



Cambridge Sustainable Food Annual Report 2016/17



Chair's Report

2016/17 has been a year of growth for Cambridge Sustainable Food (CSF). Our three main strategic priorities remain:

- reducing food waste to reduce greenhouse gas emissions
- promoting local environmentally sustainable food businesses through the Cambridge Sustainable Food Pledge and Award Scheme and The Cambridge Food Hub project
- promoting healthy and environmentally sustainable diets and tackling food poverty

We ran more free cookery workshops than ever for low-income families, teenagers and older people (84 workshops over the year), and our Sustainable Business Pledge and Award Scheme recruited 15 new businesses. Our Cambridge Pumpkin Festival, focusing on food waste reduction, reached 2,700 children and adults. In total we engaged actively with 5,208 people during the year, not counting our newsletter, website and social media, of which more later.

We have also increased the number of partners we work with – we were actively involved with 85 different local organisational partners in 2016/17, from food businesses, Universities and colleges to churches, Council departments (both City and County) and community groups.

Our heartfelt thanks are due to all these partner organisations, and of course our funders (Cambridge City Council, People's Health Trust and private donors) as well as Jenni Warwick and Leanne Holroyd, led by Sam Dyer, our project coordinator, and our 97 volunteers, who make all our work possible. We were delighted towards the end of the year to hear that our application to Sustainable Food Cities for funding for a part-time coordinator had been successful. This funding was matched by generous donations from eight individuals and businesses, without whom we could not have applied.



Bev Sedley
Chair



Our aims and purpose

Cambridge Sustainable Food (CSF) is a network of public, private and community organisations in Cambridge and the surrounding villages, working to promote a sustainable local food system.

We are a member of the national Sustainable Food Cities Network and holder of their Bronze Award.



Our Vision

Food is a vital part of people's lives, and can play a key role in dealing with the social, economic and environmental challenges we are presented with today. From obesity and diet-related ill-health to food poverty and waste, climate change and biodiversity loss, to declining prosperity and social dislocation, food is not only at the heart of some of our greatest problems but is also a vital part of the solution.

Our vision for Cambridge is for a city where environmentally sustainable, healthy food is accessible and affordable for all, and readily available through effective, sustainable supply chains.

Our Mission

We see our role as an "umbrella" organisation that brings together the many sustainable food initiatives in the public, private, educational, community and business sectors.

In order to achieve our vision for Cambridge, we

- work with the City and County Councils on food poverty, health and climate change strategy
- promote local sustainable food-related projects through our website, newsletter and social media
- promote our local Sustainable Food Charter
- run public awareness-raising activities (e.g. stalls, talks, film showings)
- maintain a sustainable food directory
- run campaigns focusing on different food issues

Work with local food businesses

2016/17 saw Cambridge Sustainable Food review its pilot scheme and fully launch the Sustainable Food Pledge and Award in January. With over 30 organisations represented, the launch event was a great success. During the year CSF signed up 15 more businesses to the scheme.

Towards the end of the year we started to engage local businesses in using a new set of tools produced by WRAP to encourage businesses to reduce their food waste.

We hosted and ran a food waste event with a variety of speakers including Martina Jensen from The Sustainable Restaurant Association (SRA) and we published our first ever Sustainable Food Business newsletter.



“Being part of the award scheme has helped us to focus on our future plans: not only have we reduced meat on the menu, we have increased the vegan options.

We have made further inroads into reducing food waste and will be working with CSF on a campaign to highlight food waste when the students return.

Terry Hope, ARU



Awareness-raising work with the public

Stalls

We organized 18 stalls at different local events to raise awareness of food issues, such as the need to reduce food waste, eat less meat and dairy, and cook and eat local seasonal food, as well as promoting the Food Hub project.

These events included: Abbey Big Lunch, Arbury Carnival, Chesterton Festival, Milton Country Park Autumn Festival, Trumpington Allotments Seedy Sunday, the Volunteer for Cambridge event, the main Eat Cambridge event, Histon Food Fair and many of the City Council community days.

Most stalls featured taster food (seasonal cookery, using pulses to

promote meat reduction, food waste reduction) with recipes and games, and also promoted our campaigns, such as the Pumpkin Festival. We talked to 1,488 people at our stalls.

Outreach talks

Members of the committee gave 18 talks on sustainable food to various schools and local groups, including to several University departments, such as Global Food Security, college events, the WI, and the City Council’s “Tackling Poverty and Isolation” conference as well as visitors at the Countryside Restoration Trust’s Open Day, reaching a total new audience of 623 people.



Cookery workshops

Free family cookery workshops

CSF has continued throughout 2016/17 to facilitate workshops at Arbury Community Centre. Funded by the People's Health Trust, these sessions are due to run until Dec 2017.

2016/17 saw the weekly group starting to tailor the sessions to reflect their own interests and needs by bringing in recipes from home and sharing information on a dedicated Facebook group.

We have a close-knit group of 6 families who have worked together weekly for over a year and a half, often supporting each other in the workshops and teaching each other new skills.

Participants now meet outside of workshop hours and count each other as friends. In August 2016 the group went on a trip to local grower Tyler Cotton's plot of land. Everyone had great fun identifying veg, picking and visiting Burwash Manor.

“ My kids can cook and family life has changed completely.

“ I can make a curry for 50p – result!

“ I didn't think I'd be able to make that, but I did!

In addition, CSF ran cookery workshops throughout the City in 2016/17. These included working with young people in Barnwell to plan a healthy menu, practise and then cook for the Mayor, players and invited guests at Cambridge United. We also ran our first and hopefully not last cookery sessions with older people at Talbot House, a sheltered housing scheme. There were also popular family sessions at Brown's Field Youth and Community Centre.

Cambridge Sustainable Food entered into a formal arrangement with the City Council in the autumn of 2016 to target families most in need through the Neighbourhood Community Team and Children's Centres. CSF developed a 6-week course syllabus which aims to building core cookery skills, manage on

a budget and increase awareness of sustainable food.

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. CSF ran sessions at St Luke's Church of England School and St Luke's Church working with a variety of different participants including vulnerable women and parent and child groups.

171 adults and children have completed six-session cookery skills courses plus one off sessions totalling 40 workshops delivered by Cambridge Sustainable Food in low income areas of Cambridge.

Sam Dyer, project coordinator

“ I like having fun and being creative. Tasting the food at the end is the best bit!

Child participant



“ I think the workshops are amazing! The kids have made friends and it's great to have adults to talk to. I've learned some great cooking skills and the volunteers are wonderful.

Mum participant



Pumpkin Festival

“ Lots of fun at the @AbbeyPeople Pumpkin Festival yesterday! Will put pumpkin carving skills to the test this #halloween! @foodcambridge

Cambridge Mayor
Jeremy Benstead



The second Cambridge Pumpkin Festival was even more successful than the first in 2015. Organised by CSF, with eight in-house events, this 10-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 2,700 people, with 3,000 festival programmes full of food waste facts and suggestions distributed.

We brought together 49 local businesses and community organisations to provide a total of 23 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 and savouries and recipes.

In addition to popular events from the previous year, such as Kids' Disco Soup and a pop-up gourmet Pay-As-You-Feel meal from FoodCycle (made from food that would otherwise have been wasted, of course!), this year included several new events, including the wildly popular Pop-up Farmers' Market at the Museum of Technology, which attracted over 900 visitors.

The Cambridge 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.

April 2016 to March 2017 has been a very eventful period for the Food Hub project. It began with the project still being at the conceptual stage after a number of failed attempts to try and acquire property.

A sponsored swim in the river Cam was organised in July 2016. This achieved some much-needed publicity, and also raised around £3,500 in sponsorship. The money was used to make a short film to convey the vision for the Food Hub, which has become the centrepiece of the awareness campaign. The film was given a special premier screening at the Maxwell Centre in November, which was attended by MP for Cambridge, Daniel Zeichner.

Early in 2017 project leader, Duncan Catchpole, was approached by the

Managing Director of Smithson Hill with a view to seeing if the Food Hub might be incorporated into their proposed Agritech park near Hinxton. This included an offer of a site for the Hub and significant investment, and subsequently this is now being considered as the location where the Food Hub will be.

Since March 2017 the project has continued to gain momentum. Duncan has given presentations at two major conferences, including the 'Harmony' conference that was attended by HRH the Prince of Wales, and as a result the Cambridge Food Hub has become the focus of national attention as a potential 'first of its kind'. The Food Hub team are urging all people to show their support for the project by registering their name and e-mail address on the Food Hub website www.cambridgefoodhub.org

Duncan Catchpole, Project leader



Working in partnership

“Cambridge Sustainable Food works in partnership with the local authorities and other public agencies in its area to help achieve shared aims. In particular, projects run by CSF have delivered some of the actions set out in Cambridge City Council’s Climate Change Strategy and Anti-Poverty Strategy, receiving funding from Cambridge City Council to make a difference.

CSF has proven itself to be a valuable and reliable partner with its Sustainable Business Pledge and Thyme to Cook projects in particular, closely aligning to the local authorities environmental health “Healthier Options” and local Neighbourhood Community Development “holiday lunch” initiatives. CSF will also work closely with Cambridgeshire Public Health in coordinating the Sugar Smart campaign and other public health initiatives to improve healthy eating, highlighted in the draft Cambridgeshire Healthy Weight Strategy.”

Graham Saint
City Council Strategy Officer

CSF also has a close relationship with Cambridge University via the College Catering Managers’ Environmental Committee and were pleased to welcome their representative, Ivan Higney, catering manager of Darwin College, onto the CSF committee this year. Cambridge University’s Department of Environment and Energy is also a close collaborator and we were delighted when they launched their excellent Sustainable Food Policy in October 2016. It is hoped that this policy will provide a model for sustainable procurement more widely throughout the City.

Another partnership which has deepened this year was with the Cambridge Hub (linking Cambridge University students with the local community). We had our 7th, very successful, team of four Social Innovation Programme students in October, evaluating our Arbury family cookery workshop. Not only did they provide very useful feedback for our funders, but also recommended and put into practice an ongoing scheme for recruiting more student volunteers to the workshops. In addition, we started a CSF Ambassadors scheme through the Hub, where students promote CSF and develop their own sustainable food projects in their colleges.

Volunteers

What would we do without our volunteers? During 2016/17, 97 volunteers gave their time, a staggering 5058 hours of it, from offering two hours at a stall to working with us as an intern for as long as 12 weeks.

Although we had the benefit of our excellent paid team during the year, running our cookery and business projects, all our activities benefited enormously from volunteer input. Volunteers ran our social media and website, edited our newsletter, helped at stalls, monitored all our activities and ran events.

This year we had 13 interns working with us for periods of five weeks to three months, often two at a time, helping with administration, events, research, communications, resources and publicity. We are very appreciative of the support we have been given by all these people, and their contribution to the growth and success of CSF has been immense.



Volunteer quotes

“It is such a rewarding feeling being part of this organisation which aspires to love food, hate waste.

Tarek

“I definitely learned a lot of new skills and enjoyed all the projects I was involved with.

Florence, intern



Media engagement

We had good media coverage during the year, with 11 newspaper articles, 6 radio interviews and one TV appearance. The *Cambridge News* again gave us an exclusive media sponsorship deal for the Pumpkin Festival and we also got our logo and sustainability message spread across the News through sponsoring the Local Food Champion category of their annual Food and Drink Awards, which was won by wholefood cooperative Arjuna.

Our CSF website had 34,325 visits during the year, with the highest monthly total, 4,442, during October, reflecting the great interest in the Pumpkin Festival. (The Pumpkin Festival this year also had its own website, which received 6,431 visits during the short festival period. The dedicated festival Facebook page reached 2,780 people during that time.)

We are active on social media, with 1,826 followers on twitter, 1,079 on Facebook and 808 people receive our bimonthly newsletter. During 2016/17 our tweets were seen 256,200 times.

34,325
website visits

5,255
people engaged with

5,058
volunteer hours

2,701
Pumpkin Festival attendances

1,826
twitter followers

256,200
twitter impressions (tweets seen)

1,079
Facebook likes

808
people receiving CSF newsletter

623
people attending talks

209
people attending cookery workshops

85
organisations engaged with

147
events organised

97
volunteers

84
cookery workshops

49
organisations involved in Pumpkin Festival

23
events at Pumpkin Festival

18
awareness-raising stalls

11
newspaper articles

9
CSF committee meetings

15
business awards

18
talks

7
radio appearances

Future Plans

During 2017/18 CSF will continue with various important strands of work. We will tackle CO2 reduction through reducing food waste by running a third Pumpkin Festival and working with local businesses and the WRAP – Your Business is Food tools.

We will sign up more independent food businesses to the Sustainable Food Pledge and run more free cookery workshops in low-income areas of Cambridge. We will raise public awareness by holding stalls at public events and working towards creating a Food Hub.

We will be fundraising to enable us to continue to employ a coordinator and

to increase their hours, as this is essential for our own future sustainability. We will look further at options for our future structure – we will continue to be not-for-profit, but need to consider more carefully whether we can become a registered charity.

Each year our activities increase and our scope widens. During 2017/18 we will take time to look again at how we can best realise our vision for Cambridge and consult our many partners about how best to work with them. We will be helped with this aim by the national Sustainable Food Cities Network, both the central team and other Sustainable Food Cities around the country.



We will also run a **World War II Rationing Challenge** to promote less meat and dairy, seasonal vegetables and reducing food waste in June 2017

Finances

In the year ended 31st March 2017 Cambridge Sustainable Food has operated to a budget of c £37,500, with a total income of just over £42,000. With a brought forward balance of £6,000 this means that CSF had cash in the bank of just over £10,000 at the end of the year.

Income has increased by 53% compared to the previous financial year. The main sources of income are grants from Cambridge City Council (Sustainable City and Sharing Prosperity) and the People's Health Trust. Budget (spending) has increased by 78%, which is a great indication of the growth of CSF and the scope of our outreach.

67% of our expenditure has been on the Thyme to Cook programme, funded by a Sharing Prosperity grant from Cambridge City Council and a grant from the People's Health Trust.

Duncan Catchpole, Treasurer



CSF accounts for 2016/17

1st April 2016 to 31st March 2017

EXPENDITURE	Sust City residents	Sust City business	PHT cookery	Shar Prosp cookery	Coordinator	TOTAL	budget for year
Venue hire	346.25	175.00	1832.35	651.14		3004.74	3000.00
Project worker fee	2208.00	5520.00	3134.10	1996.00		12858.10	11984.00
Freelance cookery assistant			1815.50	7815.50		9631.00	8880.00
Management fee			454.50	600.00		1054.50	1055.00
Childcare			574.45	340.73		915.18	471.00
Transport	7.50	21.70	192.48	9.00		230.68	679.00
Volunteer expenses	588.40	12.50	466.17	420.77		1487.84	1180.00
Equipment	246.45	19.31	13.50			279.26	593.00
Publicity	1141.07	80.00	22.50	72.50		1316.07	1580.00
Website	264.00	84.87	84.00	84.00		516.87	200.00
Insurance				223.93		223.93	329.00
Professional fees	80.00			120.00		200.00	75.00
Materials	143.20	769.98	67.82	303.79		1284.79	1030.00
Ingredients	408.95	110.88	1401.81	1329.02		3250.66	4876.00
Office costs	2.37		60.00	21.45		83.82	110.00
Subscriptions				30.00		30.00	30.00
Rent				825.65		825.65	1210.00
DBS checks			158.00	141.00		299.00	188.00
Bank charges	42.00			12.00		54.00	36.00
TOTAL EXPENDITURE	5478.19	6794.24	10277.18	14996.48		37546.09	37506.00

INCOME	General	Sust City residents	Sust City business	PHT cookery	Shar Prosp cookery	Coordinator	TOTAL
Cambridge City Council grants		4000.00	5900.00		15000.00		24900.00
People's Health Trust grant				13162.00			13162.00
Donations	1500.72					900.00	2400.72
Fees			218.15				218.15
Interest-free loan	950.09		549.91				1500.00
TOTAL INCOME	2450.81	4000.00	6668.06	13162.00	15000.00	900.00	42180.87
Difference income / exp	2450.81	-1478.19	-126.18	2884.82	3.52	900.00	4634.78
Balance b/f from 2015/16		1548.67	126.18	3602.26	690.19		5967.30
Balance carried forward	2450.81	70.48	0	6487.08	693.71	900.00	10602.08

CSF committee members during 2016/17

Bev Sedley (Chair)	Cambridge Carbon Footprint
Duncan Catchpole (Treasurer)	Cambridge Organic Food Company
Alex Collis (resigned 16/1/17)	Cambridge FoodCycle
Sally Fenn	Nutritional Therapist
Carine Henry	Paediatric Dietician
Ivan Higney (joined 16/3/17)	Darwin College
Kevin Keohane (resigned 5/7/16)	Christ's College
Zoe Loughlin (resigned 11/10/16)	Cambs County Council
Ann Mitchell (sabbatical from 13/7/16)	Transition Cambridge
Kati Preston (joined 7/7/16)	Transition Cambridge
Helen Reed (joined 3/6/16)	Cambs County Council
Graham Saint	Cambridge City Council

Sam Dyer: Project co-ordinator, helped by Jenni Warwick and Leanne Holroyd

