

THE SUSTAINABLE FOOD PLACES AWARD



Guidance & Application Form

places taking a joined-up, holistic approach to food and that have achieved significant positive change across six key food issues. The Award is open to any place that has an established cross-sector food partnership in place, is a member of the Sustainable Food Places Network and is implementing an action plan on healthy and sustainable food. This document covers our standard award. We run slightly different awards for counties and greater cities. We therefore encourage all applicants to get in touch before starting to complete an award application. It is also worth checking out the awards section of the Sustainable Food Places website. If you are interested in applying please email tandrews@soilassociation.org

There are three tiers to the award - bronze, silver and gold - each requiring an increasing level of achievement in terms of action and outcomes. Details on how to apply for the bronze and silver awards are presented below and are the focus of this document. The gold award involves a different benchmark and application process to bronze and silver, details of which can be provided on request. You must achieve a bronze award before applying for silver and a silver award before applying for gold.

Award decisions are made annually by a national panel of experts. To help places navigate the award process, applications are facilitated by Sustainable Food Places staff. This normally involves an initial discussion, reviewing and providing feedback on draft applications and attending a meeting of the local food partnership. The award panel's decision is final, but feedback is given on both successful and unsuccessful applications.

Places achieving an award can use an award badge that recognises their achievement in their communications and marketing materials. Each award is given for a three-year period. If the award holder has not made an application for a higher award or successfully renewed their existing level award by the end of that period, they will be expected to stop referring to themselves as awards winners in all communications and promotional activity.

One condition of receiving the award is that all successful applicants agree to their application being made available to other members of the Sustainable Food Places Network on our website. We also expect applicants to provide short case studies on selected areas of their work that other members of the Network can learn from. We will help you to identify the most suitable case studies during the final stages of the application process.

The awards aim to recognise both the totality of food-related activity and continuous improvement year on year. So, while a bronze award may be given based primarily on evidence of overall food-related activity and achievements to date, silver and gold awards will only be given where there is clear evidence that such activity and achievements are building progressively year on year. While an award is attributed to a place and recognises any and all food-related activity in that place, there must be clear evidence that the local food partnership and its members have helped to instigate, drive and/or connect a good proportion of that activity, particularly for the silver and gold awards.

Section 2: Application Form

Name of food partnership applying: **ShefFood - Sheffield's Food Partnership**

Name of person leading application: **Gareth Roberts**

Award being applied for: **Bronze**

Key Issue 1

Taking a strategic and collaborative approach to good food governance and action

We believe that to transform a place's food culture and food system requires a joined-up strategic approach and committed long-term collaboration between individuals and organisations across every sector and at every level, from community grassroots and third sector organisations to businesses and council leaders. Key to achieving this are: a strong cross-sector food partnership and an inspiring and ambitious food vision backed by a clear strategy and action plan. At bronze we would expect to see a cross-sector partnership in place; a 12-month action plan covering all key food issues; and some recognition of healthy and sustainable food in local policies, strategies and plans. At silver, we would expect your partnership to be robust, embedded and sustainable; a 3-year strategy and action plan that is endorsed and supported by the local authority; and for local policies, strategies and plans to be actively and effectively promoting healthy and sustainable food.

What success might look like:

1A) Establish a broad, representative and dynamic local food partnership - this could include but is not limited to the following:

- Establish a local cross-sector food partnership involving public and third sector, business and community representatives that meets regularly and is committed to working together across all key food issues (mandatory at bronze).
- The partnership has clear terms of reference and operates in an open, transparent and democratic way. Members represent a wide range of sectors and communities including those with lived experience of food issues as well as organisations and institutions (mandatory at bronze).
- Key institutions, including the local authority and other strategic bodies recognise and endorse the local food partnership and actively support its efforts through policy, strategy and planning and by providing funding and/or other support (mandatory at silver).
- Establish working groups linked to the core food partnership to enable those with specific interests, skills and remit to lead on and work together to more effectively tackle key food issues, supporting them and others to be effective ambassadors for the partnership's work.

1B) Develop, deliver and monitor a food strategy/action plan - this could include but is not limited to the following:

- Your food partnership develops, publishes and regularly reviews a food strategy and/or action plan (mandatory 12 months at bronze and minimum 3 years at silver) that covers all key food issues and is based on an open consultation with a wide range of stakeholders.
- The food strategy/action plan is being delivered, with the food partnership helping to coalesce and coordinate action as well as measuring progress in terms of both activity and outcomes (mandatory at bronze and silver).
- Develop and promote a food charter, manifesto or equivalent that encapsulates the food vision, principles and ambitions for your place and get individuals and organisations to commit to action that will help to achieve those ambitions.
- Develop and promote an identity (brand/logo/strapline) for your initiative and use this as an umbrella to connect and promote all the inspiring work on healthy and sustainable food happening in your place.

Key Issue 1: Taking a strategic and collaborative approach to good food governance and action

Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel.

A) Establish a broad, representative and dynamic local food partnership

Context

Representatives from across the Sheffield food system have been working in co-ordinated cross-sector partnerships to develop effective food policy and tackle food related health, social, economic and environmental challenges since the 1980s. The current period of partnership activity started in 2009 when a Food Plan Steering Group made of community, local authority, NHS and business representatives was set up by [Sheffield City Council](#) to take responsibility for delivery of the [Sheffield Food Plan](#) and [Sheffield Food Festival](#). From 2011-13 Sheffield delivered major improvements to food markets, school meals and community food growing, and the food festival became a popular success. However, austerity, poverty, inequality and the climate emergency emerged as key drivers of change for the Sheffield food system, economy, local government and anchor institutions. In response the Sheffield Food Plan was refreshed in [2014](#) and again in [2018](#). In 2020 the Covid-19 pandemic started, and the nature and severity of food system challenges facing Sheffield changed again. In response [Sheffield mobilised](#), with an unprecedented acceleration in partnership working at every level of the food system. The long term impact on Sheffield will be profound and lasting, and effective food partnerships will be key to successful recovery.

Origins

Throughout this 12 year period (2009-21) a group of people with a passion for sustainable food, representing voluntary, community, faith, social enterprise, local authority, academic and commercial organisations have continued, with limited resources, to meet regularly and work together. They have found solidarity to coordinate and deliver activity in an open, transparent and democratic way as an independent food partnership and the [Sustainable Food Places](#) member for Sheffield. Organisations working across the 6 key issues are represented, including: [Regather](#); [Heeley City Farm](#); [Food Works](#); [Green City Action](#); [Sheffield Climate Alliance](#); [Food Hall](#); [Together for Sheffield](#); [St Mary's](#); [Sheffield Food Bank Network](#); [Opus](#); [Green New Deal South Yorkshire](#); [South Yorkshire Community Foundation](#), who regularly engage in monthly and weekly partnership meetings. The partnership operates as an unincorporated voluntary association with [terms of reference](#). Regather is the accountable body and employs a team of coordinators on behalf of the

partnership.

Anchors

Sheffield City Council continues to focus on delivery of statutory responsibilities within severe financial constraints. Officers work effectively with the partnership, and elected members promote the positive impact of partnership working to the wider community. The infrastructure organisation [Voluntary Action Sheffield](#) plays a key role in supporting and amplifying partnership working across the voluntary & community food sector, as does Learn Sheffield's [Eat Smart Sheffield](#) programme across schools. Both the [University of Sheffield](#) and [Sheffield Hallam University](#) recognise the positive benefits the food partnership has on their staff, students, institutions and the city, and they engage fully with supporting the partnership through funding, in-kind resources, research projects, student placements and promotional activities.

Working Groups

Currently the partnership engages members on Partnership Coordination, Partnership Development, Projects & Campaigns and Engagement, and the active working groups include: Climate Action; Nature Friendly Food Growing; Veg Cities; Urban Agriculture; Food Power; Food System Resilience and Bronze to Silver.

B) Develop, deliver and monitor a food strategy/action plan

Food Plan

The aim of the original 2011 '[Sheffield Food Plan](#)' was to create a more profitable and diverse food economy, a healthy vibrant food culture and a sustainable food system in Sheffield. The plan firmly situated policy, governance and delivery structures within and led by Sheffield City Council, the Sheffield First Partnership Board and other anchor institutions, with wider engagement and cross sector representation through a Food Plan Steering Group. The 2009-11 development of this plan was a significant period of grassroots food

partnership formation in Sheffield. Mobilised by the development of the Food Plan and the Food Festival, and catalysed by Grow Sheffield, Transition Sheffield and Making Local Food Work, the period saw the formation of an independent food partnership for Sheffield. This partnership supported and coordinated a campaign of activity around the food plan and food festival. This campaign successfully engaged local authority officers, elected members and anchor institution partners; secured representation on the cross-sector food plan steering group; and took steps to maximise opportunities for the plan and festival to cover all key food issues and reflect the outcomes of open consultation with a wide range of stakeholders.

Development & Delivery

The rolling development and delivery of a Sheffield food plan through a parallel high level partnership between, on the one hand, local authority and anchor institution stakeholders focused on food plan leadership, ownership, corporate governance and strategy, and, on the other, independent food partnership stakeholders taking action to support, amplify, coordinate, represent, engage and deliver has continued in a cooperative coexistence - throughout delivery and review of the [2011 food plan](#), annual editions of the food festival since 2010, subsequent development, delivery and review of iterations of the food plan in [2014](#) and [2018](#), the food system response to the 2020 Covid-19 pandemic and Sheffield's recovery in 2021 and beyond.

Identity

Throughout this 12 year relationship an identity for the independent food partnership has evolved, and has been used as an umbrella to connect and promote the inspiring work on healthy and sustainable food happening in Sheffield. The original partnership identity was "Sheffield Food Network". Following coordinated public and partner consultation led by the partnership in 2017-18 the identity was successfully relaunched as "[ShefFood - Sheffield's Food Partnership](#)". This is the ShefFood [logo](#). The ShefFood strapline is "Feeding Sheffield Sustainably". This is the [12 month ShefFood Action Plan](#).

Vision

Throughout this 12 year period of food plan development and delivery there is clear evidence and articulation of a wider food vision for Sheffield. There is now recognition that the development and promotion of a city-wide food charter which encapsulates a renewed

and revitalised food vision for Sheffield, detailing shared principles and ambitions and supported by campaigns to motivate individuals and organisations to commit to action, presents a significant opportunity for everyone, and therefore a new food charter will be a key aim for ShefFood's Bronze To Silver action plan.

Key Issue 2

Building public awareness, active food citizenship and a local good food movement

We believe that to drive a shift towards healthier and more sustainable food requires high public awareness of food issues and widespread participation in food-related activity, by both individuals and institutions, as part of a growing movement of active food citizenship. Key to achieving this are: communications and events that can inspire people about the role, importance and joy of good food; practical engagement opportunities such as growing, cooking and sharing food in every community; and a facilitated network through which food actors of every kind can connect and collaborate on-line and in person as part of a local good food movement. At bronze, we would expect to see a range of public events and engagement opportunities and the beginnings of a local food network. At silver, we would expect to see widespread public participation in food-related activity and a dynamic and connected local good food movement involving people from all walks of life.

What success could look like:

2A) Inspire and engage the public about good food - this could include but is not limited to the following:

- Raise public awareness of food, health and sustainability issues through a variety of communication channels, ideally including a regular newsletter, websites, social media, magazines, film shows and radio and press pieces.
- Provide a wide range of free opportunities for people to learn about, share and enjoy healthy and sustainable food - e.g. through talks, challenges and competitions, demonstrations, intercultural and intergenerational events, food festivals and town meals.
- Ensure opportunities to actively participate in community food initiatives are promoted to people from all social and cultural backgrounds through print, broadcast and on-line media and/or via open days, food trails and volunteering programmes.
- Develop a public facing umbrella-campaign to encourage individuals and organisations to take (and register) direct action in support of healthy and sustainable food, for example through the development of an on-line platform such as Bristol's Going for Gold or FoodWise Leeds.

2B) Foster food citizenship and a local good food movement - this could include but is not limited to the following:

- Establish a network for community food activists that provides on-line and face to face opportunities to share inspiration, ideas and resources and to work together on a range of food initiatives (mandatory at silver).
- Ensure communities can access and take control of green, brownfield and unused building spaces that can be used for food social enterprises and community food projects, for example by mapping available assets or offering special lease options.
- Support local community food initiatives through a small grants programme and access to tools and resources, as well as through advice and training on project planning, raising money and working with volunteers.
- Increase participation in food growing and related activities through increased allotment provision, the incorporation of growing sites into new and existing developments, the development of edible landscapes and through initiatives such as Incredible Edible and The Big Dig.

Key Issue 2: Building public awareness, active food citizenship and a local good food movement

Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel.

A) Inspire and engage the public about good food

Communications

A key function of ShefFood is to use effective communications to raise public awareness of food, health and sustainability issues in Sheffield. To achieve this ShefFood employs a Communications Coordinator who is responsible for creating high quality digital content and coordinating our comms activities. The [ShefFood newsletter](#) publishes monthly to over 200 subscribers and 2550 followers, and features campaign actions, partner updates, job opportunities, event listings and more. The [ShefFood website](#) provides information about the partnership including contact details, who is involved and the key mission of the partnership to support the development of a sustainable food system. ShefFood has followers on [Twitter](#) (1720), [Facebook](#) (245) and [Instagram](#) (723). ShefFood promotes food issues in local press and media, including the Sheffield Telegraph, The Star, [Now Then](#), [UnLtdBusiness](#), Sheffield Live, and BBC Radio Sheffield, and food-focused content in city-wide marketing campaigns [Make Yourself At Home](#), [What Makes Sheffield](#), and [Our Favourite Places](#). ShefFood coordinated [this appearance](#) of ShefFood Partnership Coordinator [Gareth Roberts](#) in [Wicked Leeks](#) (featuring Hugh Fearnley Whittingstall) and this [act of kindness](#) involving [Henderson's Relish](#) and the Greater London Authority.

Engagement

ShefFood partners play an active role in creating free opportunities for people in Sheffield to learn about, share and enjoy healthy and sustainable food. The [Sheffield Food Festival](#) started in 2010 and attracted 50,000 visitors annually. ShefFood delivered the Food For Thought talks in [2017](#) and [2018](#). In [2019](#), in partnership with Food Works, Sheffield Climate Alliance and Regather, it co-hosted the [ShefFood Village](#), engaging over 3000 children and adults in 3 days of talks, activities, competitions, workshops and general fun for the community. In [2019](#) it delivered the [ShefFood Award Accelerator](#), a full day workshop attended by 40 representatives from across Sheffield's food system and supported by Sustainable Food Places which informed Sheffield's food partnership action plan and bronze award bid. In 2020/21 continuing this innovative and participatory approach despite the pandemic, ShefFood co-produced [this short film](#), appointed a Bronze Award Coordinator, launched an online [Sheffield for Bronze](#) campaign, conducted the first public

[Sheffield Sustainable Food Survey](#) (view [responses](#)) and will co-host the [Feeding Sheffield Sustainably](#) event at the [Festival of Debate 2021](#).

Inclusion & Diversity

ShefFood ensures opportunities to actively participate in community food initiatives are inclusively promoted to people from all social and cultural backgrounds. Food Works hosts [Discussion over Dinner](#) food forum events. [Cohesion Sheffield](#) hosts the [Place at my Table](#) event which facilitates sharing food stories and experiences from different cultures. [New Beginnings](#), supported by ShefFood through [Heeley City Farm](#), has helped integrate 1000's of asylum seekers and refugees into communities around Sheffield since 2004, offering sessions where people can harvest produce, meet other members of the community, improve their English and get to know their local area through food.

Pledges

The development of a city-wide public facing campaign to encourage individuals and organisations to take and register direct action in support of healthy and sustainable food will be a key aim for ShefFood's Bronze To Silver action plan.

B) Foster food citizenship and a local good food movement

Food Activism

A strength of Sheffield, and a reflection of the friendly, independent and resilient character of Sheffield residents and communities, is the sense of citizenship and commitment to grassroots social movements. This strength sustains an established and thriving local good food movement, driven by a city-wide, cross sector network of community food activists with a passion for sustainable food, all of whom are highly motivated to share inspiration, ideas and resources and to work together on a range of food initiatives. This

citizen-led food movement has a reciprocal relationship with many food-focused organisations, initiatives and projects across the city, particularly within the local community and voluntary sector, who have worked together to help and support the development of ShefFood as an independent food partnership for Sheffield.

Food Initiatives

[Heeley City Farm](#) (HCF) is a Sheffield food and farming institution. Developed [over 40 years](#) HCF is a leading example of communities accessing and taking control of spaces that can be used for community and social enterprise food projects. By cultivating organic crops and running weekly volunteer gardening/growing sessions at 11 community gardens, engaging 4,000 volunteer hours and producing c. 12 tonnes of fresh produce in 2019 and 2020, HCF creates local spaces in deprived neighborhoods, brings unused community land back into production, protects soil health and grows fresh produce on a scale that makes a real difference to local communities and to the 95+ volunteers involved every week. HCF produces honey, hosts popular [seasonal community events](#) including the [Apple Day at Wortley Hall Walled Garden](#) and offers inclusive workshops such as their [Dementia Project](#) which allows for dementia friendly farm visits and Animal Assisted Therapy. Sheffield is home to many community food initiatives, as evidenced by this [Nature Friendly Food Growing in South Yorkshire](#) report.

Supporting Good Food

In 2020/21 ShefFood has directly supported small grant applications by local food projects worth over £75k, and is one of [35 organisations](#) involved in a successful £200k [Sheffield Climate bid to The National Lottery Climate Action Fund](#). ShefFood signposts opportunities to access tools and resources, including the [Green City Action](#) tool bank, [GoodGym Sheffield](#) volunteers, [Sheffield Soup](#) crowdfunding and [Green Estate](#) soil improver, and to advice and training, including [Voluntary Action Sheffield](#), [Sheffield Directory](#), [Sheffield Social Enterprise Network](#) and [Social Enterprise Exchange](#).

Food Growing

Sheffield City Council manages [3,000 allotments](#) over 70 sites with accessible plots for disabled people and publishes an [Allotment Handbook](#). Over 20 sites have their own allotment society, and many have community allotment groups, including [Sage Sheffield](#), [Hillside Harvest](#), [Darnell Wellbeing](#), [Oasis](#), the [University of Sheffield's Allotment Society](#), the Green Flag Award winning [Firth Park Community Allotments](#), and the RHS Award winning [Ecclesfield Community Garden](#). ShefFood is working to promote all forms of food

gardening through initiatives such as [Veg Cities](#), [Good To Grow](#) and [Unity Edible Gardens](#), and in 2021 has supported the [Kenwood Community Growers](#) campaign, the Arts Council funded [Sheffield Wheat Experiment](#) and the [SHEFF-Yield](#) low carbon food growing event series.

Key Issue 3

Tackling food poverty and diet related ill-health and increasing access to affordable healthy food

We believe good food is a right not a privilege and that everyone should be able to eat healthily every day, no matter who they are, what they do or where they live. Key to achieving this are: ensuring all those in danger of going hungry or suffering malnutrition are able to access nutritious food while working to address the underlying causes of food poverty; raising awareness of what constitutes a healthy diet and giving people the skills, resources and support needed to feed themselves well; and changing people's food environment - from institutional settings to high streets - to ensure affordable healthy food is available and accessible to all. At bronze we would expect to see a wide range of initiatives that are working to make this a reality and are having a measurable impact on people's lives. At silver, we would expect to see evidence that this is becoming a reality across most social groups, settings and neighbourhoods in your city, particularly amongst those groups most at risk.

What success could look like:

3A) Tackle food poverty - this could include but is not limited to the following:

- Establish a multi-agency partnership involving key organisations as well as people with lived experience, to identify and tackle the full range of issues that contribute to food poverty in a joined-up strategic way, ideally as part of the Food Power, End Hunger UK or Feeding Britain initiatives.
- Ensure high quality social food provision for people who might otherwise go hungry or suffer malnutrition, for example through the Healthy Start voucher scheme; Rose Vouchers; free school meals; breakfast, after school and holiday meal provision; lunch clubs and meals on wheels.
- Promote fair wages through local authority adoption of the real Living Wage for its own staff and for contractors and via campaigns to raise other employers' awareness and adoption of the Living Wage and the benefits this brings.
- Train health professionals, welfare advisers, housing and voluntary organisations in food poverty issues so they can effectively direct those experiencing food poverty to welfare support and local hardship funds, as well as to emergency food aid at times of crisis.

3B) Promote healthy eating - this could include but is not limited to the following:

- Run healthy eating and drinking campaigns including Sugar Smart, Veg Cities, Change4Life, Baby Friendly and the 50 Fountains Challenge; and give preferential treatment to healthy food ads, for example by offering them free advertising space, while restricting junk food ads.
- Provide and promote a wide range of healthy eating and healthy weight support services and initiatives, including diet and nutrition advice and support, cooking skills training, exercise and social prescribing programmes.
- Promote the adoption of holistic healthy food culture transformation programmes - such as those developed by Food for Life - in a range of settings such as nurseries, schools, colleges, hospitals, care homes and workplaces.
- Map access to healthy food against transportation routes, income, health data, proximity to schools etc. and work to prevent the proliferation of unhealthy food outlets as well as to ensure people can access affordable healthy food/drink near to where they live, work and play*.

* This could include working with caterers (cafes, takeaways and restaurants) and retailers (supermarkets, local convenience stores, markets, food coops) to increase the availability, affordability, variety, quality and display of fruit and vegetables, particularly in deprived areas; introducing or reinstating public drinking fountains; and/or including access to affordable healthy food in your Local Plan, Supplementary Planning Documents or other planning policy.

Key Issue 3: Tackling food poverty and diet related ill-health and increasing access to affordable healthy food

Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel.

A) Tackle food poverty

Tackling Food Poverty

Work to tackle food poverty, in a joined-up strategic way, is focused on health inequalities, poverty and food & wellbeing. On health inequalities, the [Sheffield Joint Health and Wellbeing Board](#) works to deliver a [Joint Health & Wellbeing Strategy 2019-24](#). On poverty, Sheffield City Council's (SCC) work on [Tackling Poverty](#) is detailed in the [Tackling Poverty Strategy 2015-18](#) and the [Sheffield Tackling Poverty Framework 2020-30](#). On food & wellbeing, SCC's work to improve food choices and reduce the prevalence of diet related ill health is detailed in [Food and Wellbeing in Sheffield 2018](#). Against this strategic backdrop, and driven by economic decline, inequality, austerity and welfare reform, and more recently the Covid-19 pandemic, the community response to the four-fold increase in households experiencing financial poverty and a lack of equitable access to affordable healthy food has been [rapid mobilisation](#), with an unprecedented acceleration in partnership working at every level of the food system.

Food Provision

The [wider food system response](#) to Covid-19 includes emergency food provision by [Sheffield Food Banks](#) and [Sheffield COVID Support](#) groups, [support from SCC](#), and coordination from [Voluntary Action Sheffield](#) (VAS). The SCC and DfE funded [Healthy Holidays](#) project has supported children eligible for free school meals across the city to access activities and food provision over the school holidays, and SCC offered [free school meals food vouchers](#) during the recent Easter holiday. ShefFood helped promote these schemes, and ShefFood partners were involved in delivery. Each week [Together for Sheffield Food Provision](#) hosts an online forum where multi-agency partners (including ShefFood) share expertise to help them work better together and explore new approaches (eg. [Food Ladders](#)) to tackle food poverty. The [Food Poverty & Insecurity in Sheffield](#) report (VAS, June 2020) suggests a partnership style model could better tackle food poverty and insecurity in the city. The [Food Poverty Working Group Interim Report](#) (SCC, March 2021) sets out recommendations for SCCs action plan to address food poverty.

Community Resilience

To support the development of a multi-agency partnership involving key organisations as well as people with lived experience, ShefFood is supporting the [Feeding Sheffield Sustainably](#) event at the [Festival of Debate 2021](#) which will bring local food production, food waste and food poverty initiatives together to inform and reinvigorate our approach to food. To further support high quality social food provision a ShefFood-led [Community Resilience project](#) will connect local [food production](#) with [Fresh Street](#) inspired provision.

Fairness & Dignity

Sheffield is home to the international [Universal Basic Income UBI Lab Network](#), managed by [Opus Independents](#). Since 2013, SCC has promoted fair wages through [adoption of the real Living Wage](#) for its own staff and in public, private and voluntary sector organisations. Between 2016-20 [Sheffield Citizens Advice](#) delivered a National Lottery [Advice and Food Banks](#) project to support disadvantaged people who use food banks by providing expert information and tailored advice, as detailed in this [Project Report](#), and practised by [S6 Foodbank's](#) 'more than food services' approach across 11 sites to 400+ households a week.

B) Promote healthy eating

Promoting healthy eating is central to the Sheffield City Council (SCC) [Food and Wellbeing in Sheffield Strategy](#) and is supported by a programme of city-wide initiatives delivered by cross-sector partnerships, and widely promoted and celebrated by ShefFood.

Healthy Eating and Drinking Campaigns

- [Sheffield's Sweet Enough](#) - helps local families, food businesses, schools and healthcare professionals tackle the harms caused by eating too much sugar.
- [Change4Life](#) - local implementation of Change4Life via social media and the Change4Life app.
- [Breastfeeding In Sheffield](#) - provides advice and encouragement on the benefits of breastfeeding. The [Breastfeeding Friendly Award](#) helps identify public places and workplaces that offer a good level of facilities and support for breastfeeding. Sheffield has achieved full [UNICEF Baby Friendly accreditation](#).

Healthy Eating and Healthy Weight Support

- [Start Well Sheffield](#) - Helping parents and carers give their children the very best start in life by promoting healthier food, increasing activity, understanding behaviour and cutting down on screen-time.
- [Healthy Early Years](#) - Recognises high quality experiences provided to children to develop physical skills, spend time outdoors, cooking and sharing meal times together. Endorsed by Greg Fell, Director of Public Health at Sheffield City Council.
- [Live Lighter](#) - Weight management support service by [Zest](#), tackling key nutritional topics in an engaging and interactive way, including The Eatwell Guide, portion sizes, emotional / comfort eating and food labelling.
- [Bags Of Taste](#) - Learn how to cook inexpensive and healthy food from scratch.
- [Move More](#) - Strategy and partnership helping make Sheffield the most active city in the UK.
- [People Keeping Well in their Community](#) - Social prescribing programme delivered by [17 lead partners](#) promoting [community wellbeing](#) and helping prevent and delay people needing to access health and social care services. Includes local food initiatives in deprived areas to improve health, like [eating on a budget](#), cook&eat and community allotments, delivered across Sheffield by community food organisations, including [Heeley City Farm](#), [Green Estate](#), [ShipShape](#) and [SAGE Greenfingers](#).

Healthy Food Culture

- [Eat Smart Sheffield](#) - Supporting a whole school approach to food, and encouraging and supporting pupils, their families and

the wider community to adopt healthier eating behaviours. 60+ schools engaged, and ~30 schools working towards Food for Life Award. Delivered by [Learn Sheffield](#) in partnership with [Food for Life](#). Will link with [Bite Back 2030](#). Latest [Eat Smart Sheffield newsletter \(Spring 21\)](#).

- [Arbourthorne Community Primary School](#) - an Eat Smart Sheffield Targeted Support School, and an exemplar of the whole school approach to food. [An Even Better Arbourthorne](#) is a whole school initiative, supported by [Grow Theatre](#), to build a better future for the Arbourthorne Community which involves the [Red Robin House](#), [family feast evenings](#), [community fridge](#), [gardening](#) and [cooking](#).
- [Sheffield Healthy Holidays](#) - Helping children and families to eat well and stay healthy over the holidays with online workshops, weekly activity guide, healthy hampers, recipe ideas and much more. Delivered by [Voluntary Action Sheffield](#) and [partners city wide](#).

Healthy Planning

- SCC are working to introduce planning policies to restrict new fast food outlets near secondary schools, and healthy and sustainable food criteria for new leisure centre contracts.

Key Issue 4

Creating a vibrant, prosperous and diverse sustainable food economy

We believe that to make good food a defining characteristic of where you live depends, ultimately, on ensuring healthy and sustainable food businesses - from producers and processors to retailers and caterers - are mainstreamed as part of a revitalised local food economy. Putting good food entrepreneurs and enterprises at the heart of local economic development and promoting them to consumers not only ensures that buying healthy and sustainable food becomes the easy choice but also creates jobs, businesses and prosperity while regenerating high streets and city centres. At bronze, we would expect to see evidence that the local authority and other key bodies recognise the role and importance of sustainable food enterprises and are actively working to support their development and success. At silver, we would expect such enterprises to have become a significant part of your local food economy and to be positively reshaping the high street and wider food environment.

What success could look like:

- 4A) Put good food enterprise at the heart of local economic development** - this could include but is not limited to the following:
- Retail, tourism, planning and economic development strategies, policies and services actively support the development and long-term success of healthy and sustainable food businesses and a circular food economy.
 - Protect and/or re-establish vital sustainable food infrastructure to support shorter and value-based supply chains, such as local processing and wholesale businesses, city centre and other food markets, food hubs and distribution networks.
 - Support sustainable food entrepreneurs and enterprises by providing vocational training, business planning advice, grants and financial advice, and access to land and premises through special loan and lease options and business rates reductions and holidays.
 - Work to improve the diversity of the retail offer by supporting more independent retail and market stalls and more value-based retail, such as Better Food Traders and the Pantry model.
- 4B) Promote healthy, sustainable and independent food businesses to consumers** - this could include but is not limited to the following:
- Enable consumers to find local producers, shops, markets, cafes and restaurants selling healthy and sustainable food via a well-promoted, easy to use on-line directory of local good food businesses.
 - Promote local good food businesses to the public using a range of communication tools, including media features and promotions, 'restaurant weeks', food awards and other marketing, branding and business recognition schemes.
 - Promote greater consumer spending in local independent and sustainable food businesses through the introduction of local currency and loyalty schemes and via promotional campaigns.
 - Provide local producers with increased opportunities to promote and sell their produce direct to consumers through on-line platforms and the creation of new regular or permanent markets, box schemes, meet-the-producer events and other initiatives.

Key Issue 4: Creating a vibrant, prosperous and diverse sustainable food economy

Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel.

A) Put good food enterprise at the heart of local economic development

Food Economy

ShefFood evolved from the [Making Local Food Work](#) and [Community Economic Development](#) programmes, and is committed to putting good food enterprise at the heart of local economic development. This key strength underpins the resilience and independence of ShefFood. ShefFood employs a Partnership Coordinator with responsibility for managing food partnership activities, and working with anchor institutions to amplify their substantial contributions towards supporting the development and long-term success of healthy and sustainable food businesses, for example:

- The [Institute for Sustainable Food](#) research flagship at the University of Sheffield works in [partnership with local food organisations](#), for example by [supporting low carbon food infrastructure](#), establishing [hydroponic](#) and [aquaponic](#) demonstrators, [sponsoring polytunnels](#) and [changing perceptions of urban agriculture](#).
- [Sheffield Hallam University](#) (SHU) [addresses the 6 key issues](#) through [CHEFS](#): Culture, Health, Environment and Food in Society, [SHARe](#): Sheffield Hallam Appetite REsearch, the [National Centre of Excellence for Food Engineering](#); [Catering Service Department](#) and students [undertake placements](#) at Eat Smart Sheffield [Targeted Support Schools](#).
- [Sheffield Markets](#), within Sheffield City Council, continues a proud [market history](#). The [Moor Market](#) offers shoppers a great shopping experience, both in person and online with [ChefChef](#) and [CityGrab](#), with over 90 independent retailers, fishmongers, butchers, bakers and grocers, plus a food hall with diverse cuisines creating an authentic Sheffield social eating experience. Moor Market traders supported the ShefFood [Veg Cities Fresh Street](#) project.

Food Enterprise

Sheffield delivers good food enterprise in abundance, all very friendly and very independent. Here is a small selection...

- A thriving [independent food](#) and [beer scene](#) (UK Capital of Beer!) with many [food heroes](#) like [Matt Bigland](#) & [Chris Hanson](#)
- Fantastic [cafes and coffee houses](#), [restaurants](#), [pubs and bars](#), [bakeries](#) and it's very [Blue Moon](#) [vegan-friendly](#)
- Local brands [Henderson's Relish](#), [Our Cow Molly](#), [Sheffield Honey Company](#), [Yee Kwan](#), [Yorkshire Crisps](#), [Sheffield Cheesemasters](#), [Beres Pork Shop](#), [Moss Valley Fine Meats](#), and many [more...](#)
- Online groups [Veg Lovers Club](#), [Wildlife Gardening Sheffield](#), [Love Sheffield Growers](#), [Heeley Green Community Garden](#)
- Delivery apps [City Grab](#), [ChefChef.store](#), [Mealbase](#), [iBeLoyalty](#)
- Social eating [Open Kitchen Social Club](#), [Union St.](#), [Peddler Night Market](#), [Kommune](#), [Cutlery Works](#)
- Ethical retailers [Beanies](#), [Lembas](#), [New Roots](#), [Zeds](#), [Unwrapped](#), [Bare Alternative](#)
- Community processing [Abundance](#) & [Regather](#) juicing, [Social Pickle](#) fermenting, [Everything But The Meat](#) prepping
- Social change [National Food Service](#), [Blend Kitchen](#), [Wet Patch @ Gut Level](#), [Grow A Row @ Woodseats](#), [Whirlow Hall Farm](#)
- Food redistribution [Food Works](#), [Save Our Sandwiches](#), [Food Hall](#)
- Organic growing [Moss Valley Market Garden](#), [Heeley City Farm](#), [Sheffield Organic Growers](#), [Regather Farm](#), [High Riggs](#) and [Wortley Hall Walled Garden](#)

Food Infrastructure

ShefFood takes a [food systems approach](#) to supporting shorter [value-based supply chains](#), and is a [Fringe Farming](#) partner, with [Shared Assets](#), [Bristol Food Producers](#) and [Glasgow Community Food Network](#). ShefFood has appointed an Urban Agriculture Coordinator, started a new Urban Agriculture Task Force, produced a [Low Carbon Food Infrastructure in Sheffield](#) vision endorsed by the [Institute for Sustainable Food](#), engaged [Sheffield College](#) to develop horticultural training and is exploring the further development of peri-urban agriculture in North East Derbyshire.

B) Promote healthy, sustainable and independent food businesses to consumers

Food Promotion

Sheffield's vibrant indie food scene is promoted widely, all of which ShefFood works hard to amplify. For example:

- [Visit Sheffield](#) by [Welcome to Sheffield](#) is a good place to start, as is the [Dine Sheffield](#) Restaurant Week and [Sheffield City Centre Food & Drink](#) by [Sheffield BID](#).
- Until c.2017 the [Eat Sheffield](#) brand was widely valued and recognised and celebrated the annual Eat Sheffield Food Awards.
- [Make Yourself At Home](#) leads the post-Covid19 recovery, highlighting the [hospitality sector](#).
- [Sheffield Made](#) by [Sophie Williamson](#) and [Sheffield Food Producers Collective](#) by [Yee Kwan Chan](#) are online retail sites owned and operated by local food entrepreneurs that promote local producers.
- Sheffield's home for food blogger [Nibbly Pig](#), food writer [Martin Dawes](#) and food hub thinker [Martin Yarnit](#).
- The Now Then [magazine](#) and [app](#) by [Opus](#), and [Exposed Magazine](#) are go-to places for the indie food scene.
- Sheffield-based publishers [Meze Publishing](#) are specialists in [cookbook publishing](#).
- [Nether Edge Farmers Market](#), [Sharrowvale Market](#) and [Greenhill Library Farmers Market](#) are popular food events.

Digital Food

Food is not a thing, it flows. ShefFood engages fully in the digital dimensions of sustainable food, which are key to engaging food citizens, by participating in [Self Organising Action for Food Equity](#), co-hosting the [Sheffield Engineering Leadership Academy Big Data & Food Security](#) project and collaborating with [Internet of Food Things](#), [Smart Sheffield](#)#16 Feeding The City and [Boxmaster Systems](#).

Values-Based Food

Values are key to informing food citizen choices. ShefFood engages fully in the values-based food agenda, by participating in [local](#)

[food system resilience research](#), developing toolkits to measure [social impact of community food](#) business and promoting accreditation schemes like [Better Food Traders](#).

Regather

Regather is values-based food in action. [Regather](#) runs a Soil Association certified fruit & vegetable box scheme supplying ~800 households per week with fresh Sheffield produce from [Regather Farm](#), [High Riggs](#), [Sheffield Organic Growers](#) and [Wortley Hall Walled Garden](#), and regional wholesalers [Organic North](#) and [The Organic Pantry](#), and Sheffield made groceries from [Forge Bakehouse](#), [Perfectionery](#), [Twin Cafe](#), [Birdhouse Tea](#), [Our Cow Molly](#), [Sheffield Honey](#) and [Just Preserves](#). Regather is a community benefit society, managed on cooperative principles, governed by members and pays the real living wage. Regather is the accountable body for ShefFood, hosts the partnership office at Regather Works, and has provided ongoing support to the partnership since 2009.

Beanies

Another values-based food business is [Beanies Wholefood Co-Op](#) - a Sheffield wholefoods institution, established in 1986 as a workers co-op, offering [Sheffield's first organic box scheme](#), alongside a shop, greengrocers and cafe. Beanies is 100% vegetarian, Soil Association certified and sells Fair-trade and ethical food products. Beanies uses the co-operative ideals of equality, democracy, mutual self-help and social justice to make decisions collectively, and do business with ethical, social and environmental issues at its heart. Beanies [grows at Sheffield Organic Growers](#), works with many local growers and suppliers, and supports Sheffield-based food organisations, including [S6 Foodbank](#), [Open Kitchen Social Club](#), [Food Works](#), [Food Hall](#) and [The Archer Project](#) in a variety of ways.

Key Issue 5

Transforming catering and procurement and revitalizing local and sustainable food supply chains

We believe that catering and procurement provide a uniquely powerful lever for promoting good food. By transforming catering across a wide range of settings - including nurseries, schools, colleges, hospitals, care homes, workplace canteens and smaller scale catering outlets - it is possible not only to improve the eating habits of many thousands of people but also to create the large scale demand for healthy, sustainable and local food needed to underpin a fundamental shift in the food production and supply system. At bronze we would expect to see examples of sustainable food procurement policy and accredited practice in a range of institutions. At silver we would expect to see healthy and sustainable food catering becoming the norm across a full range of institutions, supported by strong local authority leadership as well as significant changes to how the procurement supply chain operates, so that it is more accessible to local, sustainable, independent and smaller scale producers and other food businesses.

What success could look like:

5A) Change policy and practice to put good food on people's plates - this could include but is not limited to the following:

- The Council develops and formally adopts a Sustainable Food Procurement policy and strategy that promotes healthy and planet friendly diets and incorporates specific commitments to source sustainable, local and ethical products.
- Individual public sector bodies adopt healthy and sustainable food policies, including nutrition standards; healthy catering and vending; 'tap water only'; local, organic and other climate/nature friendly produce; responsibly caught/farmed fish; less but better meat and ethical standards such as Fairtrade.
- Public sector organisations and large private caterers achieve recognised healthy, sustainable and ethical food accreditation, such as Food for Life Served Here, Marine Stewardship Council and Compassion in World Farming awards.
- Restaurants and other small-scale catering outlets improve their food offering as part of national accreditation schemes such as Food for Life Served Here and the Sustainable Restaurants Association or through local schemes such as the Healthy Catering Commitment and Bristol Eating Better.

5B) Improving connections and collaboration across the local supply chain - this could include but is not limited to the following:

- Establish a local cross-sector sustainable food procurement group or equivalent forum to bring together procurement officers, caterers, suppliers and other decision-makers to drive, track and promote better catering and procurement policy and practice.
- Enable procurement officers and catering businesses to source more of their ingredients from local and sustainable producers and processors, for example via local supplier directories and through meet the supplier events.
- Enable small scale local producers and other sustainable food businesses to better access large scale procurement markets, for example through the introduction of dynamic food procurement and facilitated cooperative supply initiatives.
- Work with procurement and supply stakeholders over a larger geographic region to develop a more strategic approach, including taking advantage of opportunities for greater aggregation and integration of local producers.

Key Issue 5: Transforming catering and procurement and revitalizing local and sustainable food supply chains

Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel.

A) Change policy and practice to put good food on people's plates

Sheffield Teaching Hospitals NHS Foundation Trust

The multi-award winning [Sheffield Teaching Hospitals NHS Foundation Trust](#) holds a [Food For Life Served Here Silver Award](#), has achieved the [Green Kitchen Standard](#) and won a Health Service Journal Award for [Improving Environmental and Social Sustainability](#). The catering service has a voluntary team of sustainability champions who have been trained on food waste reduction, recycling and energy management. Sheffield Children's NHS Foundation Trust also holds a Food For Life Served Here Bronze Award.

Sheffield Hallam University

Sheffield Hallam University has achieved a 3-star [Sustainable Restaurant Association](#) award and a [Green Gown Award](#), having adopted a [Healthy and Sustainable Food Policy 2017-20](#), which promotes a [range of actions](#) including hosting a [Sheffield Organic Growers](#) collection point, working with [Food Works](#) on [Discussions Over Dinner](#), using [LEAF accredited](#) micro herbs and [Marine Stewardship Council](#) fish and reducing single-use plastic consumption.

University of Sheffield

The University of Sheffield has a [5-year sustainability strategy](#) including commitments to become a net-zero campus by 2030 and net-zero across all activities by 2038; using research expertise to tackle twenty-first century sustainability challenges; embedding Education for Sustainable Development into all taught courses within five years; 100% renewable procured electricity on campus; and tough action on high-carbon travel. The University promotes the [NETpositive Supplier Tool for Higher Education](#) to help suppliers create a sustainability action plan as part of the procurement process.

Eat Smart Sheffield

[Food for Life](#) (FFL) is working in partnership to deliver [Eat Smart Sheffield](#) from 2020-2024. The programme, funded by [Sheffield City Council's Public Health Team](#) and managed by [Learn Sheffield](#), is delivering a 'Whole School and Settings Approach to Food and Nutrition Service'. To date 42 schools have registered with FFL, including 30 schools working towards their FFL Awards. 2 schools have achieved their FFL Bronze Award. FFL is also actively working with local catering providers to improve the school meal offer, increase school meal take-up and boost integration between the catering services, schools, pupils and parents.

School Catering

[Taylor Shaw](#) provides the Sheffield [Schools Catering Contract](#). Meals are made with farm-assured meats (Red Tractor accredited), free range eggs, sustainably-sourced fish (Marine Council accredited), don't contain any genetically-modified foods or mechanically-recovered meat and meet School Food Standards for healthy meals. Sheffield City Council (SCC) adopted an [Ethical Procurement Policy](#) (EPP) with [social value](#) and local economic impact criteria and is [Real Living Wage Foundation](#) accredited. The [new Schools Catering Contract](#) is currently out to tender, and will adopt the SCC EPP, single use plastics will be reduced or eliminated, waste food will be recycled or reused and Food for Life Bronze will be a key requirement.

PJ Taste Catering

[PJ Taste](#) is a large private caterer specialising in making food using [locally sourced ingredients](#) and [catering sustainably](#). They operate the [PJ Taste Catering Academy](#) at Sheffield College and created 60 recipes inspired by the [EAT-Lancet report](#) for the [Climate Change Cookbook](#), published by Sheffield's [Meze Publishing](#).

B) Improving connections and collaboration across the local supply chain

Sheffield Organic Growers

[Sheffield Organic Growers](#) (SOGS) is a successful example of small scale producers cooperating across local supply chains, involving 4 independent [organic and biodynamic growers](#) on a 12 acre site on the outskirts of Sheffield in the Moss Valley, North East

Derbyshire. They grow produce which they sell through independent grocers and veg box schemes. The founder purchased the land, adopted a small scale intensive approach and divided the land to rent to the growers who share skills and support each other whilst producing a wider range of produce. SOGS evolved from [Transition Sheffield](#) and [Hazelhurst CSA](#), features in [From Field to Fork: Sheffield](#) (2009) and [Growing Sheffield's Local Food Economy](#) (2012), and is the origin of a cluster of agroecological initiatives in the Moss Valley including [Growing Experience](#), [Friends Field](#), [Friends of Newfield Spring Wood](#) and [Regather Farm](#).

Our Cow Molly

The [BBC Food & Farming Award](#) winning [Our Cow Molly](#) is a Sheffield dairy producer and very popular Sheffield brand. Their ice cream, milk and butter is stocked in both Universities, local shops and supermarket stores. The farm is actively reducing their carbon footprint. Cows graze 180 acres of pasture land which is a huge carbon sink for Sheffield. An anaerobic digester will capture methane gas to power milk delivery vans, and solar energy will be used to wash and reuse glass milk bottles, reducing reliance on fossil fuels. In 2015 the University of Sheffield [started buying all its milk](#) from OCM, enabling a [long term partnership](#) to develop.

Healthy Soil, Healthy Food, Healthy People

The [Institute for Sustainable Food](#), part of the University of Sheffield, are leading a £6 million research project to transform the UK food system from the ground up. [Healthy Soil, Healthy Food, Healthy People](#) (H3) will conduct interdisciplinary research to take a systemic approach to changing our food system. The project focuses on food security, sustainability and understanding links between production and consumption. Research will practically focus on horticulture, hydroponics, hybrid farms and on the health benefits of biofortification and increased fibre consumption which will be implemented throughout the Yorkshire area to address obesity, sustainable agriculture and global warming.

Dynamic Food North

The [Urban Agriculture Consortium](#) (UAC), led by [Green Futures Associates](#), is working to upscale regenerative food growing in and around our towns and cities. Sheffield is a Pathfinder City in the UAC along with Lancaster, Leeds and Middlesbrough. ShefFood's involvement in UAC is enabling a more strategic approach to public sector procurement opportunities over a larger geographic region. Leeds and Lancaster produced [Future Food Procurement 2020](#) and UAC created Dynamic Food North, connecting all the Pathfinder Cities with [South West Food Hub](#) and [Dynamic Food Procurement](#) (DFP) to meet regularly, and learn about their innovative work,

develop regional advisory boards, and work with procurement and supply stakeholders to divert >33% of UK public sector food and drink spend to fresh, local produce from sustainable SME producers by 2023.

Key Issue 6

Tackling the climate and nature emergency through sustainable food & farming and an end to food waste

We believe that tackling the climate and nature emergency is the single greatest challenge of our time and will require a radical shift in our food and farming system towards agroecological production, sustainable diets and an end to food waste. By changing what we, as individuals and institutions, choose to eat, we can transform what, how and where food is produced and thus help to minimise any negative impacts on climate and biodiversity. At the same time, by tackling the tragedy of food waste, we can balance the need to feed a growing global population while remaining within planetary boundaries. At bronze, we would expect to see significant action on promoting and supporting sustainable food production and consumption, improving resource efficiency throughout the food chain and tackling food and food-related waste. At silver, we would expect to see an effective strategic and systemic response to the negative climate and nature impacts of the local food system.

What success could look like:

- 6A) Promote sustainable food production and consumption and resource efficiency** - this could include but is not limited to the following:
- Declare a climate and nature emergency and work with public sector institutions, businesses and citizens to deliver a joint strategy to drastically reduce the climate and nature impact of your local food system, as outlined in the 'Every Mouthful Counts' Declaration and Guide.
 - Develop and deliver a land use and management strategy that protects, enhances and makes available all Grade 1 and 2 urban and peri-urban land for both community growing and commercial sustainable agriculture.
 - Provide farmers, growers and land managers with training, advice and support on how to adopt agroecological production and management techniques and food businesses with support to improve resource efficiency and sustainability across all aspects of their business.
 - Deliver city-wide campaigns to promote a mainstream shift to sustainable food - including fresh, unprocessed, seasonal, local, organic, less and better meat and dairy, high animal welfare, Fairtrade, Sustainable Fish Cities and the Real Bread Campaign.
- 6B) Reduce, redirect and recycle food, packaging and related waste** - this could include but is not limited to the following:
- Ensure the Food Waste Hierarchy is incorporated into and shapes an integrated city-wide food waste policy and strategy that minimises food and packaging waste, eliminates food waste from landfill and ensures surplus food and food waste are diverted to the most appropriate purposes.
 - Establish a food waste collection scheme for homes and businesses that redirects food and food-related waste for composting, energy recovery (AD) or animal feed (where permitted); and promote community composting through the provision of resources and sites for communities to use.
 - Raise public, business and institutional awareness of food waste and encourage them to measure and reduce it via campaigns and events such as Love Food Hate Waste, Feeding the 5000, The Pig Idea, Disco Soup, No Loaf Lost, Your Business is Food and Guardians of Grub.
 - Ensure the effective collection of consumable surplus food from all stages in the supply chain, from farms to retail, and redistribute it to organisations feeding people in need while working to raise the nutritional standards of the food aid being offered.

Key Issue 6: Tackling the climate and nature emergency through sustainable food and farming and an end to food waste

Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel.

A) Promote sustainable food production and consumption and resource efficiency

Climate

Sheffield has a long established and thriving environmental movement. [Sheffield has declared a climate emergency](#), prompted by public campaigning and engagement, involving [Sheffield XR](#) and [Sheffield Climate Alliance](#) with responses from [Sheffield City Council](#) (SCC) and the [Sheffield City Region](#) (SCR). There is an ongoing campaign for [Sheffield to declare a biological and ecological emergency](#). SCC have published [A Pathway To Net Zero](#). Public sector institutions, businesses and citizens are working to reduce the climate and nature impact of our local food system. For example, ShefFood is one of 35 organisations involved in a [successful Sheffield bid to The National Lottery Climate Action Fund](#), recently co-hosted a [Feeding South Yorkshire Regional Food Workshop](#) with [Green New Deal South Yorkshire](#) (GNDSY), will present a keynote address at the forthcoming South Yorkshire Community Foundation [SY100 event](#) on tackling climate change, and will co host the forthcoming [Feeding Sheffield Sustainably](#) conference in association with the University of Sheffield's [Institute for Sustainable Food](#) and the [Festival of Debate](#).

Land

Sheffield is working to develop and deliver a land use and management strategy that protects, enhances and makes available all Grade 1 and 2 urban and peri-urban land for both community growing and commercial sustainable agriculture by accessing support and co-delivering three national programmes in Sheffield - the [Sustain Fringe Farming](#) project, the Green Futures Associates [Urban Agriculture Consortium](#), and the [Landworkers Alliance Community Resilience](#) project. Recently SCC have commissioned a [Rural Strategy and Estate Management Plan](#), ShefFood has published a [Low Carbon Food Infrastructure](#) discussion paper, and ShefFood partners, the GNDSY Food Group, has published a [Nature Friendly Food Growing in South Yorkshire](#) report.

Agroecology

ShefFood and partners have played an active role to develop opportunities for Sheffield farmers, growers and land managers to

access training, advice and support on how to adopt agroecological production and management techniques. For example, ShefFood coordinated involvement of agroecological retailers, producers and wholesalers in the Sheffield food system to participate in DEFRA New Entrants Support Scheme and [Environmental Land Management](#) consultations to help shape future food system policy and support, and is working with the [FarmStart Network](#) to develop the agroecological sector in Sheffield.

Culture Change

Sheffield has been a Fairtrade City since 2004, and is home to many food system partners who are established, leading examples of enabling a mainstream shift to sustainable food, for example: [Our Cow Molly](#) - providing fresh and locally sourced milk and dairy products to Sheffield since 1947, whilst using grassland, anaerobic digestion and solar energy to actively reduce their carbon footprint; [Heeley City Farm](#) - a powerful presence in Sheffield for 40 years delivering a huge range of community food and farming activity across the city; [Forge Bakehouse](#) - producing daily bread and baked goods and [promoting Real Bread](#), and the University of Sheffield [Institute for Sustainable Food](#) - leading H3 '[Healthy Soil, Healthy Food, Healthy People](#)' a £6 million, 5 year research programme to transform the UK food system, and involving Sheffield organisations in cross-cutting engagement and impact activities.

B) Reduce, redirect and recycle food, packaging and related waste

Reduction

In Sheffield the Food Waste Hierarchy is fully integrated into city-wide food waste management systems, services and activities. The Sheffield City Council (SCC) [Waste Strategy Update](#) (2014), an [Assessment of Compliance](#) (2016) and the [South Yorkshire Waste Strategy 2016-2021](#) (2016) tackle challenges relating to reducing, redirecting and recycling food, packaging and related waste. The social enterprise [Food Works](#) is Sheffield's leading force in the fight against food waste, with 300 volunteers preventing 500 tonnes of food going to waste, distributing 40,000 [boxes](#) of groceries, [growing produce](#) locally, and [cooking](#) thousands of healthy meals for collection from [community food hubs](#) across Sheffield. There is extensive evidence of anchor institution innovation too, with the participation of the [Sheffield City Council Waste Management](#) team in the [ProSFeT Sustainable Urban Freight](#) project; [Regather](#) in the [ProCEedS Circular Food Economy](#) project; and a [University of Sheffield](#) student-led engineering project to [build a food-waste powered bio-digester](#).

Rethink

To raise public, business and institutional awareness of food waste SCC and Veolia offer extensive information to [promote reduction in food waste](#). SCC [Waste Management Policies](#) commit to “providing support and advice to help people reduce food waste” and actively promotes the [Love Food Hate Waste](#) online platform which encourages users to rethink their food shop and food consumption to produce less food waste with blog articles, the [Love Your Leftovers Cookbook](#) and activities such as food planning, food storage tips and a portion calculator.

Redirection

City wide waste collections by [Veolia](#) from Sheffield businesses and households ensures [food waste energy is recovered](#) to generate electricity and heat for the [District Energy Network](#), and the Sheffield based [District Eating](#) is developing [innovative horticultural projects](#) that utilise this heat and waste CO2 to produce food and maximise social benefit. SCC [recently carried out consultation](#) to include city wide household food waste collection services in the next 5 year waste management plan. [SCC actively promotes food waste reduction](#) and works with [Get Composting](#) to provide compost bins and [encourage home composting](#) of food waste to reduce CO2 emissions and produce nutrient rich soil. The Sheffield Community Composting Network was established at [Heeley City Farm](#), which operates food waste collection from food businesses for animal feed and composting alongside their small scale livestock and food growing operations, and over 40 years has helped successfully establish a city-wide culture of home and community composting in Sheffield.

Redistribution

There is extensive evidence in Sheffield of the effective collection of consumable surplus food from all stages in the supply chain. A regional cluster of businesses includes the [Company Shop Group](#), [Approved Food](#) and [FareShare Yorkshire](#). They operate collection and re-distribution services to organisations feeding people in need in Sheffield such as the St Mary's [Social Supermarket](#), which ShefFood supported to raise the nutritional standards of the food aid being offered with a [Food Power for Generation Covid](#) grant. ShefFood also helps promote [Abundance](#), a voluntary organisation [founded in 2007](#) which rescues, shares, cooks and processes fruit and vegetables which otherwise would go to waste across Sheffield.

