

# LIVERPOOL SUSTAINABLE FOOD CITY

## SUSTAINABLE FOOD ACTION PLAN

by Liverpool Food Alliance



THIS **ACTION PLAN** HAS BEEN DEVELOPED BY  
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Farmers, public health specialists, community workers, bakers, environmentalists, cooks  
school food workers, researchers, food waste specialists, restaurateurs, bee-keepers  
**PEOPLE WHO HERE REPRESENT LIVERPOOLS DIVERSE and BLOSSOMING SUSTAINABLE FOOD CULTURE!**

**Between March and October 2013**

at consultation sessions, board meetings, public health meetings,  
community gardening drop-ins, council meetings, and at the pub....

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# Glossary

**LFA - Liverpool Food Alliance**

**SFC - Sustainable Food City**

**CFF - Climate Friendly Food**

**PB - Paddy Byrne – restaurateur and consultant**

**RCC - Rotters Community Composting**

**LF - Larkins Farm**

**CF - Claremont Farm**

**CCG -NHS Liverpool Clinical Commissioning Group**

**Fareshare – FS**

**LEP - Local Enterprise Partnership**

**MRWA – Merseyside Recycling and Waste Authority**

**SN - Squash Nutrition**

**FFT - Food for Thought**

**AHOE – At Home on the Earth**

**FL – Foodlink Liverpool/NW**

**HOM – Heart of Mersey**

**HBA – Homebaked Anfield**

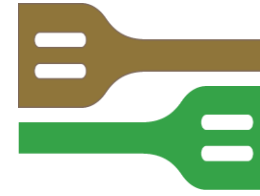
**Public Health - PH**

**Faiths for Change FFC**

**Friends of Everton Park - FOEP**

**YMCA Liverpool - YMCA**

**Public Health Liverpool City Council – PH**



# Liverpool Food Alliance

**The Liverpool Food Alliance is a network of food growers, composters, buyers, cooks and eaters, passionate about a positive healthy food culture for**

**Liverpool**

**LFA aims to make enjoying good food easy and affordable for everyone and to grow a local, eco-friendly food economy for the future.**

# Sustainable Food for Liverpool is....

(Liverpool Food Alliance meeting 20/09/13 in Everton, N. Liverpool )

Scouse	Local	Determined	Seasonal	Healthy
Low carbon	Resource efficient	Accessible	Quality	Cheapest and best
Reflecting knowledge/wisdom	Using brownfield land	Sharing growing skills	Education	Fair
Fresh and Tasty	Food craft	Variety	Added value	Fruit and veg
Heritage	Organic	Matching supply and demand	Meeting need	Hope



# Sustainable Food City

## Liverpool Food Alliance

Food Economy  
 providing services  
 Building Demand  
 supporting each other

Inspirational Speakers  
 Quarterly meetings  
 Public Procurement

Changing food culture  
 growing Inspiring next generation  
 A group of "doers" skills  
 training  
 A food profile for Merseyside

Linking - surplus - poverty - waste = ACCESS



### What already exists?

Allotments  
 Liverpool Foodlink  
 Knowsley Townst-Board  
 good models in Manchester and elsewhere  
 Natural Choices Groups  
 COOL Collective  
 Deliver Services  
 People be

### BENEFITS? of a network

Health & Well being of the city  
 Make it easier for commercial orgs to work with buyers  
 who have been growing for years  
 to share learning & good practise  
 Make ethical easy  
 Stimulate markets  
 Match-Make growers & buyers  
 A joined up approach  
 Understanding  
 training  
 More joined up growing  
 COOKING skills

### How could you benefit?

### FUNCTION?

It has to be Alive!  
 take 3rd Sector seriously  
 connections  
 caterers network  
 food distribution network  
 routes to market  
 a citywide new  
 Influence policy  
 Jobs getting people to like good food  
 campaigning  
 broker relationships  
 joined up growing



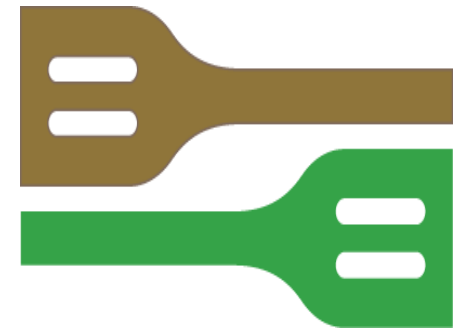
ORGANISING

SUPPLY

AND

CREATING

DEMAND





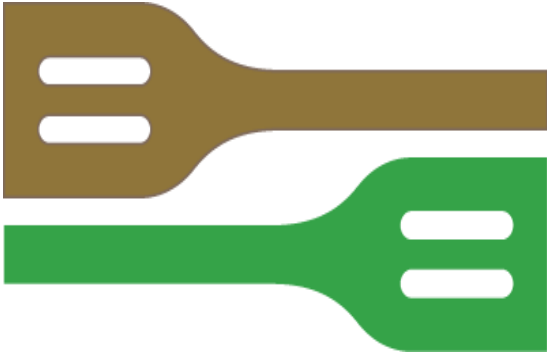


# Liverpool Food Alliance Reciprocal Benefits

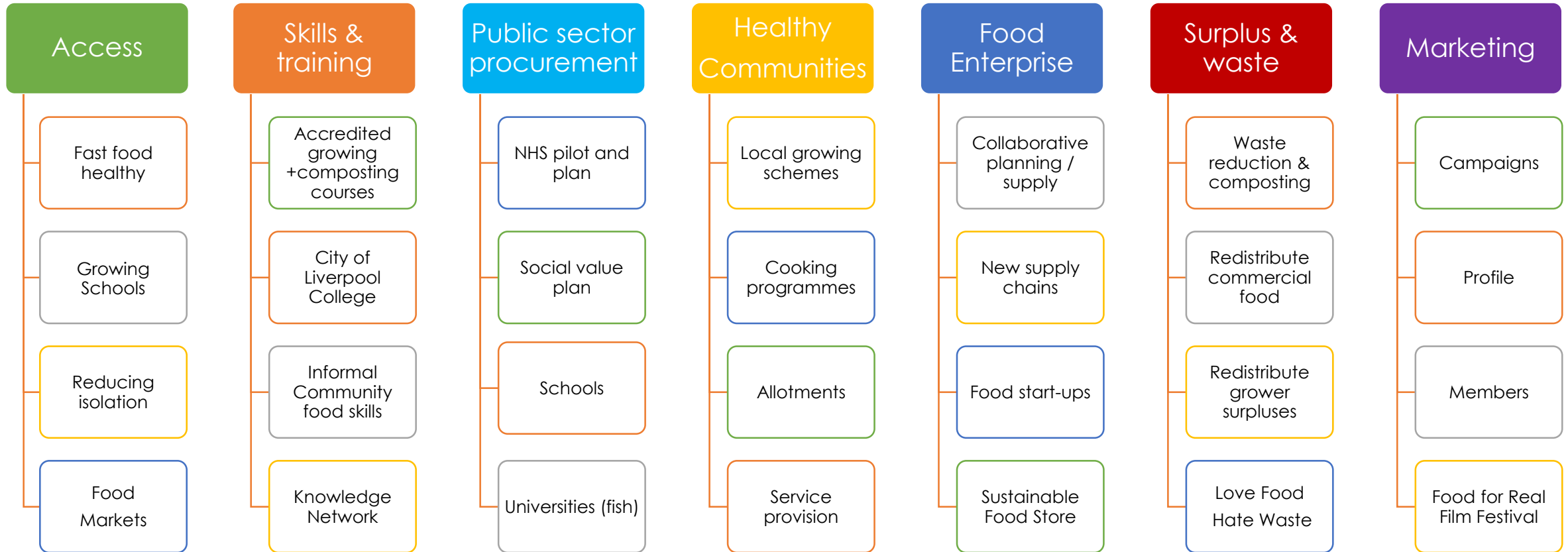


- Access to knowledge, skills and potential partners and networks
- Scaling up and diversifying current activities and benefits
- Sharing resources (equipment, knowledge)
- Collaborative approaches to raising funds
- Profile raising – pushing good food up the agenda
- Joint promotion/campaigning for fairer access to food for all
- Helping create and shape new markets

# Liverpool Food Alliance themes....



# Thematic action areas.....



# Access - Current Food Health Strategy – A Taste for Health

Liverpool's Food and Health Strategy, 'A Taste for Health 2010-2014', sets the strategic foundations on which the LFA continues to build. It outlines how partners 'will work together to develop a culture which will enable everyone to access and enjoy food in a way that will contribute to their health and wellbeing. Such access will incorporate the economic, environmental and social opportunities of food procurement and production and the urgent need to ensure sustainable change, now and for future generations.'

The Taste for Health Strategy action plan identifies key actions to deliver health benefits and the Liverpool SFC action plan supports delivery particularly in the key action areas of children and public procurement. The LFA has brought some new partners to the network and through the collaboration is adding value to the strategy delivery, particularly by enhancing collaboration with the third and commercial sectors.

The city's strategy is due for renewal within the next 15 months and it is envisaged that the management team for Taste for Health and the LFA will continue to collaborate on shaping that longer term strategic and delivery framework.





# Access

**Objective: Easy & affordable access to good food for all**

**Outcome: Healthier eating and food culture**

**Current activity... All plan objectives contribute to this overarching outcome which aligns with the Liverpool Taste for Health Strategy...**

\* Eat Right take away programme    \* Community Food Workers    \* School growing schemes    \* Independent markets

Top Actions for Next 12 months	Lead partner/s	Timescale	Output / Measure
Explore with Liverpool City Council a 'Sustainable Food Access Pledge' – including key asks: supporting street markets, connecting universal free school meals with on site food growing and reviewing meals on wheels provision	Liverpool Food Alliance / Liverpool City Council	2014	Success of approaches/campaign
Develop model of matching growers to schools to support growing initiatives that connect young people + families to food	Food for Thought /Liverpool Food Alliance	From February 2014	Number of sustainable school food programmes
Support 'Taste for Health' key programme 'Eat Right' addressing nutrition of take-aways and exploring community-cooked fast food	Liverpool Food Alliance	Autumn 2014 and ongoing	Number of take-aways involved / feasibility report for healthy take-away
Food as means to reduce social isolation – priority actions for elderly people and exploring alternative models for meal provision	Liverpool Food Alliance	April 2014 - 2015	Meetings with relevant providers and plan for pilot programme
Explore opportunities around street markets / stalls / St John's Market / Anfield Food Hub and potential to increase ready access locally	Liverpool Food Alliance	June 2014 – Dec 2014	Report of findings



**Objective:** Increase knowledge and capacity to build demand and raise supply of sustainable food in Liverpool

**Outcome:** A highly skilled food economy workforce across commercial and community settings, including volunteers.

**Current activity:** \* Skilled trainers in accreditation course delivery, community engagement, cooking, food-growing and composting at commercial and community scale \* Low level and unconnected delivery \*Catering courses at local colleges  
\* under utilised resources – sizeable greenhouses/polytunnels

Top Actions for Next 12 months	Lead partner/s	Timescale	Output / Measure
Increase formal accredited growing and composting training undertaken by Liverpool residents	Climate Friendly Food Rotters Community Composting	2014-16	Number of accredited trainers
Increase informal skills development for growing and cooking in communities	Squash Nutrition, YMCA Natural Choices Network	On going	Number engaged
Create a knowledge network of skills and training offers across the city region	Liverpool Food Alliance	July 2014	Map / website of skills opportunities
Connect City of Liverpool College Catering students with Liverpool Food Alliance partners providing experience and links growers to college purchasing	Liverpool Food Alliance	May 2014 and ongoing	Number of student interactions / purchasing arrangements





# Public Sector Procurement



**Objective:** Increase sustainable food demand and supply through public sector procurement

**Outcome:** Public sector settings leading the way in providing healthy, good food and supporting a local food economy

**Current activity:**

\*Universities 'competing' in People and Planet Green League, all have published sustainable food policies. 2012 Green League show Liverpool Hope University is providing an example for Merseyside with its Sustainable Fish Policy, Free Range Egg policy and menu changes with the availability of seasonal produce

\*Fair Trade City – Liverpool was awarded Fair Trade City status in 2004, and provides clear and easy to find information about where to buy Fair Trade food products

\*Food for Thought; healthy school meals caterer has transformed school meals in over 20 schools.

Top 5 Actions for Next 12 months	Lead partner/s	Timescale	Output / Measure
Develop social value approach for NHS food procurement including Sustainable Food and Living Wage	NHS Liverpool CCG	May 2014-16	Policy
Plot schedule of NHS food contracts to enable strategic pre-planning for increasing sustainable food using new contracts to create local supply chains	NHS Liverpool CCG	Sept 2014	Schedule to enable supply chain planning
Influence supply chain for extension of universal free school meals to increase local and seasonal supply, meeting with relevant local parties to scope	Food for Thought	Dec 2013	Number of schools participating
Begin dialogues with local authority managed sites, residential and nursing care settings and prisons re sustainable healthy food provision	Liverpool Food Alliance / Heart of Mersey	2014 ongoing	Number of services participating / becoming members
Connect with Hope University campaign for sustainable fish; link up SFC with Liverpool World Oceans Day (including University and Liverpool World Museum), utilise university food policies to share good practice and act as system leaders	SN + Research Centre for Marine Sciences and Climate Change (University of Liverpool)	March – June 2014	Sustainable food procurement campaign / fish campaign



# Public Sector Procurement Case study



## HOSPITALS

### **Aim:**

Key Hospital food contracts are due for renewal in 2016 – we would like the Liverpool Food Alliance network to bid for at least 10% of this opportunity. New hospital building programmes present new contractual and practical opportunities to plan for an increase in sustainable food provision.

The link between health and food, sustainability and social value presents an opportunity to build on existing relationships with Liverpool Hospital Trusts and develop a long term plan for making food provision more sustainable.

### **Objective:**

In 2014/2015 will continue to develop contacts in hospital catering procurement. We will work with them on a policy framework in social value and sustainability.

To progress how hospital food can progressively be made more sustainable we will identify steps including planning for supply need and collaboration between different elements of the food system.

### **Outcome:**

To broker this relationship effectively, learn from the process and use this model to apply to other public procurement opportunities



# Healthy Communities

**Objective: Engage and enable communities to increase demand for sustainable food**

**Outcome: More people are enjoying eating and cooking good healthy food together more often**

**Current activities**

\* Local growing schemes \* Cooking programmes \* Food for Real Film Festival \* Allotments \* Service provision

Top Actions for Next 12 months	Lead partner/s	Timescale	Output / Measure
An exciting seasonal public engagement programme on healthy and sustainable food - with public events, workshops , pop-ups and debates	Liverpool Food Alliance and other partners	2014	Increase in public sustainable food learning and awareness activity
Work with the 35 Liverpool Natural Choices community growing + cooking programmes, begin a new training +peer learning growing programme	NHS Liverpool CCG/ LFA	2014 onwards	Number of LFA members
Develop and deliver on L8 Communities Living Sustainably food plan (Toxteth area of Liverpool)	Squash Nutrition /Rotters/ NHS	October 2013-2016	Multiple
Connect cooking programmes with local growers	Squash Nutrition / Rotters C.Compost	From February 2104	Increase in sales/ local supply chain
Increase ease with which schools can visit farms/food enterprise and expand number of visits	Food for Thought and Claremont with PB/HBA/CFF/YMCA	From March 2014	Number of school visits
Develop a guide for community food projects to highlight best practice	Liverpool Food Alliance	2014/5	Increase in quality community food activity
Connect with Allotments Assoc. to explore issues around skills sharing with community projects, distribution of surplus and other opportunities	Liverpool Food Alliance	March 2014	Plan for interaction with allotments
Develop options for increasing food opportunities in The Mersey Forest urban community forest sites	Liverpool Food Alliance	July 2014	Agreed plan



# Food Enterprise



**Objective: Increase markets for local food enterprise and develop supply chains**

**Outcome: A vibrant and resilient local food economy**

**Current activity** –

\* excellent local growers \* two key organic farms \* artisanal food producers

\* pocket orchard+land-craft/food preserving programme \*varying business models \*all struggling to expand markets for produce

Top Actions for Next 12 months	Lead partner/s	Timescale	Output / Measure
Build relationships between growers and potential buyers to enable /assist collaborative planning and supply chains to form. To develop fair purchasing arrangements, manage processing and develop expanded customer base	Liverpool Food Alliance with Climate Friendly Food, Food for Thought, Claremont Farm, Paddy Byrne, Larkins Farm	Summer 2013 and ongoing. Key meetings in place	Number of growers /buyers collaborating A proportion of purchasing by restaurants, hotels, public service provision from local growers network
Develop timeline and relationships to influence local NHS supply	Clinical Commissioning Group (CCG)/LFA	From December 2013	Map of contracting commitments and opportunity
Liaise with wholesale market to increase local supply chain	Claremont Farm/Paddy Byrne	2013 and 2014	Plan for supply chain
Establish washing and processing plant for local growers to remove barriers to market – link to food hub programme	Food for Thought/Climate Friendly Food, Claremont Farm, Larkins Farm	2014-5	Increase in sales/local supply chain
Develop opportunities/incubators for innovative food specific start-ups such as specialist growing, artisanal foods...	LFA/Liverpool Vision	2014	Number of start-ups
Liaise with Liverpool Vision and LEP re economic and business development opportunities and EU strategy	Liverpool Food Alliance	Summer 2013 – Spring 2014	Inclusion of food economy in Growth Strategy and potential EU funding for programme
Engagement with Rural Leader/DEFRA and Foodlink NW programme for co-ordinated activity	Liverpool Food Alliance	Dec 2013 onwards	Increase in commercial members
Research the feasibility of a Sustainable Food Store for Liverpool - hub for local regional produce and alternative to supermarket shopping	Squash Nutrition	Summer 2013 and ongoing	Establishing a Sustainable Food Store

# Surplus & Waste

**Objective: Close the food loop by reducing food waste and making use of surplus and waste from all sources**

**Outcome: Reduce food waste to landfill and improve social outcomes from surpluses**

## Current activity

- City region Joint Recycling and Waste Management Strategy 'Resources Merseyside' - recognises significant role of food waste – currently 28% of wheelie bin collections and contributing to the larger than desired levels of biodegradable waste still being sent to landfill.
- MRWA run very visible Love Food Hate Waste Campaign locally
- Merseyside Fareshare has 96 community food members. Redistributes surplus from manufacturing industry(staples and fresh foods)
- Rotters Community Composting is the accredited training hub for CCN (Community Composting Network) delivering Level 2 Composting for Local Food Growers
- Considerable expertise and practice in preserving in community sector- training courses regarding this have increased considerably in popularity

Top Actions for Next 12 months	Lead partner/s	Timescale	Output/Measure
Integrate a food waste redistribution facility into the new, wholesale food hub development serving the city.	Fareshare/LFA / LCC	Feb – Dec 2014	Site established, tonnes of waste diverted from landfill / tonnes of food redistributed
Join the UK gleaning network and form local programme with growers/Fareshare/Liverpool Allotment Association	Liverpool Food Alliance	January 2014	No of participating partners / tonnes of food
Expand community composting to 3 new areas Pilot food waste alternative technologies within L8 CLS	Rotters Community Composting	Feb – October and on-going	Tonnes of waste diverted from landfill / compost produced
Pilot food waste composting at health/university site in year 1 +expand across city to reach other significant venues.	Liverpool Food Alliance / Rotters	December 2014/ongoing	Tonnes of waste diverted from landfill / compost produced
Love food hate waste – build in specific actions – integrate the campaign into partner organisations eg NHS	Rotters /LFA /WRDA	2014-2016	Increase in activity/partnerships
Build on Fareshare redistribution approach matching correct fresh food to appropriate members and ensuring skills in place to produce good quality meals	Fareshare/ Squash Nutrition	2014	Redistribute >400 tonnes of surplus which is diverted from landfill.
Match skilled local chefs to surplus	Fareshare/SN	Autumn 2014	Connect with key restaurant outlets



# Marketing

**Objective: Increase awareness, understanding, ownership and activity for Liverpool as a sustainable food city**

**Outcome: Liverpool is working collaboratively as a sustainable food city**

Key actions for next 12 months	Lead Partner/s	Timescale	Output/measure
<p><b>Campaigns:</b>            Build on Liverpool Hope University's Sustainable Food commitments (including only purchasing and using sustainable fish_ e.g. co-develop good practice guidelines as basis of 'Liverpool: Sustainable Fish City.            Engage Liverpool's National Oceanographic Centre and World Oceans Day team to raise awareness among restaurateurs &amp; key supply outlets.            Plan for poverty and growing campaigns in subsequent years; utilising emerging evidence based targets developed by researchers and partners within Universities</p>	LFA / Universities	2014 and ongoing	All three universities purchasing and using sustainable fish only; commitment to develop a strategy for Liverpool Sustainable Fish City in the future
Develop and implement a communications strategy for LFA and SFC including quarterly newsletter and monthly e-blast. Ensure all partners add information and links to national SFC programme on websites and social media communications	LFA / Universities	By February 2014 + on going	Appropriate communications channels utilised.
Increase supporting members of the LFA	LFA/ Universities	First phase August 2014	Number of members
Food for Real – organise and deliver Food For Real Film Festival and utilise event to engage more people in LFA/SFC	Squash Nutrition	November 2013, 2014, 2015, 2016	Numbers participating in festival





## Research, Evaluation + Outcomes



**Objective: Develop collaborative research and evaluation programme to ensure baseline, outputs and outcomes are measured.**

**Outcome: Outcomes and learning can be understood and shared**

Top actions	Lead partner	Timescale	Output/Measure
Formalise research partnership with Universities to support programme	LFA/University of Liverpool	Dec 2013	Written agreements
Develop final set of output and outcome measures in collaboration with research partners and national SFC team	LFA/University of Liverpool	Spring 2014	Overarching evaluation plan aligned with national SFC metrics
Establish baselines	LFA/University of Liverpool	Spring 2014	Report of baselines
Identify academic research focus and programme to complement programme	LFA/University of Liverpool	2014	Academic research programme
Ensure evaluation plans are developed for each thematic/action area	LFA/University of Liverpool	2014	Detailed evaluation plans
Where helpful ensure skills share between research partners and LFA	LFA/University of Liverpool	2014-2016	Increase in understanding of evaluation requirements

# LFA Activity Timeline 2013/14

ACTION	WHEN	Extras
LFA board meetings	Jan, March, May, July, Sept, Nov	
Growers/Buyers network meetings	February, May, Sept, Dec	
Publish online and e-newsletter plus monthly info blasts on Project Dirt	February, May, Sept, Dec	
LFA Spring members workshop series inc. Procurement. Reps from hospital. University procurement.	April	
Liverpool Honey Network Meeting	July	
Liverpool hosts International Festival of Business –LFA will host a national SFC event bringing a debate about sustainable food to the heart of this leading food industry convention, sustainable fish strand	7-11 <sup>th</sup> July Business of Food Week of International Festival of Business in Liverpool	UK SFC network event
LFA Autumn members workshop series inc. food enterprise	September	With Liverpool Vision
Growers/Buyers network meetings	28 <sup>th</sup> October 13	
Dutch Farm Open Day	31 <sup>st</sup> October 13	
Joint Action Partners meetings for L8 Communities Living Sustainably bid	November 13	
Food for Real Film Festival.....	November	
Growing our City LFA/SFC event: 'Supermarkets – a local inconvenience?' Debate with Joanna Blythman, Kath Dalmeny and Unicorn Co-operative supermarket (Manchester)	21 <sup>st</sup> - 24 <sup>th</sup> November 13	(part of Food for Real festival)
Fish Campaign development with the 3 Universities of Liverpool plus buyers Fish Campaign Showcase, World Oceans Day	Throughout year 8 <sup>th</sup> June	
LFA wider members network meeting, and bi-annually thereafter	6 <sup>th</sup> December 13	

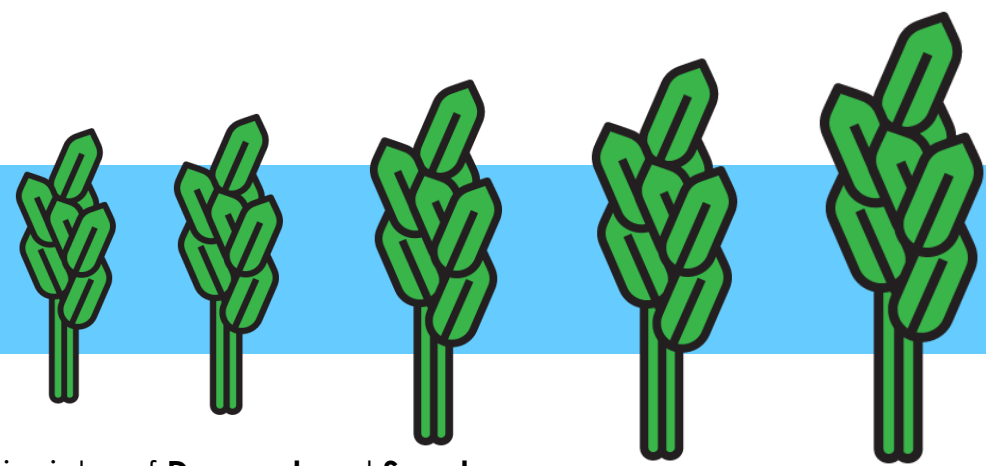


# Raising Funds



Project:	When:	Fund/£:
Food distribution network inc electric vehicle	2014	Morgan Foundation £20K Smaller trusts
Food strand of International Festival of Business	June/July 2014	Liverpool City Council £?
LFA Networking and Celebration events	2014	Awards for All/£10k
Working with Local Nature Partnership and Local Enterprise Partnership re EU investment strategic and other EU funding potential	2014-16	EU/Grundtvig £30k+
Look to broaden our European Partnerships e.g. France (Nantes - through NHS+ Council) and Hungary, Poland, Spain (through John Moores Uni AFRESH (Activity and Food for Regional Economies Supporting Health)programme) to explore a Horizon 20/20 bid	2014-16	Horizon 20/20

# Review: Key Goals for 2014-16



This Action Plan's Key Goals are intuitively ordered around the organising principles of **Demand** and **Supply**:

## **Creating Demand**

- **A core area of work for Liverpool is creating demand at the Community level.**

*This involves an extension of a strong portfolio of project level work across the city region, engaging partner organisations from public, private and civil society sectors. Good practice will be further strengthened by the establishment of a peer-to-peer network of practitioners to more sustainably share knowledge, resources and good practice guidelines for existing and emerging projects; thereby uniting activity across all sectors. Through practicable activities wide reaching issues such as food poverty and access, will be tackled in a joined up approach through cooking skills and community growing, building on the good work Liverpool is already achieving.*

- **An ambitious target for Liverpool is to better understand demand from the public sector**

*The LFA have identified tangible opportunities to make immediate and long lasting changes in the way public sector institutions (including at this time hospitals, schools and universities) approach tendering and procurement of food supply. The outcome will be sustainable procurement supporting the health and wellbeing of the most vulnerable; whilst supporting sustainable food enterprise and viability of local commercial growers.*

## **Organising Supply**

- **A key objective of the Action Plan is to respond to the demand from local growers to improve their reach by linking up supply chains**

*Local growers are currently working as hard as they can to get their goods to market; however they are keenly aware that with the facilitation of a joined up network and sharing of good practice across this network, they would increase their social impact and sustain a more commercially viable business. The LFA intends to help set up a city regional network of local growers interested in engaging with the Action Plan and SFC in the immediate future; working towards the longer term outcome of coordinated supply chains by the end of 2016.*

**Food For Real  
Film Festival**  
Liverpool  
21–24 November  
2013

WE'RE JUST FINALISING THE  
FOOD FOR REAL FILM FESTIVAL 2013  
AND REALLY LOOKING FORWARD  
TO SHARING THIS YEARS PROGRAMME.  
THE FESTIVAL WEBSITE WILL  
BE FULLY FUNCTIONING BY THE  
END OF SEPTEMBER.

MEANWHILE KEEP UP-TO-DATE WITH  
DEVELOPMENTS THROUGH:  
[WWW.FACEBOOK.COM/SQUASHNUTRITION](http://WWW.FACEBOOK.COM/SQUASHNUTRITION)  
TWITTER @FOODFORREALFEST  
TEL: 0151 707 7897

