



Cambridge Sustainable Food Annual Report 2017/18



Chair's Report

2017/18 has been a very exciting year for Cambridge Sustainable Food (CSF), one that has seen us move up to the next level in terms of the amount of work we did, the number of people we reached (7,303) and the increasing depth of our partnerships.

For legal reasons we also changed our organisational structure from an unincorporated association to a CIC (Community Interest Company), which now carries out the practical work of the Cambridge Sustainable Food Partnership Board. We are still a not-for-profit organisation.

This year we were fortunate to receive core funding from Sustainable Food Cities (plus match funding from some very generous individual donors) to employ a paid coordinator, Sam Dyer, for the first time. This has made an enormous difference and meant that we were able to conduct two major campaigns during the year: Waste Less Save More and Sugar Smart, the first focusing on food waste reduction (and therefore greenhouse gas emissions) and the second on healthy eating,

The work we have been doing around healthy eating, with cookery workshops and stalls at public events, together with working towards the Sustainable Food Cities Silver Award, which we hope to achieve within the next two years, led us to initiate the Cambridge Food Poverty Alliance, working with key organisations such as The Cambridge City Food Bank and Cambridge City Council to reduce food poverty in the area. This will also form an increasingly important part of what we do in 2018/19, with the production of a Cambridge Food Poverty Action Plan.

Our work with businesses, including the Pledge/Award Scheme, continues. We are delighted that the Cambridge Sustainable Food Hub has been accepted onto the European EIT Food Accelerator Network to take part in the MassChallenge Programme in Switzerland. This is a great coup due to the tireless efforts of team leader Duncan Catchpole.

As always, we are extremely grateful to our funders: Cambridge City Council, Sustainable Food Cities, People's Health Trust, Awards for All (Big Lottery), Sainsbury's and generous private individuals, and to our wonderful volunteers (80 this year), without whom much of our work would not be possible. Thanks also to Sam Dyer and her team, who have put so much heart and inspiration into their work as well as the hours.

Bev Sedley
Chair



Food for change

Our ambition and purpose

We believe healthy and sustainable food can be a catalyst and inspiration for change.

Through positive action and advocating for healthy and sustainable food in our communities, we are working to raise the profile of the role food can have in tackling social, economic and environmental challenges. Our ambition is for Cambridge to be an exemplar of sustainable food.

To achieve our goals, we believe that everyone should have a voice and working in partnership with others is crucial to what we do.



Our projects

Our high-profile projects and campaigns during 2017/18 were:

- Cambridge Sustainable Food Pledge and Award Scheme (a business partnership)
- Sugar Smart Campaign (with Jamie Oliver Foundation)
- Waste Less Save More Campaign (Sainsbury's)
- Development of the Cambridge Sustainable Food Hub
- Creation of the Cambridge Food Poverty Alliance and continuation of the Thyme to Cook programme



Work with local food businesses

During the year, with funding from Cambridge City Council, CSF worked with 14 new businesses on their pledges for the Cambridge Sustainable Food Pledge/Award Scheme for Businesses. Nine received a Bronze, Silver or Gold award, with an awards ceremony towards the end of the year. This brings the total of awards made to 28. Information about all the award-winning businesses can be seen on the CSF website. There are more businesses in the pipeline.

Three business newsletters were sent during the year and a template Sustainable Food Policy was produced to help businesses devise their own. The revised scoring scheme for the Award ensured that CO₂ reduction was given more prominence, with extra points for effective food waste reduction, for example. Our coordinator, Sam Dyer, gave a presentation on the Pledge/Award scheme at the national Sustainable Food Cities conference in June.

This year we also worked in depth with Darwin College and Anglia Ruskin University (ARU) using the WRAP tools “Your business is food” to further reduce their food waste. At ARU, after the catering department analysed where the most waste was occurring, this resulted in a week-long campaign, “Sort It Out!”, in conjunction with the students’ union, designed to reduce plate waste and ensure waste was put in the correct bins. This drew media attention, with two radio interviews and an article in the Cambridge Independent. Over the week prep waste was reduced considerably and food waste contamination in the students’ bins fell from 35% to 5%.

“CSF has changed the way I look at my business and other businesses forever and had countless benefits. It’s been an invaluable part of my business growth and sustainability

Ben Aveling, Radmore Farm Shop



Barley Buzz at Awards ceremony

Lunchtime UK at Spinney School

In addition to the Pledge/Awards scheme, CSF has developed an interactive Sustainable Food Directory on the website.



“Sort It Out!” at ARU



St John’s College Chef



Homerton College signs



Awareness-raising work with the public



This year our work with the public was organized around two campaigns and a challenge

World War II Rationing Challenge

This challenge, funded by Cambridge City Council, was held over four weeks in June and July, with 90 people participating. The aim was to encourage people to eat less meat and dairy, reduce their food waste, cook more from

scratch and eat more local, seasonal food. The launch event generated a lot of discussion, with talks by a food historian, who brought food, wartime artefacts and cooked samples to give a flavour of rationing, and a dietician, who explained why people were actually healthier during the war years. We promoted the challenge at five of our summer stalls, reaching 517 people that way. Challenge participants received weekly emails and people posted comments on Facebook. We had several items in the media, from BBC Radio Cambridgeshire to Cambridge Edition. We are very grateful to Cambridge Carbon Footprint for the generous use of their materials developed in 2015.



Outreach talks

CSF staff and committee gave 15 talks on sustainable food to various organisations, including a Green Formal dinner at Homerton College, Earth Optimism Day, a Women's Institute and a workshop on food poverty at the City Council's Tackling Poverty and Isolation conference. We reached 459 new people.

What people learned...

“Substitute other foods for meat. It was a good experience, even my husband and children enjoyed it

“My cooking has become more imaginative through thinking about how I can use up what's left over

Campaigns

Sugar Smart

Sugar Smart Cambridge, part of the national campaign with Sustainable Food Cities and the Jamie Oliver Foundation, received funding from Sustainable Food Cities and Awards for All and started in Autumn 2017 with time spent at Addenbrooke's Hospital, engaging staff (200) as they came for their flu jabs. This was in conjunction with their Health at Work department. Our team of interns, led by a dietician, talked to staff and gave out Sugar Smart literature, encouraging them to participate in the Sugar Smart challenge. February 2018 saw the launch of the public campaign at the Abbey Stadium, where over 3000 people heard the talk at half-time and saw the Sugar Smart team in their T-shirts with CU's mascot. 1000 leaflets were distributed. This was timed with a media campaign with 2 interviews on BBC Radio Cambs, a slot on BBC Look East (TV) and an article in the Cambridge News. A group of young people started working with Oblique Arts to produce a film on the importance of reducing sugar intake aimed at other young people. The campaign also engaged with three of Cambridge United Community Trust's men's groups. The campaign continues into 2018/19, encouraging the public to sign up to the Sugar Smart challenge.

The Cambridge Sugar Smart campaign is being supported by a steering group involving Everyone Health, Health at Work, Cambridge United Community Trust, Public Health and CU Colleges Catering Managers, as well as CSF.



Campaigns

Sainsbury's Waste Less, Save More

This campaign, funded by a grant from Sainsbury's, which reached **3,348 people**, included the Cambridge Pumpkin Festival and Community Fridge and saw the start of the Zero Waste Kitchen Challenge, which continued into 2018/19.

Pumpkin Festival

The third Cambridge Pumpkin Festival had even more visitors than last year, even though there were fewer events. Organised by CSF, with eight in-house events and eight laid on by other organisations, this 8-day festival for children and adults during half term week drew attention to the scandal of food waste in an engaging way and was attended by over 3,149 people, with 3,000 festival programmes full of food waste facts and suggestions distributed. We brought together 46 local businesses and community organisations to provide a total of 16 events as well as special pumpkin-themed dishes available at eight different eateries. Two Saturday stalls outside the Guildhall offered pumpkin

soup as well other tasty pumpkin cakes, savouries and recipes. These and other stalls at public events also included our Tip Tree, where people posted their food-saving tips. We repeated the most popular events from the previous year: Kids' Disco Soup and the wildly popular Pop-up Farmers' Market at the Museum of Technology, which this year attracted over 1,363 visitors (over 300 more than last year). There was considerable media coverage, with four radio interviews and articles in the Cambridge News, Cambridge Magazine and Cambridge Edition. We were delighted to have Cambridge MP Daniel Zeichner to launch the festival with the Feeding the 1,000 stall outside Sainsbury's, Coldham's Lane.



“Ghosts, ghouls, witches and wolves – these aren't the true horrors of Halloween. The real fright is the 18,000 tonnes of pumpkins which end up in the bin each year

Cambridge News

Community Fridge

CSF collaborated with the Edge Café on Mill Road to set up Cambridge's first Community Fridge, which avoids food waste by taking donations of surplus food from individuals and businesses, which can then be taken free of charge by others. The launch and other activities generated a lot of media interest (a Cambridge News article and three radio interviews, two on BBC Radio Cambs). In the 1st six months 483kg of food were donated and 472kg taken out. 157 people attended the three promotional events at the cafe, which included a community meal, a film showing ("Just Eat It" about food waste) and a Ready Steady Cook competition where 2 local cooks vied to make the best meal out of leftovers from the fridge.

“There's definitely a need for it in the community. It's well used.

The Edge café



“I was shocked by the talk at the start about how much food is wasted and inspired to try to waste less

Participant

Cookery workshops

CSF's Thyme to Cook project continued during this year, with the two main strands being the long-term family workshops at Arbury Community Centre, funded by the People's Health Trust (PHT) and the short courses funded by Cambridge City Council. The Arbury group also had a couple of trips during the summer holidays, including one to a local farm. Excitingly, the PHT group wanted to continue when the funded ended in December and, with the help of CSF and the City Council, they have been supported to carry on, with a view to becoming completely independent in 2018/19.

“You can make things healthy but tasty

Participants



We ran 39 sessions with money from the City Council's Sharing Prosperity fund. This year we continued to collaborate even more closely with Council and Children's Centre workers, who recruited the groups for us. There were five courses of between four and six weeks, plus some one-off sessions. Most of the workshops were for families, including young parents, but one course was aimed at over-65s. One of the sessions was to enable families at the Holiday Lunches to help cook as well as eat and we hope to do more of this during 2018/19. All meals are prepared completely from scratch and focus on building confidence in the kitchen and providing healthy food for families at a low cost.

“I think it's nice to have the opportunity to try and do it ourselves and to help more people – will probably give us more confidence as well as being able to run something like this and hopefully help other people like we've been helped

Participant

“One parent was so pleased and surprised that her child was eating the baked beans that she wanted me to taste them before I left the room

Children's Centre manager



Cambridge Sustainable Food Hub

The Food Hub is a CSF project intended to significantly increase the amount of locally and sustainably produced food that is eaten in Cambridge. It will help small local food businesses and producers, address issues of access to healthy food for low-income households, be an educational resource, implement an efficient local distribution network and above all be a visionary example of what sustainable food systems might look like in the future. The Hub has support from a wide range of partners, including Addenbrooke's Hospital, South Cambs District Council, Cambridge City Council, NIAB, CPRE, Wellcome, Russell Smith Farms, and Hill developers. At the beginning of April 2018 the Food Hub took the step of becoming a limited company in its own right. Duncan Catchpole, the project director, went to Brussels during the year and The Cambridge Food Hub was accepted onto the EU's EIT FAN (Food Accelerator Network), which means spending 3 months in Switzerland during 2018/19 taking part in the MassChallenge Programme. As well as

providing invaluable business training to food start-ups, this scheme offers the chance to receive start-up funding for a 2-year pilot.

During the year, the Hub organised a Good Food for All stakeholder workshop with Cambridge University, using business tools to analyse the way people access food at present, the inherent inequalities of that system and how it is giving rise to food poverty, as well as devising a scheme in which the Hub will make good quality, healthy and sustainably produced food more accessible to local householders on low incomes. Duncan also gave a fully-booked talk at the Cambridge Science Festival: Are Food Miles Worth Worrying About?

Alice at the Mass Challenge

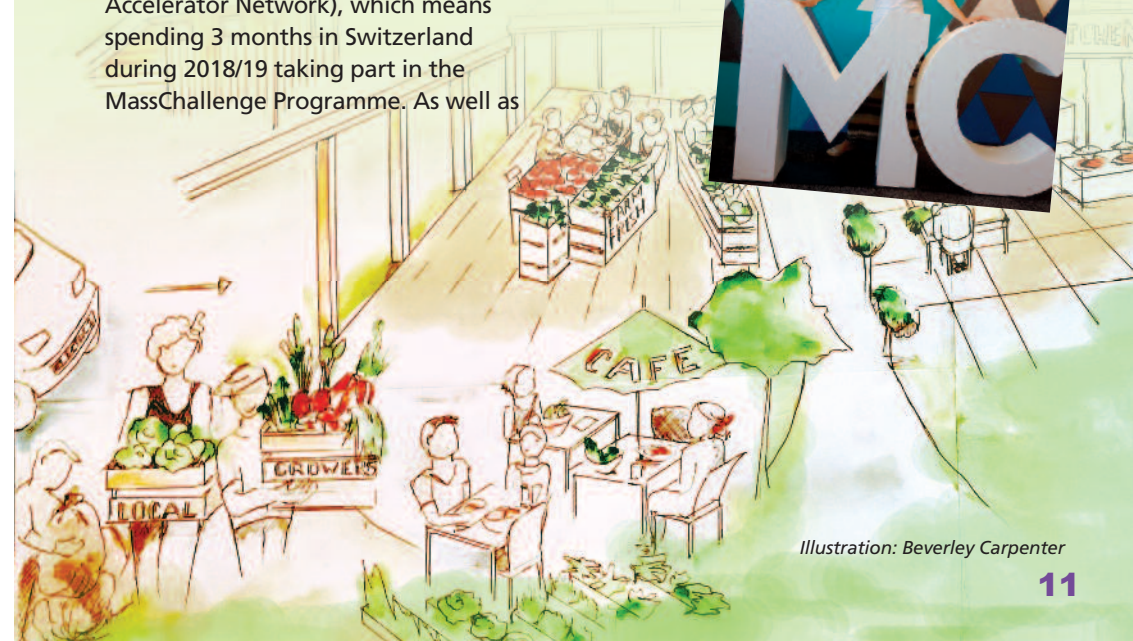


Illustration: Beverley Carpenter

Working in partnership

“During the year CSF has worked closely with the council’s neighbourhood community development team in supporting low income families to learn how to cook good food on a low budget. CSF helped to coordinate activity to feed vulnerable people, bringing together front line agencies in a Food Poverty Alliance to develop a local action plan and promote their work.

CSF is highlighted as a partner in the delivery of food poverty initiatives in the council’s Anti-Poverty Strategy and for sustainability issues in its Climate Strategy and has been engaging with the county Public Health team to deliver local projects such as Sugar Smart.

Graham Saint
Cambridge City Council Corporate Strategy Officer

“We have found CSF to be a reliable partner in providing support to vulnerable local families, who have enjoyed participating in their cookery skills programme, both reducing their isolation and providing them with greater confidence.

Sally Roden
Cambridge City Council Neighbourhood Community Development Manager



Cambridge Food Poverty Alliance

CSF started working on a major new partnership during the second half of 2017/18: the Cambridge Food Poverty Alliance, convened by CSF, has a steering group of representatives of key food poverty organisations: Cambridge City Council, City Food Bank, CHS Group, Foodcycle, C3 Church and Wintercomfort. It is also encouraging membership from other organisations and started work on a scoping exercise “Towards a collaborative food action plan – a report on food poverty in

Cambridge”, led by Dr Kalyani Gupta, a CSF intern from January to March, who then volunteered to work one day per week for CSF to complete the scoping exercise during the first half of 2018/19, when the CFPA will hold a food poverty conference. The intention is to develop an action plan by the end of December 2018. Kalyani and Sam Dyer led a workshop on food poverty at the City Council’s Tackling Poverty and isolation conference in February 2018.



Cambridge University

We also have a close relationship with Cambridge University via the College Catering Managers’ Environmental Committee, with Ivan Higney, catering manager of Darwin College, on the CSF committee/Partnership Board. Ivan was a member of the Sugar Smart steering group and also helps with our business work.

Our partnership with the Cambridge Hub (linking Cambridge University students with the local community) continued during 2017/18, with our 8th team of six Social Innovation Programme students in October, helping us to evaluate our Pumpkin Festival. The CSF Ambassadors project continued, with six Ambassadors working on our behalf within the student body.

Partnership working is very important to us. We will be developing a food procurement group during 2018/19. We engaged with 74 different organisations during 2017/18, excluding those which support the Sustainable Food Hub partnership.



“Cooking from scratch is a lot easier than I thought – courgettes are not the enemy”
Cookery workshop participant



Volunteers

Once again we owe an enormous debt of thanks to our volunteers, without whom much of our work would not be possible. During 2017/18, 80 volunteers gave their time and skills – 5,220 hours, nearly 3,000 of which were the work of our 11 interns, who were with us from periods ranging from 5 weeks to 4 months. Volunteers put in almost twice the number of hours (2,781) put in by our excellent paid team: Suzannah Watson (business work), Leanne Holroyd and Blake Vickers (cookery), Amy Wormald (Sugar Smart), led by our excellent full-time coordinator, Sam Dyer. Volunteers looked after our social media and website, did background research, edited our newsletter, helped at stalls and with cookery sessions, monitored all our activities and helped to run events. We really value the work of our volunteers, without whom our work, on its current scale and with our current resources, would not be possible.



Annie Jackson



“Being an intern with CSF was hugely valuable and rewarding. I developed new skills, met new people and was so inspired by their work that I continue to be involved with this important organisation. Every city needs a CSF!”

Gemma (intern)

Media engagement

We had even better media coverage than last year, with 16 local radio interviews (BBC Radio Cambridgeshire (12) and Radio 105FM (4)) and one TV appearance (BBC Look East – Sugar Smart), as well as 10 newspaper and magazine articles (Cambridge News, Cambridge Magazine, Cambridge Edition and Cambridge Independent).

Our CSF website had 49,395 visits during the year (34,325 last year), with the highest monthly total, 6,077, during October (4,442 last year), reflecting the great interest in the Pumpkin Festival. (The Pumpkin Festival also has its own website, which received 6,023 visits during the short festival period. The dedicated festival Facebook page reached 24,748 people during that time.)

We are active on social media, with 2,207 followers on twitter (1,826 last year), 1,359 on Facebook (1,079) and, more recently, 738 followers on Instagram. 778 people receive our bimonthly newsletter.

49395
website visits

280244
Twitter impressions
(tweets seen)

7303
people
reached

5220
volunteer hours

2781
hours paid work

1604
attendance
at stalls

90
WW2
challenge
participants

738
Instagram
followers

778
people receiving
CSF newsletter

116
CSF events/
stalls/workshops

459
people
attending
talks

1359
Facebook likes

75
organisations
engaged with

80
volunteers

240
people
attending
cooking
workshops

72
cooking
workshops

19
awareness-
raising stalls

43
businesses
engaged with

9
business
awards

10
newspaper
articles

16
radio
interviews

2
campaigns

1
TV
interview

15
talks

Future Plans

Our two campaigns, Waste Less Save More and Sugar Smart, will continue for the first quarter of 2018/19, including the exciting Celebrity Ready Steady Cook competition, and our Council-funded cookery workshops will carry on as usual throughout the year in conjunction with neighbourhood workers. We will report on the progress of the Arbury long-term cookery group as it becomes The Purple Cookery Elephant project, with its own Facebook page and fundraising.

We have received funding from Sustainable City to work with more local food businesses to reduce their food waste, using the WRAP tools. We will be taking a break from the Pumpkin Festival this year, to focus on a food poverty conference in October, where we will be presenting the report on food poverty in Cambridge and launching emergency food signposting tools on behalf of the Cambridge Food Poverty Alliance. We intend to produce a Cambridge Food Poverty Action Plan by the end of the year.

Our annual campaign will be the national Veg Cities, led by Sustain, and, in partnership with a range of organisations, will incorporate growing, cooking and eating,



culminating in an exciting Summer Veg Festival in July 2019.

We will continue to broaden our partnership work and to work closely with Cambridge City Council on measures that are required for Cambridge to achieve the Sustainable Food Cities' Silver Award, with the aim of enabling Cambridge to become a role-model city where sustainable healthy food is available and accessible to everyone.

Fundraising will continue to be an important and time-consuming activity, as we need to raise not only project funding every year but also cover core costs, including the CSF coordinator's salary.



CAMBRIDGE

Finances

In the year ended 31st March 2018 Cambridge Sustainable Food had a total income of £87,603 (some of which is due to be spent in 2018/19). With a brought-forward balance of just over £10,000, this meant that CSF had cash in the bank of £25,547 at the end of the year.

Income has more than doubled compared to the previous financial year, thanks to a one-off grant of £30,000 from Sainsbury's for its Waste Less Save More campaign, and one of £10,000 from Sustainable Food Cities for the coordinator post, for which we also received generous personal donations as match funding. The other main sources of income are grants from Cambridge City Council, Awards for All (Big Lottery), and the People's Health Trust.

Our project spending this year has been more evenly spread between health projects (cooking and the Sugar Smart campaign, £25,222) and environmental sustainability projects (eg food waste, £26,791). As always, we are very grateful to our funders, without whom this work would not be possible.

For the sake of simplicity and for comparative purposes, the accounts are presented for the whole of the year 2017/18, although the accounts of CSF Unincorporated Association finish at the end of December 2017 and the accounts of CSF CIC will initially cover the period 1/1/2018 to 31/3/2019 (ie 15 months) to bring us in line with our financial year end.

CSF accounts for 2017/18 1st April 2017 to 31st March 2018

EXPENDITURE	City Council Business	Sharing Prosperity cookery	PHT Cookery	City Council Residents	Coordinator	Sainsbury's food waste campaign	Sugar Smart	General	TOTAL
Freelance Chef fees		7116.3	1147.6			1450	180		£9,893.90
Wages/employee costs	1276.36				16683.49	5002.72			£22,962.57
Project worker	5610	3213.77	3322.93	398	1138.76	5433.79	790		£19,907.25
Childcare			692.9				50.7		£743.60
Transport		135.71	287.91		87.8	467.13		4.6	£983.15
Volunteer expenses		231.21	150	427.01		80			£888.22
Equipment		657.16	79.85			1596.5			£2,333.51
Publicity		25		835.57		1224.67	353.94	187.5	£2,626.68
Website		45		85		85		65	£280.00
Insurance		124.95				100			£224.95
Professional fees		66		130		50		340.07	£586.07
Materials	113.38	396.81	20	49.91		1404.72	312.7		£2,297.52
Ingredients		1344.79	1109.7	50.7		468.61	122.87		£3,096.67
Office costs		62.99							£62.99
DBS checks		64							£64.00
Pensions					399.27				£399.27
Bank charges		36				18		18	£72.00
Venue hire		108.3	1042.8	25		408.56	73.8		£1,658.46
Rent		1301.54	133.48					220.72	£1,655.74
Loan repayment								1500	£1,500.00
Training		421.2							£421.20
	6,999.74	15,350.73	7,987.17	2,001.19	18,309.32	17,789.70	1,884.01	2,335.89	£72,657.75
INCOME									
Sainsbury's						30000			£30,000.00
City Council – Residents			2000						£2,000.00
City Council – Business	7000								£7,000.00
Sharing Prosperity		17139							£17,139.00
People's Health Trust			2393						£2,393.00
Sugar Smart (SFC)							4000		£4,000.00
Awards4All							4999.46		£4,999.46
Sustainable Food Cities				8000					£8,000.00
Donations				9409.12				2662.27	£12,071.39
Total Income	£7,000.00	£17,139.00	£2,393.00	£2,000.00	£17,409.12	£30,000.00	£8,999.46		£87,602.85
Difference Inc & Exp	0.26	1,788.27	-5,594.17	-1.19	-900.2	12,210.30	7,115.45	326.38	£14,945.10
Balance brght fwd 2016/17		£694	£6,487	£70	900	£0	£0	£2,451	£10,602.08
Balance Carried Forward	0.26	£2,482	£893	£69	£0	£12,210	£7,115	£2,777	£25,547.18

CSF Committee members during 2017/18

Bev Sedley (Chair)	Cambridge Carbon Footprint
Duncan Catchpole (Treasurer)	Cambridge Organic Food Company
Ann Mitchell (Secretary)	Transition Cambridge
Sally Fenn (resigned 13/12/17)	Nutritionist
Carine Henry (resigned 17/11/17)	Paediatric Dietician
Ivan Higney	Darwin College
Kati Preston	Transition Cambridge
Helen Reed	Cambs County Council
Graham Saint	Cambridge City Council
Katie Thornburrow (joined 23/6/17)	Granta Architects, now Cambridge City Cllr

Cambridge Sustainable Food Unincorporated Association was dissolved at a meeting on 12/1/18 and its place as a legal entity is now taken by Cambridge Sustainable Food Community Interest Company, responsible for the day-to-day management of CSF's projects, while the Cambridge Sustainable Food Partnership Board sets the strategic direction of CSF CIC, which reports to it.

Directors of CSF CIC (registered with Companies House 11/1/18)

Bev Sedley	Chair
Ann Mitchell	Secretary
Katie Thornburrow	Treasurer
Samantha Dyer	Coordinator

Cambridge Sustainable Food Partnership Board

Bev Sedley (Chair)	Cambridge Carbon Footprint
Ann Mitchell (Secretary)	Transition Cambridge
Ben Aveling	Radmore Farm Shop
Duncan Catchpole	Cambridge Organic Food Company
Samantha Dyer	CSF coordinator
Ivan Higney	Darwin College
Kati Preston	Transition Cambridge
Helen Reed	Cambs County Council
Graham Saint	Cambridge City Council
Katie Thornburrow	Granta Architects, Cambridge City Cllr

