain for animal feed, anaerobic digestion, composting or energy recovery. Landfill should be the last resort.

What can you do?

Adopt a food waste reduction and disposal policy and action plan based on the food waste hierarchy recommended by WRAP (see diagram opposite)

Measure your food waste, and identify behaviours and processes that can minimise waste

Show that you have reduced your food waste

Train your staff in food waste reduction measures

Join a redistribution scheme such as Fareshare or Olio

Recycle your waste oil

Sign up to a commercial food waste service. Cambridge City Council offer a commercial food waste service that can be tailored to your individual needs. They will supply you with a bin and collect as many times a week as you would like. www.cambridge.gov.uk/content/trade-waste

Use only recycled packaging

For more details, application form and useful resources go to:

www.cambridgesustainablefood.org



Objective 10

Communicate and promote the principles of sustainable food

Cambridge Sustainable Food wants to SHOUT! about all the wonderful food businesses in Cambridge. Joining this scheme demonstrates your sustainable food credentials and the more of us that are promoting it, the more people will feel part of it and want to join in. Becoming a sustainable food city makes good business sense for us all.

What can you do?

- Make sure you and your staff are knowledgeable about food sustainability and food provenance
- Produce written materials such as sustainability policies, guidelines and general information for staff and customers
- Promote the work of CSF on social media and your website
- Promote what you are doing to contribute to food sustainability on your website and through social media
- Run promotions of local and seasonal food
- Promote dairy and meat reduction and tell people why

Objective 11

Engage with your local community to make a difference

Engaging with your local community provides an opportunity for you to get involved and support other food-based projects in the area and is also a great marketing tool. There are many different ways to get involved and you might be doing something already that would qualify you.

What can you do?

- Support local or national community food initiatives, for example FoodCycle
- Work alongside and support CSF to promote sustainable food in Cambridge eg by donating time, funds or expertise to projects in low-income areas
- Partner with a local institution such as a school to teach people about food provenance and/or cooking skills



for BUSINESSES

Build a strong local food economy

Objective 1

Source fresh produce that is grown or farmed locally

Promote environmental sustainability

Objective 2

Reduce the amount of meat and dairy you use or sell

Objective 3

Use products with organic certification

Objective 4

Sign up to the Sustainable Fish campaign

Ensure food fairness

Objective 5

Use Fairtrade or other certified products including tea, coffee, sugar and chocolate

Objective 6

Introduce the Living Wage

Page 48

Improve waste reduction

Objective 9

Reduce food waste

Communication

Communicate and promote the principles of sustainable food

Promote health and wellbeing for all

Objective 7

Provide healthy options on your menu

Objective 8

Promote animal welfare through purchasing high welfare meat and dairy products

Community Engagement

Objective 11

Engage with your local community to make a difference

The Pledge

We pledge that we will improve the food sustainability of our business by

- 1 Choosing one or more of the 11 objectives to work on in the next 12 months
- 2 Describing the steps we will take to achieve those objectives
- 3 Reporting annually on our implementation of this pledge



Cambridge Sustainable Food

Cambridge Sustainable Food (CSF) is a network of individuals and organisations who support local sustainable food.

As a member of the national Sustainable Food Cities Network (SFCN), our approach involves developing a cross-sector partnership of local public agencies, businesses, academics and NGOs

committed to working together to make healthy and sustainable food a defining characteristic of where we live.

CSF has received the Bronze Award from the SFCN, one of only 9 out of 44 cities to receive an award during 2016. The objectives in this pledge are based on our Cambridge Sustainable Food Charter, which in turn is based on key issues developed nationally by the SFCN.



www.cambridgesustainablefood.org

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 Cambridge Sustainable Food

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